

# London Landscapes

Newsletter of the London Parks & Gardens Trust

## Advertisement Rates

	Dimensions (height x width)	1 issue		2 issues		3 issues	
		Mono	Col	Mono	Col	Mono	Col
Full Page	270mm x 185mm	£312	£415	£296	£394	£280	£373
Half-Page V	270mm x 90mm	£198	£275	£187	£261	£177	£247
Half-Page H	133mm x 185mm	£198	£275	£187	£261	£177	£247
Quarter Page	133mm x 90mm	£124	£182	£116	£171	£111	£163
Eighth Page	62mm x 90mm	£76	£137	£71	£129	£68	£137
Sixteenth Page	62mm x 43mm	£45	£75	£42	£71	£40	£68

Bleed-Page Size 303mm x 213mm

Trim Size 297mm x 210mm

**Special Positions + 10%**

### Loose Insert Service

Sizes up to A4 and under 10 grms are £175. Other sizes and weights by arrangement

Advertising agency discount 10%

All Advertisement and Loose Insert rates are plus VAT

### Advertisement Deadlines

Issue:	March (Spring)	July (Summer)	December (Autumn)
Copy Deadline:	February 15th	June 15th	November 15th

Please note that all advertisements and loose inserts are vetted by the London Parks & Gardens Trust and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.

## Advertisement Copy

Disk; Platform– Apple Macintosh

Programme – QuarkXpress 4.1, Include all scans, files and fonts, together with hard copy print out from the disk supplied. PDF's and Tiff files are also accepted but must be supplied with all scans saved as CMYK files, and should also be supplied together with hard copy print out from the disk.

**An artwork and setting service is available, but may be charged at cost.**

## London Landscapes Advertisement Department

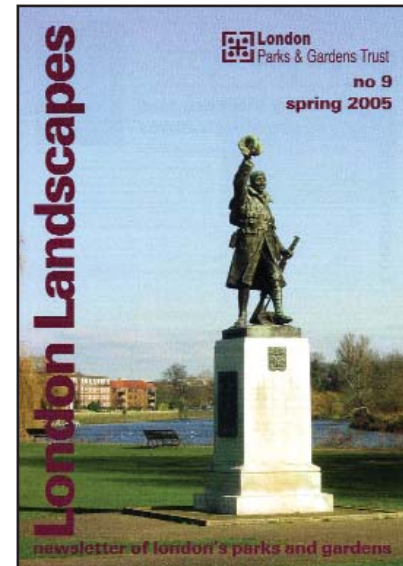
Hall-McCartney Ltd, Heritage House, PO Box 21, Baldock, Herts SG7 5SH

Tel: 01462 896688 Fax: 01462 896677 email: londonlandscapes@hall-mccartney.co.uk

# London Landscapes

Newsletter of the London Parks & Gardens Trust

## Information & Advertisement Rates



 London  
Parks & Gardens Trust

Conserving,  
enhancing and  
promoting historic  
gardens for the  
benefit of present  
and future  
generations





# London Parks & Gardens Trust

# London Landscapes

Newsletter of the London Parks & Gardens Trust

## Formed in May 1994

as an independent charitable trust.

## The Trust's objectives are:

to raise awareness of the value of historic open green spaces throughout Greater London and to conserve and enhance them for the education and enjoyment of the public.

## Practical Assistance

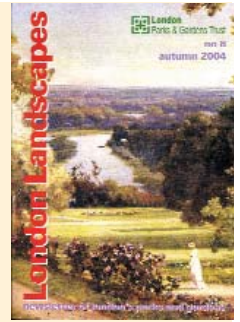
The Trust offers practical assistance for specific projects, where public benefit can be assured, by giving specialist advice and support to local groups for research, survey, design and management plans which promote the conservation of historic gardens and parks.

## Members

Members of the Trust are professionals working in research, teaching and management of open spaces within the heritage/historic environment sector. They include landscape architects, garden designers, garden historians, senior academics, garden researchers, planners, park managers, head gardeners, charity managers, journalists, press and PR. They also include owners of gardens both large and small, and others who have an interest in maintaining London's parks and gardens.

## Frequency and Circulation

The London Parks & Gardens Trust's tri-annual Newsletter **London Landscapes** is published in March, July and December each year. It is dispatched to all members of the Trust and used as a source of information. London Landscapes also has a wide circulation amongst Heritage Organisations, Local Authority Conservation Departments, Libraries, Museums, Societies, National Trust Gardens and County Garden Trusts.



## The Opportunity

**London Landscapes** offers advertisers an opportunity to directly target this unique specialist marketplace consisting of 2000 professionals, individuals and groups who are actively involved in planning, maintaining and restoring London's parks and gardens. For further information about the Trust and promoting to its members, please contact:

Bernadette Dyson Advertisement Manager  
**London Landscapes** Advertisement Department  
Hall-McCartney Ltd, Heritage House, PO Box 21,  
Baldock, Herts SG7 5SH  
**Tel:** 01462 896688 **Fax:** 01462 896677  
**email:** londonlandscapes@hall-mccartney.co.uk

