



GCU

GARDEN CENTRE UPDATE

MEDIA INFORMATION

THE MAGAZINE

Garden Centre Update is the monthly magazine for garden centres and nurseries. Since its launch in 1993, Garden Centre Update is now firmly established within this dynamic and diverse sector, and is at the forefront in coverage of the latest products and services. It reaches buyers from independent and multiple garden centres and nurseries throughout the UK, enabling them to source up-to-the-minute new product information and the latest industry news. It is also the magazine that garden centre buyers look to for dedicated features, trade association comment, interviews with leading industry figures, show previews and reviews, and much more.

Publishing 11 copies a year, Garden Centre Update has a circulation of 4,000 copies across its print and digital editions. The digital edition appears on the publication's website www.gardencentreupdate.com during the relevant month and is then archived for easy retrieval.



DIGITAL ISSUE

Garden Centre Update's fully-interactive digital format is available on the Garden Centre Update website. Here you can bookmark pages and send, search, print and save information. In addition, our readers can contact advertisers directly via live URL and email links. These links are included free of charge with your advertising commitment but there are a number of additional opportunities, which include

- Digital Bellybands
- Flash Advertisements
- Page/Issue Sponsorship
- Ticker Tape
- Tabs/Inserts
- Video/Audio Streaming
- Webinars

READERSHIP PROFILE

Garden Centre Update targets buyers, owners and managers at garden centres and nurseries across the UK. From the major players to the small independent operators each issue of GCU reached over 4,000 readers. We know exactly who our readers are by name, we know what jobs they do, what type of business they work in and their purchasing responsibility.

- Wyevale
- Dobbies
- Blue Diamond
- Squires
- Hillier
- Bents
- Gordale
- Millbrook

FEATURES

Our editorial team will be working hard to bring you BIG interviews, in-depth company and people profiles, market and product information, key news analysis, opinion and much more.

As well as our regular product feature programme we will also be delivering in depth information on upcoming industry events and initiatives.

JANUARY 2017

- Garden Power
- Homewares & Giftware

FEBRUARY 2017

- Garden Tools
- Pots & Planters

MARCH 2017

- Landscaping
- Grow your own

APRIL 2017

- Pets & Aquatics
- Pest & Disease Control

MAY 2017

- Watering & Irrigation
- Garden Ferts & Chems

JUNE 2017

- Outdoor Living
- Decorative Garden Products

COPY DEADLINES

For editorial please supply copy and image (s) by 15th of the month prior to publication.
For advertisements please supply PDF of artwork by 20th of the month prior to publication.

JULY 2017

- Outdoor Play Equipment
- Green Houses & Outdoor Buildings

AUGUST / SEPTEMBER 2017

- GLEE Preview
- Garden Heating & Lighting

OCTOBER 2017

- Food & Catering
- Outdoor Clothing
- Christmas Seasonal Goods

NOVEMBER 2017

- Garden Wildlife
- Plants Seeds & Bulbs

DECEMBER 2017

- Year in Review
- Decorative Garden Products



SHOWCASING YOUR PRODUCTS AND SERVICES

When it comes to promoting your products and services to the garden retail sector, you need look no further than Garden Centre Update. We are committed to bringing our garden centre readers the very best content possible with a redesigned format, some great new features and a brand-new, exciting and enthusiastic team! We have options to suit all budgets and would love to discuss your requirements to build a bespoke package, so if have you a product or a range that you really want to shout about, or if you want to be doing more to make sure you are reaching the maximum number of customers, then talk to us about the creative and high-impact ways of making the most of your newest lines, best-selling products and their most innovative features.

DISPLAY ADVERTISING RATES

Special Positions	
Front cover	£1650
Inside front cover / Back cover / 1st right hand page	£1440
Guaranteed RHP	£1380

Run of Paper	
Full page	£1200
Half page	£675
Quarter page	£360

Product News And Advertorials	
Quarter page product news	£285
Half page product / company profile	£525
Full page product /company profile	£950
Loose inserts – Full run	£625

Talk to us about discounts for series bookings

SPECIFICATIONS (W x H in mm)

Display	Trim	Bleed
Full page	229 x 306	235 x 312
Half page horizontal	189 x 128	
Half page vertical	92 x 262	
Quarter page	92 x 128	

Advertorial	
Quarter page product news	150 words + headline + 1 image
Half page product/company profile	220 words + headline + 2 image + 1 logo
Full page product/company profile	450 words + headline + 3 images + 1 logo

DISPLAY ADVERTISEMENT COPY

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.

Product News Copy

- All digital photos must be supplied at 300 dpi and at least 100mm width or depth.
- **Yes Please:** .jpg / .tif / .eps
- **No thanks:** Word documents, Powerpoint, GIFs, PDFs

MEET THE TEAM

Editor

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Contact me if you're a garden centre and would like to contribute to editorial features or have your business profiled

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Contact me if you're a supplier with great products that you're looking to promote to our garden centre readers

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Contact me if you're looking for a creative way of communicating your message to garden centres

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Contact me if you have a comment or idea for our magazines and events



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Garden Centre Update

OUR PUBLISHERS

Datateam Business Media Ltd is a modern and dynamic communications business with a product portfolio covering six business-to-business and healthcare sectors. Established in 1988, we have expanded over the years and now offer over 50 publications, websites, events and awards. Garden Centre Update sits alongside other industry leading publications within the DIY, Garden and Home sectors between them, bringing together a greater understanding and experience of the retail sector as a whole, while Garden Centre Update's close connection with DIY Week offers unrivalled insight, experience and market knowledge into what makes garden centres tick.



For more than 130 years, DIY Week has been the diy, hardware and garden centre industry's main news source. DIY Week has the well-deserved reputation for being essential for anyone who needs to keep abreast of what's happening across the entire market, from small independent hardware retailers to major diy multiples, and also online retailers. Every fortnight, DIY Week provides a mix of news, features, opinion and background information of unrivalled authority, plus interviews with leading retailers -a formula that continues to make DIY Week, the essential news source for retailers and suppliers.



Housewares magazine, is the original business-to-business magazine for housewares retailers and their suppliers. For over 30 years it has been profiling leading housewares retailers and showcasing the latest in product innovation. Alongside detailed reviews of key market sectors, informed comment by senior industry people, exclusive market trend information from retailers themselves, and much more Housewares offers the best route to multiple Housewares retailers, grocers, department stores and leading independents.



Builders Merchants Journal has been serving the decision-makers in builders merchants for almost a century. We deliver daily news, in-depth features and thought provoking comment on the issues that matter to the people who move the materials that build our nation.



Innovative Electrical Retailing (Formerly Independent Electrical Retailer) is the leading monthly electrical retail trade magazine. Read by senior personnel in the electrical sectors independent and multiple retailers, leading manufacturers, suppliers, distributors and service providers it presents retailers with an authoritative mix of business, market and product information across the three main sectors of the electrical trade: consumer electronics; major domestic appliances; small domestic appliances.

For more information on how you can benefit from being part of Garden Centre Update and reach the best possible audience, speak to one of the team today.