

# GCU

GARDEN CENTRE UPDATE



# Advertisement Rates

price per insertion excluding VAT

Number of Insertions	1	3	6	12
Front Cover	£2200	£2200	£2200	£2200
Back Cover	£1980	£1980	£1980	£1980
Other Cover Positions	£1925	£1925	£1925	£1925
Double page spread full colour	£3379	£3102	£2838	£2607
Full page full colour	£1782	£1597	£1452	£1320
Half page full colour	£950	£858	£792	£726
Quarter page full colour	£580	£522	£478	£440
Double page spread black & white	£2191	£1874	£1570	£1452
Full page black & white	£1122	£963	£811	£752
Half page black & white	£607	£554	£488	£448
Quarter page black & white	£385	£346	£313	£280
Classified	£15 per single column centimetre (incl free spot colour)			

## Advertorial Rates

**Single Product Entry** to include 1 colour photograph and 150-word press release\* £155 (Discount for 2+ entries)

**Half Page Profile** including 2 photographs, company logo and up to 200 words\* £450 (Discount for 2+ entries)

**Single Page Profile** including up to 4 photographs, company logo and up to 400 words\* £850

**Double Page Profile** including up to 8 photographs, company logo and up to 800 words\* £1550

\*You may supply a suggested layout if you wish

## Sizes

<b>Front Cover</b>	Bleed	235 x 312mm
	Trimmed	229 x 306mm
<b>Double Page</b>	Bleed	464 x 312mm
	Trimmed	458 x 306mm
	Type Area	420 x 265mm
<b>Full Page</b>	Bleed	235 x 312mm
	Trimmed	229 x 306mm
	Type Area	195 x 265mm
<b>Half Page</b>	Vertical	94 x 265mm
	Horizontal	195 x 135mm
<b>Quarter Page</b>	Vertical	94 x 135mm
	Horizontal	195 x 66mm
<b>Classified</b>	1 column	42mm
	2 columns	93mm
	3 columns	144mm
	4 columns	194mm

## Online Advertisement Opportunities and Rates

Website advertising is a really effective medium and due to its popularity advertising is available on a first come first served basis.

- **Button advertising** – make an impression with an impossible to ignore button ad  
3 months - £195      6 months - £330
- **Spot advertising** – our most cost effective option  
3months - £135      6 months - £240

SIZE	1 month	3 months	6 months	Dimensions
<b>Banner Ad</b>	£120	£330	£600	575 x 90
<b>Button Ad</b>	£75	£195	£330	120 x 90
<b>Spot Ad</b>	£50	£135	£240	140 x 70

## Technical Specification

### Adobe Acrobat PDF Version 1.3

Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information).

Files must be PDF version 1.3 or later.

All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher).

Where necessary a bleed area of 3mm must be contained within the file.

Files must contain crop marks.

All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format.

All fonts must be embedded.

Any trapping requirements should be applied by the file creator. No trapping will be applied by the printer.

Combined colour ink density must not exceed 300%. Files must be submitted as single pages.

### QuarkXPress, Adobe Illustrator, Adobe Photoshop

#### Images

All images in the file must be high resolution (300 dpi).

Colour images must be saved in CMYK mode as TIFF or EPS format. Do not use RGB images.

Try not to use JPEG images. Convert them to EPS or TIFF format.

If you have to send JPEG images you must inform us.

Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.

★ Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, the PDF must be flattened in the program it was produced in to avoid layer and transparency problems, or we suggest these formats are made and supplied as Tiff or EPS files. Otherwise we do not accept any responsibility for errors occurring in the final print run. ★

### Submitting Material

#### Preferred Method

By post on CD with colour proof to our origination department  
Design & Media Solutions, Tovil Hill, Maidstone, Kent ME15 6GS  
by E-mail - phone 01622 681366 for account handler's E-mail address  
or by FTP - phone 01622 681366 for details

#### Naming the Files Correctly

Publication Name + Month of Publication + Advertiser Name



## Media Information 2012

GCU is the monthly magazine for garden centres, nurseries and pet and DIY retailers.

At the forefront in coverage of the latest products and services, we reach buyers from independent and multiple garden centres, nurseries, pet and DIY outlets throughout the UK.

