

REACH AN AUDIENCE OF 200,000 READERS



# SCOTTISH gardener

MAKING PLANTS AND PEOPLE FLOURISH

MEDIA PACK

**Publication dates:**

**Summer** – May 2018

**Autumn** – August 2018

**Winter** – December 2018



SUMMER is almost here and it has never been more welcome. Spring finally arrived in a rush, bringing with it a blizzard of blossom as rhododendrons, camellias and magnolias burst gloriously into flower.

In this issue of Scottish Gardener, plant hunter and nurseryman Kenneth Cox offers advice from his new book on woodland gardening about how best to grow these spectacular plants.

Soon it will be June and the first of the roses will start to open. If you only visit one garden this year, then make it Carolside near Earlston, the astonishingly romantic garden created by Rose Foyle, who has a passion for heritage roses.

At Carolside, roses grow up pillars and along swags of rope. They scramble up walls and tumble off them in festoons. Their heady scent fills the air in the walled garden like the finest French perfume, overwhelming even the bees that fly drunkenly from bloom to bloom.

But it would be a shame to travel to the Borders without taking in some of the other gardens that flourish here, so we've compiled a guide to the best of them for you to visit.

Also in this issue we profile Gardening Scotland 2018, which opens on Friday, 1 June at the Royal Highland Centre in Edinburgh, offering gardeners the best in plants and

expert advice. As always the Show Gardens will be packed with inspirational ideas and only the very best flowers will be on sale in the Floral Pavilion.

After 40 years of selling plants, Dougal Philip and Lesley Watson of New Hopetoun Gardens have celebrated the anniversary of their garden centre by compiling for us a list of their top 40 plants.

These are the tried-and-tested flowers,

shrubs and trees that can be guaranteed to perform, so whether you are starting a garden from scratch or adding to an existing one, these are all worth considering.

And of course we bring you all the usual features, including Alison Swanson's allotment advice, news about community gardens and wildlife and our popular gardeners' crossword as well as getting a sneak peak into garden designer

Lynn Hill's own patch in 'Me & My Garden.'  
Enjoy the summer.



**Agnes Stevenson,  
Editor**



## FACTSHEET

- Launched in 2014, Scotland's largest gardening magazine which has an impressive print circulation of no less than 40,000 copies per issue.
- Scottish Gardener is available in both print and digital format and is distributed quarterly, free of charge, throughout Scotland's major commuter cities, as well as across the country with a targeted network of bulk distributions into key locations.
- A free digital edition is available on all mobile and tablet devices, which readers can register for via our website: [www.scottishgardener.co.uk](http://www.scottishgardener.co.uk)
- It is anticipated that on average, every copy of Scottish Gardener, will be read by 5 people, giving a quarterly readership in excess of 200,000 via both print and digital formats.
- Scottish gardeners are passionate about all aspects of gardening and our exciting new magazine will deliver to a diverse audience ranging from the beginner right through to the experienced horticulturalist.
- Authoritative, informative and passionate editorial from a wealth of experienced contributors, spearheaded by Agnes Stevenson.
- Unique quality coverage of gardening in Scotland offering compelling seasonal content that will have readers coming back issue after issue.
- A diverse and captivating range of content to appeal to everyone, featuring;
  - Interviews
  - Garden features
  - Gardening news and events
  - Notable gardens
  - Seasonal advice
  - Style
  - Wildlife
  - Gardening tours



READERSHIP: 200,000



## OUR UNIQUE ISSUE'S, TARGETED DISTRIBUTION NETWORK

Our distribution has been specifically designed to incorporate specific, tailor-fitting layers that will ensure maximum availability for Scottish gardeners as well as market saturation for advertisers.

**1. National media** - No less than 20k copies will be inserted into The Herald, reaching an audience throughout Scotland, from Carlisle to the Highlands & Islands and everywhere in between, from 5,500 retail outlets.

