

THE COMMERCIAL

GREENHOUSE

GROWER

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MEDIA INFORMATION 2022

READERSHIP PROFILE

**With a distribution of 4,300 every month
The Commercial Greenhouse Grower is seen to saturate
the U.K's protected growing sector.
No other magazine offers anywhere near its coverage.**

- **Far superior circulation:**

The majority of growers in the protected crop sector, both ornamental & salads, receive The Commercial Greenhouse Grower every month.

Through our 4,300 distribution, 1,135 copies go to retail nurseries growing on site, selected garden centres and to the horticultural departments of local government authorities throughout the UK.

9% go to 28 countries worldwide.

- **No circulation wastage:**

Coverage exclusively to the UK's vital protected sector.

- **Maximum impact:**

News and features on all the latest developments that affect the protected sector.

No risk of advertisements being lost amongst irrelevant editorial.

- **Month long exposure:**

Volume and quality of editorial ensures the magazine's long life.

64% of our readers retain copies for future reference.

- **Maximum penetration:**

Our distribution reaches the decision makers in the first instance,

but copies are passed on to members of staff who also influence decisions,

ie co-directors and managers, giving a readership of over 9,000 during each month.

- **Return on investment:**

When responses to all forms of advertising were analysed,

to see what happens when companies include press advertising

in their media mix, it was found, when adding the press,

the return on investment in other media dramatically increased.

If your products or services are targeted specifically at the protected cropping sector, ornamentals or salads,

The Commercial Greenhouse Grower will serve you best in your media mix.

**84% of growers find the advertisements valuable in
The Commercial Greenhouse Grower – no surprise –
they need to keep in touch with what's going on in their industry.**

DISPLAY ADVERTISEMENT RATES 2022

| Insertions | Price Per Insertion | | | | Dimension (Depth x Width) | |
|--------------|---------------------|----------|----------|----------|------------------------------|-------------|
| | 1 | 4 | 8 | 12 | | |
| Full page | colour | £2465.00 | £2180.00 | £2115.00 | £2025.00 | 267 x 190mm |
| | spot | £1975.00 | £1755.00 | £1680.00 | £1660.00 | |
| Half page | colour | £1670.00 | £1500.00 | £1435.00 | £1390.00 | 131 x 190mm |
| | spot | £1245.00 | £1125.00 | £1080.00 | £1050.00 | |
| Third page | colour | £1350.00 | £1210.00 | £1175.00 | £1140.00 | 267 x 63mm |
| | spot | £1025.00 | £915.00 | £875.00 | £845.00 | |
| Quarter page | colour | £1125.00 | £1015.00 | £980.00 | £940.00 | 131 x 92mm |
| | spot | £835.00 | £745.00 | £735.00 | £720.00 | |
| Eighth page | colour | £670.00 | £590.00 | £580.00 | £560.00 | 64 x 92mm |
| | spot | £530.00 | £480.00 | £460.00 | £415.00 | |

Cover rates: (Full colour) Inside Front £2970.00. Outside Back £3040.00

Guaranteed position + 25%; Solus on page +50%; On spread + 100%

Semi-solus on page + 25%; On spread + 50%; Bleed + 10%

Agency Commission (only to recognised agents) 10%

Inserts: From £1430.00 single sheet. Mailshots: by arrangement

CLASSIFIED RATES

£36.00 per single column centimetre (min. 3cm) £1.95 per word (min. 25 words)

Discounts: 4 insertions 5%, 8 insertions 10%, 12 insertions 15%

Spot colour + £3.15 s.c.cm: Full colour + £7.85 s.c.cm on mono rates

CREATIVITY SELLS

THROUGH THOUGHT, PRESENTATION AND MOST IMPORTANTLY, ACTION!

**WHILST TODAY'S MEDIA AUDIENCE FLITS FROM SURFING, CHATTING, SCROLLING AND POSTING,
MAGAZINE EDITORIAL HOLDS READERS' ATTENTION FOR LONG PERIODS.
IT IS WHERE ADVERTISING IMPACTS, SEE PAGE 2 - RETURN ON INVESTMENT.**

FEATURE PROGRAMME 2022

January

Cyclamen (Indoor) - Poinsettias - Lighting & Light Recipes - IPM Preview

February

Pots and Trays - Labelling - Transplanting and Seeding Machinery -
Cyclamen (Outdoor)

March

Growing Media - BPOA Conference - Vertical Farming -
Ventilation - Energy Cost & Sources