The magazine puts sellers with specifiers and purchasers enabling them to source up-to-the-minute new product information and the very latest industry news – a one-stop resource to a comprehensive product/service database through our pages and on our website.

We produce both digital and printed versions each month which gives readers immediate access to your products simply by clicking on the website address on each article.

The digital version offers daily updated industry news, product announcements and promotions. Each issue appears on our website [www.gardencentreupdate.com](http://www.gardencentreupdate.com) for a minimum of three months with editorial permanently archived for easy retrieval.

## Circulation

Garden Centre Update has a 5,000 circulation (combination of print and digital) distributed throughout the UK, 11 issues per year (more detailed information supplied on request). Free weekly bi-weekly email newsletter with the latest industry news, product up-dates and interviews.

## Features List 2012

**Editorial** – Interesting and topical editorial, covering all aspects of the garden centre industry

**Product News** – An opportunity for suppliers in the trade to convey product information with brand awareness and an essential platform from which to launch new products

**Company Profile** – A look at how other retailers operate

**Show Previews and Reviews** – Essential for exhibitors and visitors alike

In addition, throughout the year GCU includes reviews on some of the products that have caught our eye along with in depth features and interviews

### January

Decorative Aggregates/  
Garden Ornaments  
Hanging Baskets  
Lawns, Seeds and Plants

### February

National Nestbox Week  
Core Gardening

### March

Garden Press Event  
Water Features  
Fire Pits/Garden Furniture

### April

Chelsea Flower Show  
Outside Kitchens/BBQs  
Shopfitting and Display

### May

Chelsea Flower Show  
Pet and Aquatic  
Composts and Fertilisers

### June

Solex Preview  
Recruitment  
Wheelbarrows

### July

Pest Control  
Plastic Greenhouses  
Artificial Grass  
Hampton Court Flower Show

### August/September

Glee Review  
Malvern Flower Show

### October

Glee Preview  
Garden Birds and Wildlife  
Garden Gloves/Protective  
Clothing

### November

Garden Centre Catering  
Wellingtons  
Outdoor Clothing and  
Equipment  
Fleecing

### December

Christmas Decorations  
Retail Technology/POS  
Garden Lighting

### COPY DEADLINES

For editorial please supply copy and image (s) by 10th of the month prior to publication.  
For advertisements please supply PDF of artwork by 15th of the month prior to publication.

Email: [jwilliams@datateam.co.uk](mailto:jwilliams@datateam.co.uk)



## Marketing Opportunities

Display advertising is proven to be a highly effective means of promoting products and services. However the opportunities within Garden Centre Update don't stop there – to ensure you gain the maximum benefit from the magazine a number of further promotional activities are available.

**Loose Inserts** – a cost efficient means of promoting and circulating your company's literature to the entire market.

**Bound-In Inserts** – Your company literature or even newsletters are guaranteed to be seen and retained by the entire circulation.

**Direct Mail** – using the circulation of Garden Centre Update, company literature, newsletters and other promotional items can be mailed direct to all the key decision makers.

**Belly Wraps** – An innovative promotional tool which can be used in conjunction with a front cover, centre spread or loose insert.

**Poly Bag Promotion** – since Garden Centre Update is mailed out in a Poly Bag, opportunities exist for further corporate awareness to promote your company on both sides of the Poly Bag.

**Card & Guard** – the subscription card can be used in one of two ways: firstly, as a means of promoting your company and its products, and secondly as a means of gaining cost effective market knowledge.

**Sponsorship** – There are numerous opportunities for sponsorship within Garden Centre Update, including ear pieces and folio advertising, as well as competitions. The advertising team will be happy to discuss opportunities that are unique to your company!

**We also offer the following services: run-ons and re-prints; advertisement design and creation; brochure/leaflet design and printing; plus newsletter design, printing and mailing.**

## Garden Centre Update Digital

### Online Advertising Opportunities

**Live URL & Email links** Automatic hyperlinking for web and email URLs enabling readers immediate access to the specified site or email address without having to use a search engine.

