



GARDEN
DESIGN JOURNAL



MEDIA INFORMATION 2023
The Journal of the Society of Garden Designers®

MEDIA INFORMATION 2023

The Journal of the Society of Garden Designers®

The **GARDEN DESIGN JOURNAL** is the only UK publication dedicated to garden design and is regarded as the 'bible' for garden designers. It represents a unique marketing channel for all businesses aiming to reach the professionals who work in this constantly evolving market. Readers of the **GARDEN DESIGN JOURNAL** have budgets to spend and an ongoing need to specify. It is published ten times a year and the content is up-to-the-minute and inspirational to keep up with the demands of the industry; informing readers on contemporary trends, technical and aesthetic, and ensuring it is avidly read and kept for reference as a key information source.

The Society of Garden Designers® was established in 1981 to promote excellence in garden design, and the **GARDEN DESIGN JOURNAL** is received by all members. It is also available on a subscription basis as required reading for proactive non-members engaged professionally in the garden industry.

The state-of-the-art magazine reflects the authoritative industry status of the Society of Garden Designers®. The large format showcases stunning photography, combined with bold typography and clear signposting.



"THE GARDEN DESIGN JOURNAL IS THE ONLY MAGAZINE THAT KEEPS OUR STUDIO CONNECTED WITH OUR INDUSTRY. THE RANGE OF CONTENT IS WONDERFULLY DIVERSE, WELL WRITTEN AND ABOVE ALL USEFUL – FROM GARDEN CASE STUDIES, THROUGH INDUSTRY NEWS, TECHNICAL FEATURES, PLANT HEALTH STORIES, SGD MEMBER PROFILES AND EVEN BOOK REVIEWS. I LOOK FORWARD TO MY COPY ARRIVING EACH AND EVERY MONTH."

Ann-Marie Powell MSGD, Garden Designer

INCLUDING...

NEWS & REVIEWS

The latest garden design news; projects and people, exhibitions and events; new plants.

INSPIRATION

Bold images illustrate ideas on how art and craft features can make or break a carefully designed garden; in-depth articles on key contemporary designers and gardens.

TECHNICAL

Industry experts share their technical knowledge on hard landscape subjects.

ANALYSIS

Informed opinion brings fresh and lively debate on current hot topics; a look at the best gardens, including views from both designer and client and technical data.

ADVICE

News, interviews and advice for garden designers' continued professional development.

"DOZENS OF MAGAZINES ARRIVE THROUGH THE LETTERBOX OF OUR STUDIO EVERY MONTH BUT GARDEN DESIGN JOURNAL GOES FROM STRENGTH TO STRENGTH AND IS ALWAYS THE NUMBER ONE READ"

Andy Sturgeon, Garden Designer

YOUR ROUTE TO MARKET

OUR READERS:

- Garden and Landscape Designers
- Landscape Architects
- Landscape Contractors
- Maintenance & Management Companies
- Nurseries and Suppliers
- Educational Establishments

96% of readers keep **GARDEN DESIGN JOURNAL** as a reference source

75% Over 75% of readers use **GARDEN DESIGN JOURNAL** to specify products or services

75% of readers of **GARDEN DESIGN JOURNAL** do not visit shows of any kind and are therefore difficult to access face-to-face

10 The **GARDEN DESIGN JOURNAL** is mailed ten times a year and sent to all SGD members

75% Over 75% of readers use **GARDEN DESIGN JOURNAL** as their only professional trade title

The **GARDEN DESIGN JOURNAL** has a circulation of **3,000**



THE SPENDING POWER OF SGD MEMBERS

The estimated total turnover of all SGD members' businesses is

£93,382,866

13 On average SGD members work on 13 projects a year

YET, they only make up half the Garden Design Journal's readers

ADVERTISING RATES AND DATA

DISPLAY

Outside Back Cover	£1,495
Inside Front Cover	£1,495
Inside Back Cover	£1,395
Full Page	£1,250
Half Page	£750
Quarter Page	£450
Double Page Spread	£2,150

- Discounts are available for series bookings.
- Specified positions carry a 10% premium.
- Please note that all prices quoted exclude VAT.
- We offer 10% agency discount.

DOUBLE PAGE SPREAD

Trim 480 x 297 mm
Bleed 486 x 303 mm

INSERTS

Accepted loose, shrink-wrapped along with the publication.
Price on application.

FULL PAGE

Trim 240 x 297 mm
Bleed 246 x 303 mm

QUARTER PAGE

102 x 129 mm

ARTWORK REQUIREMENTS

Please supply artwork as:

CMYK HIGH RES (300DPI) PDF, TIFF OR EPS

We can accept artwork on CD (please include laser proof) or email: artwork@jamespembroke.com.

Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification. All cancellations must be confirmed in writing and adhere to the 8 week notice period. James Pembroke Media Limited and their clients reserve the right to reject adverts without prejudice.

HALF PAGE HORIZONTAL

210 x 129 mm

HALF PAGE VERTICAL

102 x 262 mm

WEBSITE & E-NEWSLETTER

Brand new website to provide an online platform for all of the incredible features from the Journal. Gives designers easy access to pertinent and useful technical advice whilst on site.

www.sgd.org.uk/garden_design_journal/default.aspx

ONE MONTH TENANCY

SIDEKICK MPU

340 w x 300 h

£450

SGD E-NEWSLETTER

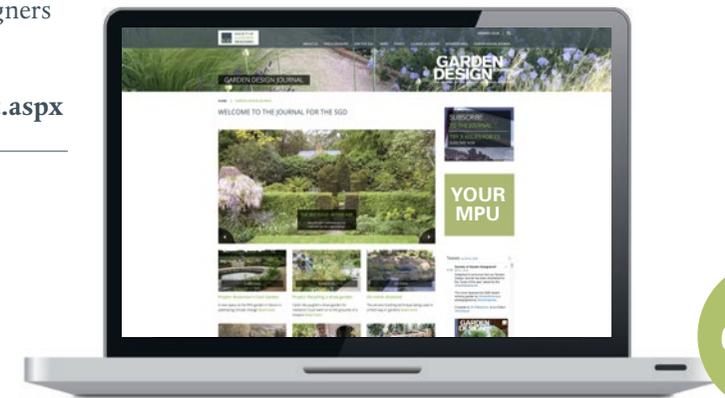
Sent out monthly to SGD members with news and tips from the SGD. As there is only one advert in each issue it guarantees exclusive promotion of your company and it's position underneath the header ensures that it is the first thing members see.

One issue

£200

Series of four

£125 per issue



64%
open rate

30%
click rate