

REACH AN AUDIENCE OF 400,000 READERS



# SCOTTISH gardener

MAKING PLANTS AND PEOPLE FLOURISH

MEDIA PACK 2014

**Publication dates:**

**Autumn** – August 2014

**Winter** – October 2014





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SCOTLAND has a unique identity amongst the gardening nations of the world. It has produced some of the finest gardeners and plant hunters and its cool climate and high rainfall allows a huge diversity of plants to flourish.

Yet for all that, some of its best gardens remain to be discovered. In *Scottish Gardener* we uncover these secret gems and we focus too on the plant breeders and nurseries where plants are carefully selected for their ability to thrive in all weathers.

Gardening today is twice as popular as DIY, it is celebrated for its benefits to physical and mental wellbeing, it is being encouraged amongst children and embraced by homeowners intent on enjoying and improving their surroundings and increasing the value of their properties.

*Scottish Gardener* is the only publication that celebrates exclusively the uniqueness and diversity of Scotland's gardens and all who contribute to creating and nurturing them.

In the August issue of *Scottish Gardener* we will be turning the spotlight on the far north west and in particular on two gardens where the gardeners have come up with very different but equally inspired solutions to the challenges of high rainfall and the storm-force winds that blow in from the Atlantic.

There will be details too of other gardens to visit in the area, including Inverewe, which is world-famous for growing tender plants on the 58th parallel, the same latitude on which polar bears prowl the shores of Hudson's Bay in Canada.

Flower show season is now in full swing and we will be looking at the appeal of growing flowers and vegetables for the show bench as well as providing a guide to shows across Scotland.



Twenty-six years after the first festival opened, a second Glasgow Garden Festival is set to take place in September involving green spaces and community gardens throughout the city. We will have details of all of the events in what is planned as an annual celebrating of growing, meanwhile Graeme Butler of Rumbling Bridge Nursery will

be providing his selection of the top ten late bloomers for the garden and Carol Gallagher McCulloch will return with another transformation in the second in our Design Clinic series.

In our feature on scything we look at how the popularity of meadows has helped to revive a traditional skill while experts from Scotland's top conservatory company, Mozolowski & Murray will be giving advice on how best to create a garden room, covering everything from planning regulations to the finishing touches.

And if summer hasn't proved hot enough yet then it will soon become scorching thanks to Scone Palace's second annual Chilli Festival.

Plus we will be providing updates on all the gardening news, including wildlife and community projects from across Scotland and on the anniversary of WWI we look not just at the poppy, but at the other flowers that have been linked to conflict down the

