



MEDIA PACK

“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.



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.



Approximate copy dates

	copy deadline	on sale date
Spring	1st Feb	1st March
Summer	4th May	1st June
Winter	1st Oct	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.

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