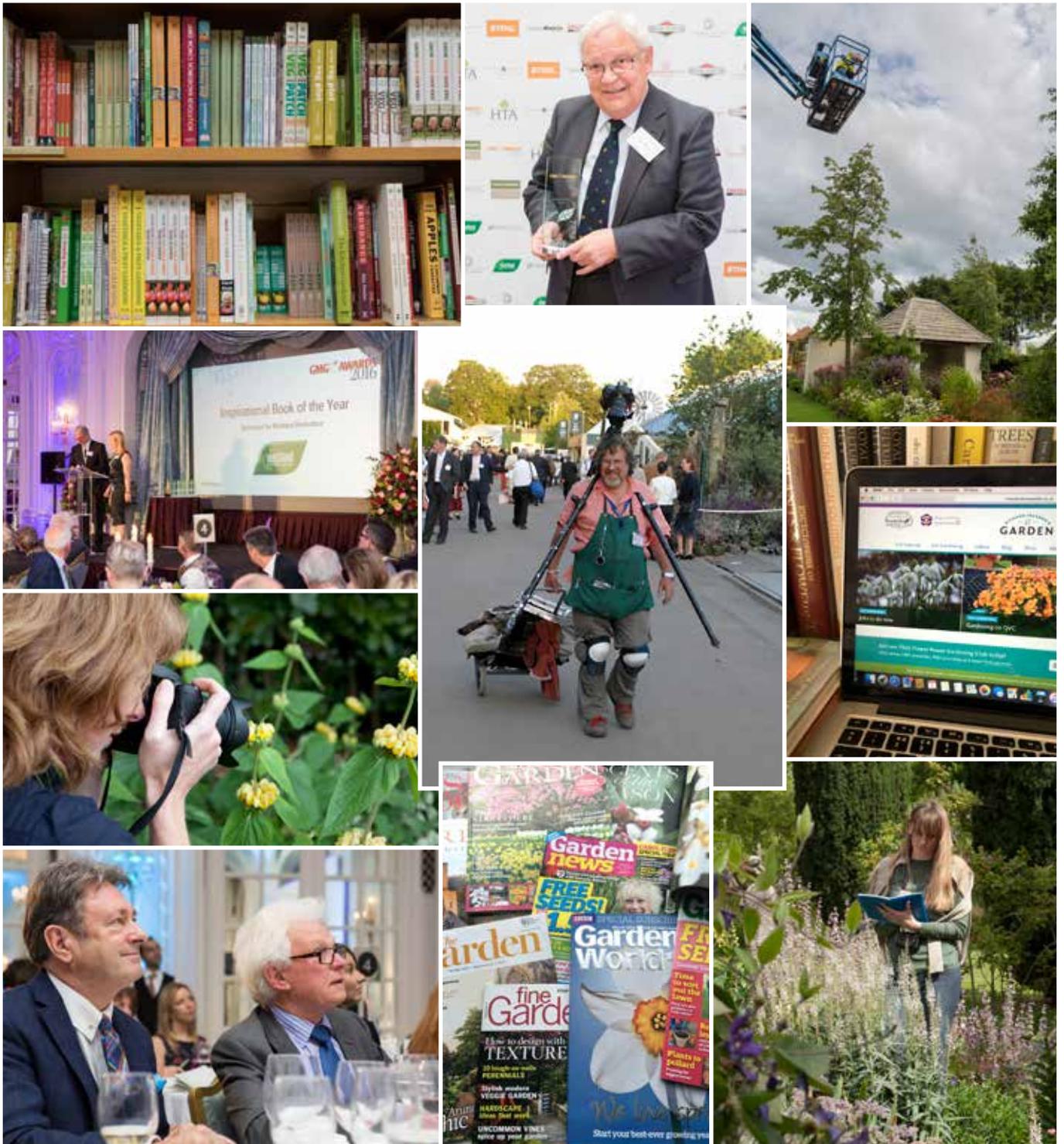




The Garden Media Guild

Your direct line to gardening's opinion formers



Professional garden communication at its best

One-stop access to the UK's top gardening journalists, bloggers and photographers

The Garden Media Guild brings together professional garden writers, authors, photographers, broadcasters, editors, lecturers and allied trades. The Garden Media Guild's aims are to raise the quality of garden writing, photography and broadcasting through a programme of training, workshops and events, including our annual Awards Lunch, and to keep our members up-to-date with events in the world of horticulture, through our website and social media, quarterly magazine and monthly e-newsletter.