**2. Specifically targeted** - No less than 10k copies will be available FREE for each issue, including major cities of Glasgow, Edinburgh and Stirling - targeting garden centres, nurseries, private gardens which are open to the

public, hotels with extensive gardens, garden building suppliers, landscaping suppliers and public parks and gardens e.g. Botanic Gardens, Rouken Glen park etc.

**3. Independent retailers** - 3k barcode copies will also be made available to over 1.5k independent retailers throughout Scotland for complete saturation.

**4. Digital** - The magazine also has a growing number of requested digital subscribers, currently at 3k.

## RATECARD

<b>Double Page Spread</b>	£3500	<b>Back Cover</b>	£2400	<b>Series discounts</b> 5% if booking two issues 10% if booking three issues 15% if booking four issues  Agency commission – 10%
<b>Full page</b>	£1895	<b>Inside Front Cover</b>	£2200	
<b>Half-page DPS</b>	£2000	<b>Inside Back Cover</b>	£2000	
<b>Half-page</b>	£1000	<b>Inside Front Cover DPS</b>	£4000	
<b>Quarter page</b>	£550			
<b>Eighth-page</b>	£300			
<b>S.C.C.</b>	£22			

## SALES CONTACTS

**Carol-Anne Forbes**, Senior Media Sales Executive  
t. 0141 302 6418  
e. carol-anne.forbes@heraldandtimes.co.uk

**Paul Johnstone**, Senior Media Sales Executive  
t. 0141 302 7368  
e. paul.johnstone@scottishgardener.co.uk

## OTHER CONTACTS

**Darren Bruce**, Publisher  
t. 0141 302 7722 e. darren.bruce@scottishgardener.co.uk

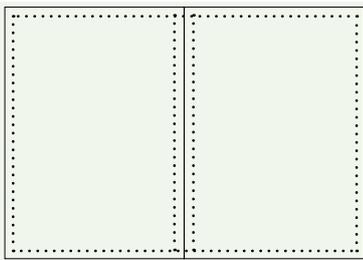
**Mandy McHarg**, PA to Publisher  
t. 0141 302 7722 e. mandy.mcharg@scottishgardener.co.uk

**David Boyle**, Circulation and Marketing Manager  
t. 0141 302 7719 e. david.boyle@scottishgardener.co.uk

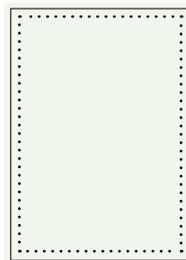
**Agnes Stevenson**, Editor  
e. agnes.stevenson@scottishgardener.co.uk

Scottish Gardener, 200 Renfield Street, Glasgow G2 3QB  
Tel. 0141 302 7722 www.scottishgardener.co.uk

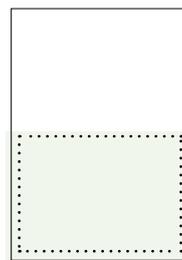
## SPECIFICATIONS



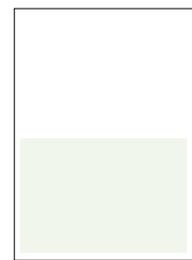
**DOUBLE PAGE SPREAD**  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Type: 280mm(h) x 402mm(w)  
Gutter 22mm (11mm on each page)



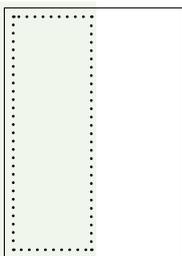
**FULL PAGE BLEED**  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)  
Type: 280mm(h) x 192mm(w)



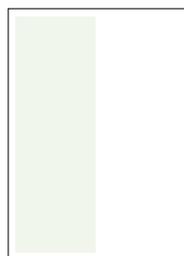
**HALF PAGE HORIZ BLEED**  
Trim: 146mm(h) x 210mm(w)  
Bleed: 151mm(h) x 216mm(w)  
Type: 135mm(h) x 192mm(w)



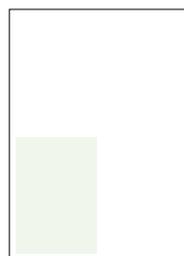
**HALF PAGE HORIZ**  
Type: 135mm(h) x 192mm(w)



