

The Gardens Trust Newsletter

Rate Card 2019

Distribution
list
of 1350



GT News

The Official Newsletter Publication of The Gardens Trust

The Gardens Trust is the only UK national charity dedicated to the research and conservation of designed landscapes in England and Wales and to campaigning on their behalf. The Gardens Trust, as the statutory consultee in England for registered parks and gardens, plays a key conservation role, and more widely supports the County and Country Gardens Trusts in protecting and conserving our landscape heritage. The Gardens Trust was formed in 2015 from the merger of the Garden History Society (GHS) and the Association of Gardens Trusts (AGT).

The Gardens Trust brings together people from many backgrounds united by a love and concern for historic parks, gardens and designed landscapes and an interest in the factors that shaped them: the history of our garden heritage, the discovery and introduction of plants, garden archaeology and the relation of park and garden design to architecture, art, literature and society.

Members also include key personnel from, County Gardens Trusts, the IHBC, Amenity Societies, Building Preservation Trusts, Landscape Practices, Heritage Lottery Fund, Heritage Open Days, National Trust, Historic Houses Association, the Arts Society, Garden Museum, Historic England, English Heritage, CPRE, Natural England, local authority planning departments, local authority Historic Environment Records.

Our Charitable Objectives

The charitable objectives of the Gardens Trust are for the public benefit:

- To promote the study of the history of gardens and gardening, landscape gardening and horticulture in all its aspects
- To promote the protection and conservation of historic parks, gardens and designed landscapes and to promote and advise on their conservation
- To promote County and Country Gardens Trusts and through them education, appreciation and involvement of the public in matters connected with the arts and sciences of garden land
- To encourage the creation of new parks, gardens and designed landscape.

Advertisement Rates & Sizes



Advertisers will be reaching key influential professionals involved in preserving, maintaining, restoring and promoting the country's garden heritage, plus a wide variety of individuals ranging from Landscape Architects and Head Gardeners, Head of Parks Services & Park Managers to Local Authority Conservation Departments and Owners of Private Gardens, garden lovers and gardeners

	Size H X W (mm)	One Insertion	Three Insertions
Full Page Text Grid	225mm x 152 mm	£524	£479
Full Page Trim	246mm x 170mm	£524	£479
Full Page Bleed	252mm x 176mm	£524	£479
Half Page Horizontal	110mm x 152mm	£362	£335
Half Page Vertical	225mm x 74mm	£362	£335
Quarter Page	110mm x 74mm	£257	£239

Special Positions + 20%

Advertising agency discount: 10%. All prices exclude VAT.

Loose inserts

Must be finished size smaller than 246mm x 170mm and under 10 grams in weight = £400 (may also be DL or A5 leaflets) Over 10g – POA. All prices exclude VAT.

Copy Requirements

High resolution (press ready) PDF with CMYK images and postscript fonts embedded.

Publication Details

full colour, 40 page publication, printed on high quality environmentally friendly paper. A print run of 1500 copies and is distributed to 1350 members and all 36 UK Garden trusts.

Publication and Copy dates

Publication dates:	March, July, November
Advertisement booking deadline:	5th February, 5th June, 4th October
Advertisement copy deadline:	15th February, 15th June, 15th October

Notes

Please note that all advertisements are vetted by The Gardens Trust and should be supplied in advance for approval