



**MEDIA
INFORMATION:**
Garden & Hardware News



INSPIRE NEW BUSINESS

With a comprehensive readership of buyers and executives across the UK's leading garden and hardware retailers, Garden & Hardware News is the ultimate medium to showcase your products and services. The Garden & Hardware team is dedicated to providing readers with an insightful information source, incorporating lead stories on the latest issues, news and trends in the garden and hardware markets. Through the pages of this industry favourite readers can identify the brands and products they need by exploring new product launches, event specials and specific product showcases.

TARGET READERSHIP PROFILE

Garden & Hardware News targets buyers, decision makers and senior executives at **every garden centre** and **DIY store** throughout the UK. From the high street **independents** to the **multiple 'shed' operators**, our established readership is influential and actively sourcing new products. Tap into this lucrative market with GHN.

Homebase	Hayes Garden World	31% GARDEN CENTRES & NURSERIES
Wickes	Knights Garden Centre	29% DIY STORES
Adrian Hall Garden Ctrs	Squires Garden Centre	26% HARDWARE & TOOL RETAILERS
B&Q	Barton Grange	10% GIFT & HOUSEWARE RETAILERS
Coblands Garden Centre	Wyevale	4% GARDEN MACHINERY SPECIALISTS
Dobbies Garden Centres	Dean's Garden Centres	
Hurrans Garden Centre	Thompsons Centres	
Focus DIY	Van Hage Gdn Centres	
Notcutts	Hillier Garden Centres	
Haskins Garden Centre	Otter Nurseries & Gdn	



GARDEN & HARDWARE NEWS

Targeting both garden and hardware retailers, Garden & Hardware News offers you access to an extensive readership enabling you to make the most of your products. The team is committed to providing the best publication possible in terms of design, content and market awareness. In such a fast-paced and innovative market, both advertisers and readers can rely on our ability to match our product to the needs of the marketplace.



DISPLAY ADVERTISING

Through cutting edge design, a fresh and informative editorial style, and concise product delivery, Garden & Hardware News allows you to showcase your products to a captivated, relevant audience of key decision makers in the garden and hardware industries. Deliver your sales message through the pages of an industry favourite and reap the rewards of improved brand awareness and an expanding customer portfolio.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include Industry News, Diary Dates, Exhibition show guides and reviews, New Products, Interviews and much more.

■ Please send your press releases to ghn@onecoms.co.uk

December - January

- Hardware & Decorating Products
- Power tools & Hand Tools

April - May

- BBQ
- Garden Furniture

August - September

- Retail Catering
- Pet Care, Bird Care & Aquatics

February - March

- Shop fittings & Display
- Plants, Lawn & Seeds

June - July

- Garden Power Equipment
- Housewares, Gifts & Toys

October - November

- Lighting, Security & Safety
- Garden Buildings

ADVERTISING RATES

	1	3	6
Display			
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

Product placement (colour separation charge)

Picture and 50-200 word **£130**

+ Logo **£30**

Product showcase directory

Picture and 50-200 words (3 issue minimum) **£165**

TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)	Bleed	Trim	Type
DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.

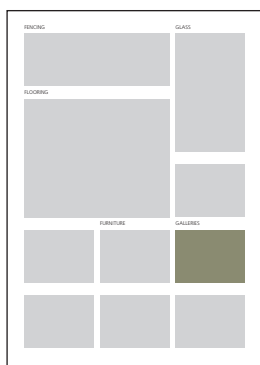


With a range of publications focused on the retail sector, including the Garden & Hardware Yearbook, Department Store Buyer, Department Store Yearbook and a strengthening online presence, Media One Communications has a wealth of experience both in terms of publishing and the retail market. From yearbooks and magazines to online news sites, our evolution in the publishing sector has built a loyal customer base and a dedicated readership who return time and time again for knowledgeable, intelligent information, strengthening our stance in the sector.



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CLASSIFIED RATES & DATA

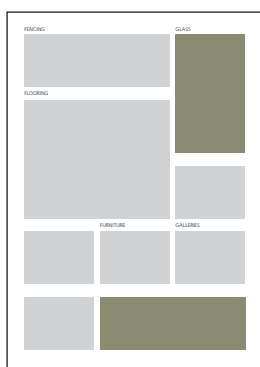


Single Panel

- 1 insertion £85
- 3 insertions £75
- 6 insertions £65
- 9 insertions £55
- 12 insertions £40

Active specifiers use our classified buyers guide to source products. Ensure your brands and products are included every issue! - Don't miss out! Call 01733 385300 today to discuss your requirements.

 56mm wide x 43mm high




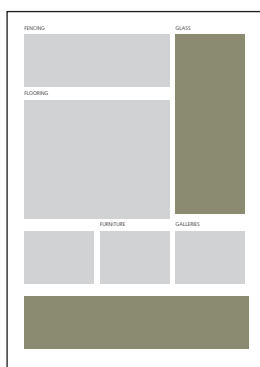
Double Panel

- 1 insertion £150
- 3 insertions £135
- 6 insertions £115
- 9 insertions £100
- 12 insertions £75

 56mm wide x 97mm high

or

 118mm wide x 43mm high



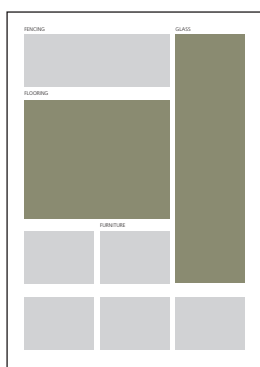
Triple Panel

- 1 insertion £200
- 3 insertions £180
- 6 insertions £155
- 9 insertions £135
- 12 insertions £100

 56mm wide x 150mm high

or


 180mm wide x 43mm high



Quad Panel

- 1 insertion £240
- 3 insertions £215
- 6 insertions £185
- 9 insertions £160
- 12 insertions £120

 56mm wide x 150mm high

 180mm wide x 43mm high