Our Objectives

- Raise the quality of garden writing, photography and broadcasting.
- Improve communication between members.
- Help members operate efficiently and profitably.
- Improve liaisons between garden writers, photographers, publishers and more.

What you need to know

- 400 members
- 75,620 page views per year (up 65% YOY) at gardenmediaguild.co.uk
- 2.8K Twitter followers @GdnMediaGuild
- 500+ Facebook likes

How valuable are our members to you?

Our members earn a significant part of their income from communicating about gardening in whatever form.

Our members' work appears in all of the UK's national gardening magazines as well as specialist, local and lifestyle titles, with a combined readership of at least 750,000. They are behind some of gardening media's biggest digital platforms. Their work is regularly published in the UK's best-selling gardening books, they appear on television, broadcast on national and local radio and between them, have a social media reach of more than a quarter of a million people.

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Annual Awards Lunch November, The Savoy, London

Known as the horticultural 'Oscars', the event celebrates the very best of horticultural communications and offers a unique opportunity to promote your brand to some of the most influential media and communications professionals in the gardening community in the UK and beyond.

The event and its sponsors are promoted to all Guild members and to other constituents of the horticultural communications community,

and by default to their readers, viewers, listeners and audiences: the UK's gardening buying public.

Sponsoring the Garden Media Guild Awards provides a unique opportunity to network with the best of the best in gardening media, making new long-term friends in the sector, whilst also providing a perfect opportunity to place your brand directly in front of the people who advise the gardening public on what buying decisions they should be making.

Sponsors' Benefits

- A table of ten at the Awards lunch providing you the opportunity to invite VIP clients with key team members and sit them alongside targeted industry names – placing you, and your guests in front of some of the most important gardening influencers in the UK.
- Your brand will be prominently displayed on all pages relating to the Awards Lunch on the Guild's website gardenmediaguild.co.uk
- Extensive coverage of the Awards Lunch in the Guild's magazine, the GMG News.
- Promotion at the event. A member of your team will be invited to come on stage to present your category's prize. You also have the opportunity to display your products during the drinks reception, guaranteeing your brand is in the spotlight.
- Two free tickets to the Guild's summer party, another chance to network with key members of the gardening media industry.
- Discounted advertising rates in the Guild's publications.
- Your brand will be prominently displayed both on stage and on all screens and banners in the venue. We will publish an advertisement and company profile in the Awards programme guaranteeing your long-term exposure.
- Use of the Guild's logo during the year of your sponsorship.
- Increased recognition and brand awareness before, during and after the event, to give your brand a prime position within the gardening community.

"The Garden Media Guild Awards is one of the highlights of our calendar year. It gives us the chance to promote our company and socialise with top UK journalists, while supporting the industry as a whole."

Emma Rogers, PR Manager for Westland Horticulture

Reach the UK's key gardening writers

The Garden Media Guild has multiple platforms for you to connect with our members.

The Garden Media Guild News goes to more than 400 journalists, broadcasters and photographers. It's the ideal platform to promote your products and services to this important group.

GMG News is a membership benefit and advertising in it will guarantee

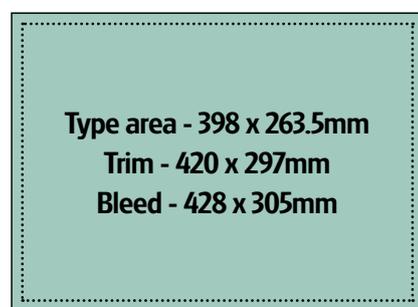
you reach some of the key influencers in this important market sector.

