

Amateur Gardening®

Providing in-depth information on plants, products and techniques

Launched:	1884
Circulation:	41,102
Readership:	168,000
Cover Price:	£1.80
Frequency:	Weekly

Reader Profile

Female/Male:	71% / 29%
Average Age:	61

Passionate about the magazine

ALL our readers feel that *Amateur Gardening* offers value for money

84% of readers read *every issue*

Passionate about gardening

69% of readers have medium-to-large sized gardens

82% have lawns

97% of readers grow flowers

On average, readers have been gardening for 21 years

Responsive to advertising

69% have made purchases as a result of seeing advertising in *Amateur Gardening*

Source: ABC Jul-Dec 08/NRS Jan - Dec 06/ TGI Jul05-Jun06/Reader Survey Oct06

For more information, please contact:

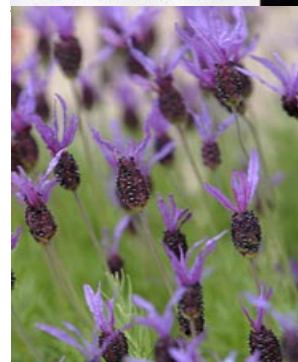
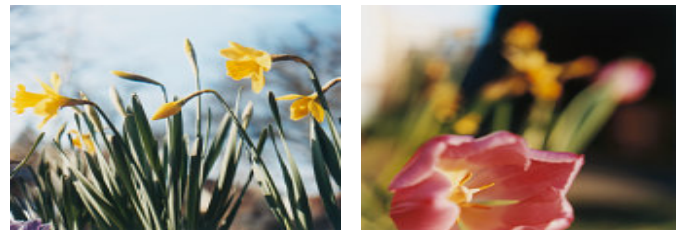
Lee Morris – Ad Manager
Mark Read – Display Sales
Thomas Evans – Classified Sales executive

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<http://www.amateurgardening.co.uk/>

<http://www.ipcadvertising.com/>

IPC INSPIRE



Amateur Gardening®

PRODUCTION DETAILS

Tel: 020 3148 2681

POSITIONS

Double page spread:

bleed	296mm x 438mm
trim	290mm x 432 mm
type area	251mm x 406mm

Whole page:

bleed	296mm x 222mm
trim	290mm x 216 mm
type area	251mm x 190mm

Half page upright:

type area	251mm x 93mm
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Half page landscape:

type area	124mm x 190mm
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Quarter page:

upright	124mm x 93mm
across	60mm x 190mm

Eighth page:

Column width:	62mm x 93mm
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44mm

DISPLAY DETAILS

NATIONAL RATES

		Cost
Double page spread:	4 colour	£5,480
	2 colour	£4,190
Whole page:	4 colour	£2,825
	2 colour	£2,160
Half page:	4 colour	£1,690
	2 colour	£1,260
Quarter page:	4 colour	£975
	2 colour	£815

Special positions:

Outside back cover	£3,250
First double page spread	£3,250
Specific feature	£3,110

CLASSIFIED DETAILS

RATES

Linage
Display (boxed advert)

Cost
£4.50 per line
£19.10 scc (min 3 x 1)

IPC|INSPIRE

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