Chartered Institute of Horticulture

The Horticulturist

THE JOURNAL OF THE CHARTERED INSTITUTE OF HORTICULTURE

The Horticulturist delivers access to a highly significant group of decision-makers and prefessionals

The Magazine

A powerful and influential audience of professionals

The Horticulturist magazine

Edited by Barbara Segall FCIHort, an award winning horticultural editor and writer, *The Horticulturist* is a high-quality, full colour, A4 publication, produced three times per year in April, August and December each year. It contains all the vital news and information needed by members of the Chartered Institute of Horticulture including regular features on a wide range of relevant subjects.

Senior managers, serious about training and education

Advertising in The Horticulturist

The Horticulturist provides advertisers with direct access to this highly significant group of decision-makers and professionals in a topical publication full of information about the issues that concern them. It is used by members both as a method of communication and as a source of reference.

For companies and organisations offering horticultural products and services the members of Institute collectively represent a powerful and influential audience of professionals engaged in all aspects of horticulture, including production, managing growing and marketing of edible and decorative crops, allied research, education and consultancy, landscaping and maintenance of botanic and heritage gardens, as well as both leisure and supply industries.

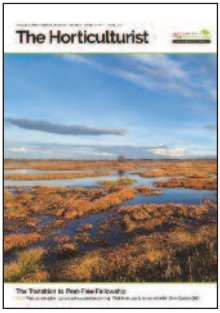
Many of the members of the Institute are working at the highest levels right across the industry. They often either make or are instrumental in purchasing decisions and the control of budgets.

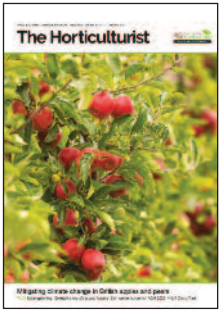
The Institute

The Chartered Institute of Horticulture

Established in 1984 the Institute is the organisation representing those professionally engaged in horticulture. It aims to foster a close relationship between all sectors of horticulture. It consults with Government and other policy-making bodies on matters of interest or concern to professional horticulturists; to confer recognised status upon professionally qualified and experienced horticulturists, and to promote educational and training opportunities, by encouraging the development of all disciplines within horticulture.

Since its inception the Institute has facilitated a close relationship between all sectors of professional horticulture (advisory and research, amenity, commercial and education and training) throughout the UK and Ireland. The Institute is a registered charity, governed by a Council of Trustees.





The Members

Who are the members?

Membership of the Institute brings recognition of status to those within the horticultural industry.

Over 93% of the Institute's members hold the top three levels of membership:
Fellow 19%
Member 59%
Associate 12%

Membership of the Institute is not open to all, you need to qualify for membership by proving that you have enough experience, knowledge and skill to be accepted. Applications for membership at any level need to be supported by a referee, copies of certificates, a *curriculum vitae*, and confirmation of employment or study.

Instrumental in purchasing decisions and the control of budgets

Higher membership grades can only be achieved through career development and additional experience or academic achievements. Membership of the Institute, and the recognition of the professional standards members must achieve to use the letters FCIHort, MCIHort and ACIHort after their names, highlights the quality of audience offered by *The Horticulturist*.

The Institute comprises and represents all who are involved in the many and varied aspects of horticulture, plus those who work in associated supply industries; it is an extremely influential and powerful organisation.

Membership criteria

To be a Member of the Institute, or accepted as Associate, Affiliate or Student, you must be working (paid or unpaid), or have worked in or be studying wholly or largely horticulture, or be in a branch of science or arts directly linked with horticulture. Admission to the grades of membership is based on a combination of horticultural experience and qualifications. Those who are new to the industry are Affiliate members. Student membership is available to those currently studying for an academic qualification that will enable them to join as an Affiliate, Associate or Member.

Fellowship

Fellowships of the Institute are awarded to individuals who have achieved a significant profile in their professional capacity, in a field of interest or expertise which contributes to the charitable objectives of the Institute. Fellows are entitled to the letters designate FCIHort. Nominations for Fellowship must be supported by existing Fellows and a member of the Institute.

All members are offered a professional grouping within the four sector categories:
Commercial
Amenity
Education and Training
Research and Advisory.

Publishing department and advertisement office
Josie Woollard Hall McCartney Ltd, Heritage House, Po Box 21, Baldock, Hertfordshire, SG7 5AH
Telephone: 01462 896688 Email: josie@hall-mccartney.co.uk **www.hall-mccartney.co.uk**

The Horticulturist Advertisement Department
Josie Woollard, Hall-McCartney Ltd
Heritage House, PO Box 21 Baldock, Herts SG7 5SH
Tel: 01462 896688 Fax: 01462 896677
Email: Josie@hall-mccartney.co.uk
www.hall-mccartney.co.uk

Advertising Rates

The Horticulturist is published three times per year (with a circulation of approx 1200) A4. Full colour.

Advertisement	**1-2 Issues**	**3 Issues**
Outside back cover (full page)	£720	£662
Inside front cover (full page)	£690	£635
Internal pages		
Full page	£575	£529
Half page	£365	£336
Quarter page	£250	£230

CIH member discount 10%
Advertising agency discount 10%
Prices are all plus VAT and are the same for mono and colour advertisements

Specifications	**Dimensions(height x width)**
Full page (with bleed)	303mm x 216mm
Full page (Trim)	297mm x 210mm
Full page (Text Grid)	272mm x 185mm
Half page horizontal	133mm x 185mm
Half page vertical	272mm x 90mm
Quarter page	133mm x 90mm

Copy
High resolution PDF with CMYK images and postscript fonts embedded.
Adobe photoshop JPEG minimum resolution 300dpi.
An artwork service is available but may be charged at cost (minimum charge £50).

Issue deadlines	**Spring**	**Summer**	**Aut-Wint**
Advertisement copy deadline	10 Mar	10 July	10 Nov
Publication date	10 Apr	7 Aug	11 Dec

Loose insert service
The rate for a standard loose insert is £360 up to 10g.
A standard insert is the equivalent of one A3 sheet or less when unfolded.
All inserts must be no larger than 4 when folded, and should be supplied ready folded.

Please note
All advertisements and loose inserts are vetted by the Chartered Institute of Horticulture and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.