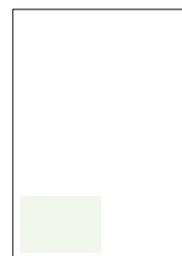
**HALF PAGE VERT BLEED**  
Trim: 297mm(h) x 103mm(w)  
Bleed: 303mm(h) x 106mm(w)  
Type: 280mm(h) x 94mm(w)



**HALF PAGE VERT**  
Type: 280mm(h) x 94mm(w)



**QUARTER PAGE**  
Type: 135mm(h) x 94mm(w)



**EIGHTH PAGE**  
Type: 65(h) x 94mm(w)

### CLASSIFIEDS

- 1 column width 45mm
- 2 column width 94mm
- 3 column width 143mm
- 4 column width 192mm

**PLEASE NOTE:** Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round

Please ensure you are given a booking reference by your account exec.  
We prefer to receive Press Optimized PDF; Photoshop EPS, JPEG or TIFF at 300dpi



## DIGITAL EDITION

Scottish Gardener is also available in a digital format bringing you the same fantastic content of the print edition with the following added benefits:

- Compatible on iPad, iPhone and all other smart phone and tablet devices
- Automatically updated editions
- Zoom functionality
- Archive for all previous editions
- Keyword search facility so you can find what you're looking for faster
- Paperless, making your copy environmentally friendly
- Download to your device or print
- Share editions via email, Facebook and Twitter
- Interactive videos make the print issue come alive
- All advertisers email and website addresses hyperlinked
- Multimedia adverts are available

## DIGITAL ADVERT SPECIFICATIONS

### Full page

842 pixels (H) x 595 pixels (W)

### DPS

842 pixels (H) x 1191 pixels (W)

### Half-page horizontal

411 pixels (H) x 596 pixels (W)

### Half-page DPS horizontal

411 pixels (H) x 1191 pixels (W)

### Half-page vertical

842 pixels (H) x 292 pixels (W)

### Quarter-page box

842 pixels (H) x 261 pixels (W)

### Eighth-page box

181 pixels (H) x 262 pixels (W)

## SPECIFICATION

### Accepted media types

**Videos:** YouTube link, MPG, AVI, MOV, WMV, FLV

Videos must be under 40mb in size. All videos that aren't provided in FLV format will be converted by PageSuite.

**Audio:** MP3

Audio files must be under 40mb in size.

**Images:** JPG, GIF

Images must be under 40mb in size.

**Animations:** SWF

SWF animations must be provided in a specific format to work correctly in PageSuite. This is primarily to do with the way that the SWF is created in the flash FLA file. Please see below for a more thorough explanation of how they should be provided.

Flash SWF files that are over 1mb in size may download slowly in the reader, and may cause the visual and interactive performance of PageSuite to be degraded. SWF files with extremely high numbers of vector content, or those containing large quantities of high-quality image may also have this effect.

### Creating SWFs for PageSuite

PageSuite will allow you to implement more complex SWF files, with most ActionScript 3 functionality. However, for best results follow these guidelines:

- If your SWF contains code, use AS3 for anything other than play-head control and basic properties. AS2 code more complex than this may not function as desired within the reader.
- Do not reference external assets. Anything required by the SWF – images, sound etc – should be contained within the SWF itself. This will aid in loading time and ensure that your SWF appears complete on the page.
- Do not reference the Stage object with your AS3 code. As with the \_root in AS2, this may work in your standalone SWF, but will refer to the reader Stage when embedded, which may cause scope issues.
- Do not use Shared Objects to store information – these may also cause conflicts with the main reader (an animation should not need these in any case). Do not use preloaders either, as these will not function properly.
- You can use the Youtube API to play videos in your SWF - be sure to follow the guidelines which can be found at: [http://code.google.com/apis/youtube/flash\\_api\\_reference.html](http://code.google.com/apis/youtube/flash_api_reference.html)
- For optimum performance, keep your SWFs at 50fps.