All advertising is in full colour and space is available in a variety of sizes and prices that will meet even the tightest budget. For frequent advertisers there is the added benefit of free editorial coverage.

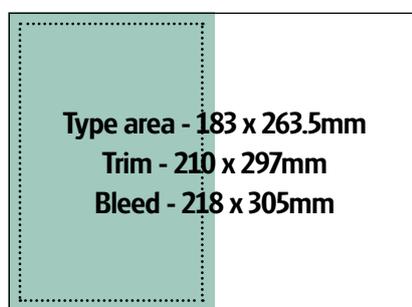
GMG News is distributed to all Guild members in March, June, September and December.



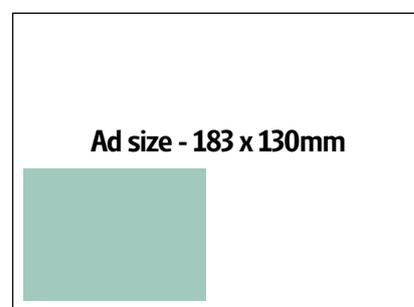
Ratecard and specifications



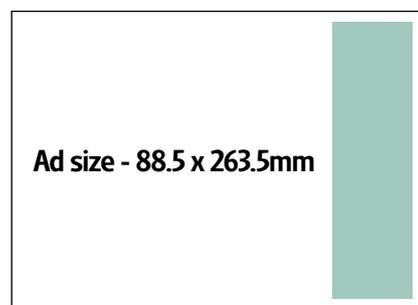
Double page spread £500
False cover (4pp) POA



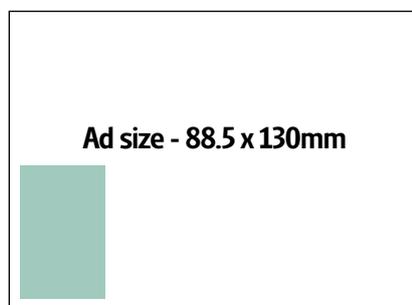
Full page £300
Back cover £400



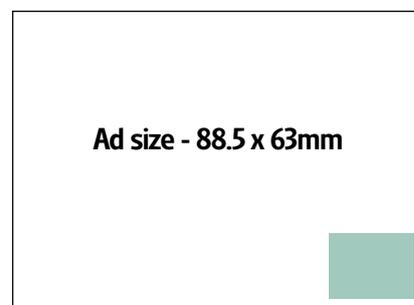
Half page (horizontal) £200



Half page (vertical) £200



Quarter page £150



Eighth page £100

Free editorial for regular advertisers

Advertisers taking two or more double page spreads in any 12-month period will be entitled to free editorial coverage up to a maximum of 250 words plus a photograph. Two or more full single-page advertisements will qualify for 100 words plus a photograph. The editor of GMG News' decision on copy is final.

Our monthly e-newsletter

Advertise on our monthly e-newsletter, which has 350+ subscribers and an average click through rate of 11.2%. Rates start at £100.

Mailouts to members

Send a bespoke email to all members for a fee of £150
 Enclose an insert with the GMG News for £300 plus any additional postage incurred by the addition of your material.
 Send a solo mailing to all members for £400 plus postage.

Artwork

- When sending images for reproduction please remember that the minimum resolution for photographs and advertisements would be 300 dpi at the size they are going to be reproduced.
- If you are in any doubt it is always better to send too large a file than a file that is too small. File sizes will vary with the type of file used, jpeg with a medium image quality will reduce the file size considerably and still give a good rendition of the image when in print.
- Advertisements should be sent as a high resolution PDF file with all fonts embedded.
- If sending large files via e-mail, please contact us first so that we can let you have our dedicated e-mail address for large files. put the subject line as 'Please send repro e-mail address'.