**Agnes Stevenson**  
Editor



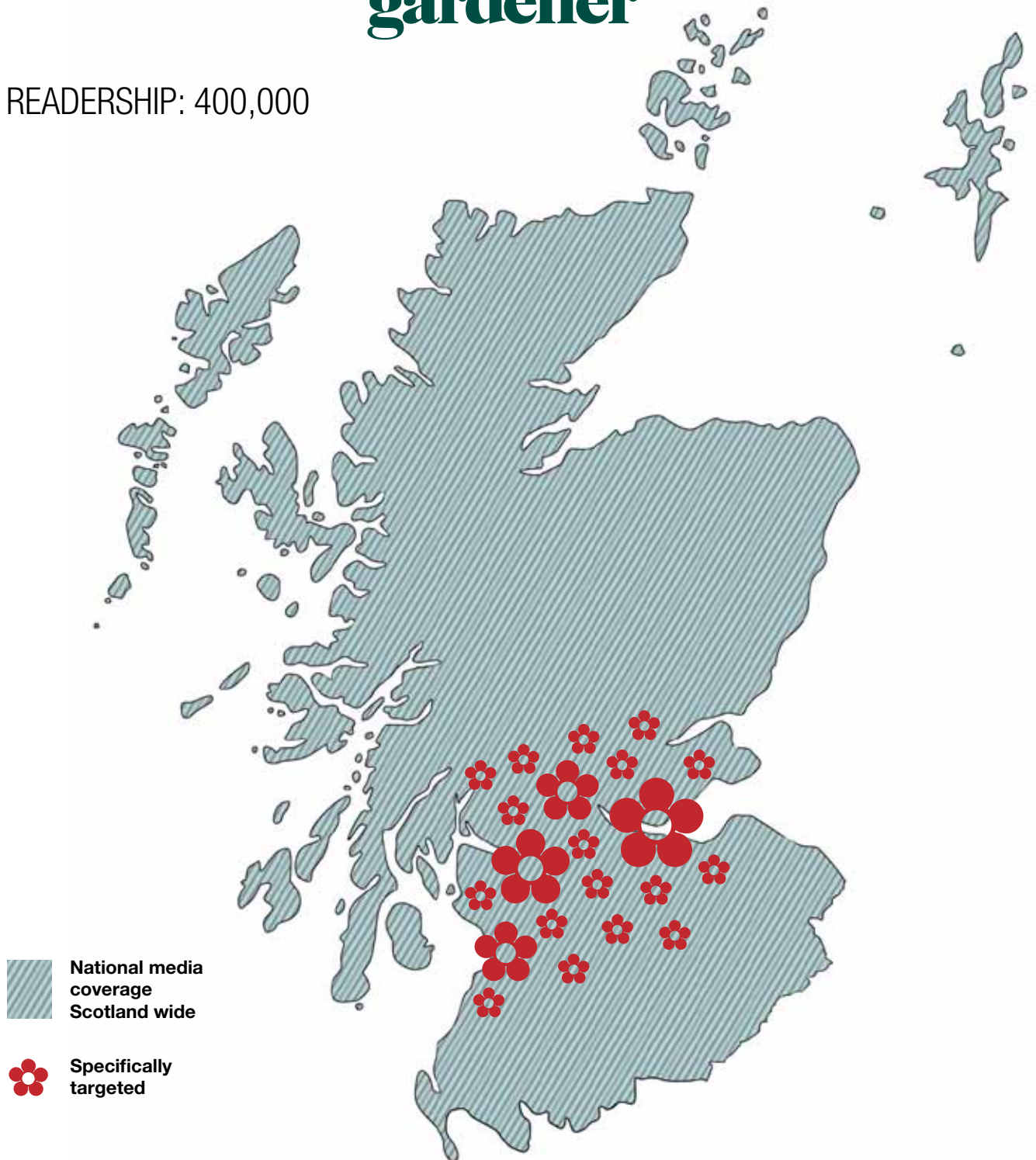
## FACTSHEET

- Scotland's newest and largest gardening magazine which has an impressive print circulation of no less than 80,000 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 400,000 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: 400,000



## UNIQUE, TARGETED DISTRIBUTION NETWORK

Our distribution has been specifically designed to incorporate 2 specific, tailor-fitting layers that will ensure maximum availability for Scottish gardeners as well as market saturation for advertisers.

**1. National media** - 55K copies will be inserted into every copy of The Saturday Herald . This has an audience throughout Scotland, from the Carlisle to the Highlands and Islands and everywhere in between, reaching 5,500 retail outlets.

**2. Specifically targeted** - No less than 25k copies will be available FREE for the launch 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.

## 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

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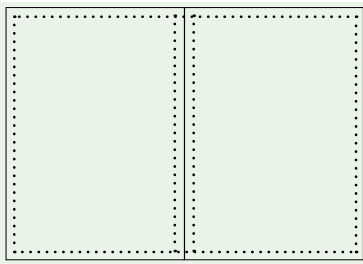
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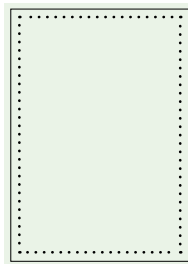
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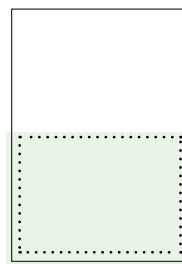
## SPECIFICATIONS



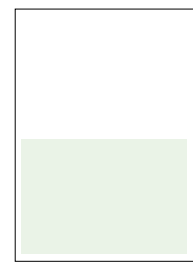
**DOUBLE PAGE SPREAD**  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Type: 267mm(h) x 398mm(w)  
Gutter 22mm (11mm on each page)



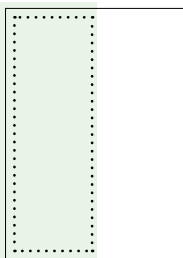
**FULL PAGE BLEED**  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)  
Type: 267mm(h) x 188mm(w)



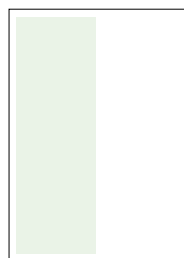
**HALF PAGE HORIZ BLEED**  
Trim: 145mm(h) x 210mm(w)  
Bleed: 151mm(h) x 216mm(w)  
Type: 130mm(h) x 188mm(w)



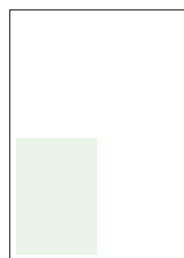
**HALF PAGE HORIZ**  
Type: 130mm(h) x 188mm(w)



**HALF PAGE VERT BLEED**  
Trim: 297mm(h) x 103mm(w)  
Bleed: 303mm(h) x 106mm(w)  
Type: 267mm(h) x 92mm(w)



**HALF PAGE VERT**  
Type: 267mm(h) x 92mm(w)



**QUARTER PAGE**  
Type: 130mm(h) x 92mm(w)



**EIGHTH PAGE**  
Type: 64(h) x 92mm(w)

### CLASSIFIEDS

- 1 column width 44mm
- 2 column width 92mm
- 3 column width 140mm
- 4 column width 188mm

**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.