**Flash Advertisements** Can be incorporated into digital editions and are a fantastic opportunity for you to get your message across to readers in a quick, interactive and cost effective way. Your advertisement can have moving images, company logos, branding, website and email URLs.

**Flash Rollover** Gives you the ability to include detailed information in a small area and is used to give readers a snapshot of your company, product or service information.

**Video/Audio Streaming** Many companies today are integrating streaming media into their online communications. From video ads to news, product demonstrations to online training, streaming media offers a powerful tool to deliver your marketing message.

**Bellybands** A digital bellyband offers you a premium location on the front cover of Garden Centre Update. As well as hyperlinks to email or web addresses, this unique opportunity guarantees that every reader sees your marketing message.

To view Garden Centre Update Digital go to [www.gardencentreupdate.com](http://www.gardencentreupdate.com).

### Mechanical Instructions

#### PDF File Format

- Garden Centre Update Digital requires receipt of electronic files in PDF format. If documents are currently in PostScript files, convert to PDF format using Acrobat Distiller 4.0 (or greater) with all fonts embedded (text & image PDF).
- The output resolution of the PDFs should be a minimum of 150 dpi, 300 dpi is preferred.
- Create One PDF file with pages sorted descending. All pages must have the same dimensions. Single-pages - One page in the PDF must be equivalent to one printed page. The PDF should be without cutting marks. The resolution must be 100-150 dpi depending on the width of the pages. All fonts must be embedded to the PDF file. The PDF should have a defined language. The PDF should have tags added. Do not make PDF files directly from Illustrator, Corel Draw or other drawing programs, but export the files as EPS files. Use InDesign or Quark for the final production of the PDF.
- We prefer cropped to trim. If they cannot be cropped, crop marks need to be visible at the same location on each page.
- All pages need to be the same width and height (except for special pages such as gate folds, bellybands, etc).
- Any gatefolds, cover wraps, bind-ins or bellybands must be clearly indicated.

#### Rich Media File Format

- Rich media should be video or audio content.
- Video content should preferably be supplied encoded either as Flv, avi, .mov, wmv or .mpg format.

**Digital Gatefolds** Gatefolds enable wide pages and images to be viewed with the added benefit of numerous hyperlinks to specific website URLs.

**Sponsorship** Garden Centre Update offers a number of bespoke sponsorship packages including unique branding of an issue, bookmarks and tool bars. For further information, please speak to the Advertisement Manager.

**Literature Showcase** Every company produces literature and brochures to send to their existing/ potential clients. These brochures can be a costly exercise to produce and distribute. Literature showcase allows you to promote your latest brochure by featuring the front cover of the brochure along with a 50 word explanation. Positioned on an 1/8, page the reader can click onto the brochure and get a direct link to your website or we can digitize your whole brochure so the reader downloads this instead. Once your brochure has been digitized, this can be put on your own website or e-mailed to your existing/potential client database.

**Tabs/Inserts** The Tab and Insert options enable you to integrate a new brochure, poster presentation or news letter, catalogue or white paper within the digital issue. From three pages to twenty-three pages, you can save money on postage and printing.

- Rich media can be delivered through the Flash (SWF) format, but must be streamed through the flash file from a separate dedicated web server.

#### Material provided on disc:

Datateam Business Media, London Road, Maidstone, Kent ME16 8LY

#### Materials provided by FTP:

Please request, as a dedicated FTP gateway will be set up.

Flash (SWF) File Format

- Flash is another method of rich media delivery allowing moving images and enhanced interactivity.
- Flash files must be published for version 6 players for optimum compatibility.
- Flash files must be no greater than 750 kb for an online publication.
- Flash files to be used as a method rich media delivery must not have the rich media embedded unless under the file size requirement stated above.
- Embedded media can be supplied for the alternative offline publication but cannot link to an external file/URL.

#### Hints and Tips

- Remember that your advertisement will be viewed on screen rather than on paper. Less text is better!
- Large text is better for your important points - details can be zoomed in on.
- If you want to use 'bold' use a bold font. Do not make a standard font fold.
- Make sure your website address and email address stand out.



[www.gardencentreupdate.com](http://www.gardencentreupdate.com)