April

Primroses - Polyanthus - Polytunnels/Films - Biological Crop Protection

May

Pansy & Viola Trials - Pest & Disease Control - Screens - Flower Trials Preview -
Water Quality/Irrigation

June

Fleuroselect Spring Trials - The National Plant Show Preview -
Climate Control - Education - GreenTech Preview

July

Holland/Germany Flower Trials Review Part 1 - CEA & Indoor Farming -
Commercial Hydroponic Systems

August

Holland/Germany Flower Trials Review Part 2 - Non-Organic Growing Media -
National Plant Show Review - GreenTech Review - Heating

September

Four Oaks Trade Show Preview - Lighting - Nursery Transport -
Robots - Biological Controls

October

IFTF and Trade Fair Aalsmeer Previews - SWGS Preview -
Four Oaks Trade Show Review - Glasshouse Technology

November

GroSouth Preview - Tomato Conference - Top Varieties 2022 Review -
Dahlias - Lighting Update - Growth Regulators & Biostimulants

December

Cucumber Conference - GroSouth Review - Robotics & Automation -
IFTF and Trade Fair Aalsmeer Reviews - Feeding & Nutrition

PRODUCTION DATA

Type area: 267mm x 190mm, Trim size: 297mm x 210mm (A4)

Bleed: 303mm x 216mm minimum

Printing process: Sheet-fed litho, saddle stitched

Material required: Press optimised PDF file; all encapsulated images with a resolution of 300dpi, all fonts embedded, artwork centred prior to PDF creation and with a 3mm bleed on every side

Electronic visuals: Must have a minimum resolution of 300dpi

Supplied PDFs and Artwork: Must be CMYK and flattened.

PRODUCTION DEADLINES

| MONTH | COPY | PUBLISH | MONTH | COPY | PUBLISH |
|-------|----------|----------|-------|----------|----------|
| JAN | 13.12.21 | 04.01.22 | JULY | 20.06.22 | 01.07.22 |
| FEB | 17.01.22 | 28.01.22 | AUG | 18.07.22 | 29.07.22 |
| MAR | 14.02.22 | 25.02.22 | SEP | 15.08.22 | 26.08.22 |
| APR | 21.03.22 | 01.04.22 | OCT | 19.09.22 | 30.09.22 |
| MAY | 18.04.22 | 29.04.22 | NOV | 17.10.22 | 28.10.22 |
| JUNE | 16.05.22 | 27.05.22 | DEC | 14.11.22 | 25.11.22 |

CONTACT DETAILS

UK Advertising: John Downey (john.downey@actpub.co.uk)
Tel: + 44 (0) 1622 291612

Overseas Advertising: Tony Attrill (tony.attrill@actpub.co.uk)
Tel: + 44 (0) 1622 695656

Classified Advertising: Sandy Lynch (sandy.lynch@actpub.co.uk)
Tel: + 44 (0) 1622 291611

HortNews: Dan Jobson (dan.jobson@actpub.co.uk)
Tel: + 44 (0) 1622 291613



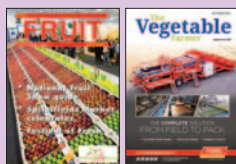
Lion House, Church Street, Maidstone, Kent, ME14 1EN

Tel: + 44 (0) 1622 695656

web: www.hortnews.com

From the publishers of....

Monthly



Annually



ADVERTISING ONLINE / DIGITAL

HortNews

The Commercial Greenhouse Grower, The Vegetable Farmer and The Fruit Grower have combined resources to bring you HortNews.

A dedicated platform for the entire UK Horticulture sector which allows you to reach every spectrum of the market in one place.



Head Banner

(728 x 90px)
£630 per month

Mid Page Unit

(300 x 250px)
£375 per month

Article Banner

(728 x 90px)
£395 per month

HortNews Stats

(Oct 2020 - Sept 2021)
Page Views 88,802

Weekly e-bulletin Promotion

Our e-bulletin is sent to over 5,000 subscribers every week. We have various options available from Banner/Button positions to featured articles of the week.

Various pricing options are available please contact Dan Jobson for further details.

3rd Party Mailers

£1500 per campaign.

Sent to over 5,000 recipients, we can ensure your message is seen by the key decision makers within the marketplace.

Online Classified Listing

£75 per listing

Upload up to 4 photos and a description letting potential buyers come to you, taking the hassle out of selling used equipment.