

"Speaking up for the nation's wild plants"

Mailed to 7,200 Plantlife members Read by over 15,000 people

Plantlife is the official magazine of conservation charity **Plantlife**, the organisation speaking up for the nation's wild plants. The magazine is published three times a year and posted to the charity's members, supporters and partner organisations who share an interest in conserving wild plants and their habitats.

Plantlife is a conservation charity that...

- carries out practical conservation work across the UK.
- helps protect wild plants and builds understanding of the role they play in everyone's lives.
- manages nature reserves and runs events that connect people with their local wild plants.
- influences policy and legislation.
- is a Lead Partner in the Government's Biodiversity Action Plan, which targets the UK's Priority Species and Habitats for conservation action. HRH The Prince of Wales is the charity's Patron and Philip Mould OBE is the President.

Plantlife magazine provides vital feedback and information about **Plantlife's** work, achievements and plans for the future. The magazine is designed to appeal to a diverse audience and helps to give each issue a long life with several readers per copy. *Plantlife* magazine was twice a BBC Wildlife Award Winner.

Plantlife members...

- actively pursue a healthy and sustainable lifestyle.
- regularly buy or grow their own organic food, choose environmentally friendly products and use herbal remedies.
- pursue hobbies and interests including travel, hiking/walking, bird watching, botany, gardening, photography and reading.
- have a high disposable income, with the majority of readers falling into the 45+ age group.
- share a broad interest in conservation, not only of wild plants but of flora and fauna in general.

MEDIA PACK



Confessions of an orchid addict Great days out this spring and summer The tree that witnessed Magna Catta

Plus Maidem pitchs at stokyros carmined finances for you pendens with lickets to the Chelsen Flower Com-

Is this our favourite wild flower?

Plantlife



MEDIA PACK

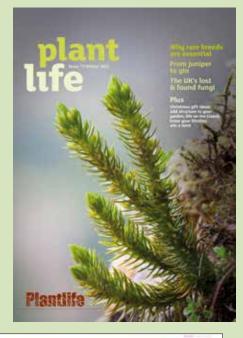
Advertising information and rates

Print			
Display Ad Size	Height (mm)	Width (mm)	Price
Double page spread*	297	420	£2,000
Outside back cover*	297	210	£1,200
Inside covers*	297	210	£1,100
Full page*	297	210	£950
Full page, type area	262	173	£950
Half page (horizontal)	129	173	£500
Half page (vertical)	262	84	£500
Quarter page (vertical)	129	84	£300
Eighth page	62	84	£200

Files must be supplied as high resolution PDFs (cmyk, 300 dpi at 100% size). *For full page bleed designs, add 3mm all round.

Inserts

Inserts £120 per thousand (up to 10g). Maximum insert run 7,200.



Approximat	te copy dates	
	copy deadline	
Spring	1st Feb	
Summer	4th May	
Winter	1st Oct	

on sale date 1st March 1st June 31st Oct



Discounts

Available on request for charities, campaign groups, NGOs, publishers and educational establishments.

Contact

Please give **Alison** a call, she'll be happy to discuss your requirements and work out a suitable package.

EMSM - Ethical Media Sales & Marketing

alison@emsm.org.uk +44 (0) 141 946 8708

michael@emsm.org.uk +44 (0)1865 403339 +44 (0)7780 874279 www.emsm.org.uk





H

