

"Speaking up for the world's wild plants"

### Mailed to 22,000 Plantlife members Read by over 55,000 people

The **Plantlife Magazine** is sent to members of, **Plantlife**, the global charity working to enhance, protect, restore and celebrate the wild plants and fungi that are essential to all life on earth. 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 the only UK membership charity dedicated to conserving wild plants and fungi in their natural habitats and helping people to enjoy and learn about them.
- Plantlife owns 24 nature reserves covering nearly 4,500 acres across England, Scotland, Wales and the Isle of Man.
- Plantlife engages people of all ages and abilities in plant conservation and education and aims to give everybody opportunities to enjoy wild plants and fungi.
- Plantlife works across habitats on partical conservation work and current prioriites are grasslands, temperate rainforest and species recovery.
- Plantlife were instrumental in the creation of the Global Strategy for Plant Conservation and initiation of Important Plant areas across the world.

**Plantlife** magazine provides vital feedback and information about **Plantlife's** work, achievements and plans for the future alongside guest writer features on nature. 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**







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#### Advertising information and rates

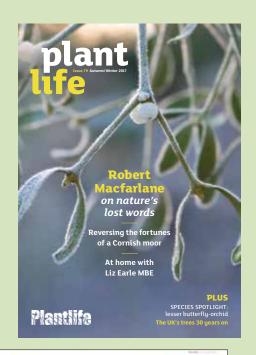
#### Print

Display Ad Size	Height (mm)	Width (mm)	Price
Double page spread*	280	428	£2,000
Outside back cover*	280	214	£1,200
Inside covers*	280	214	£1,100
Full page*	280	214	£950
Full page, type area	256	190	£950
Half page (horizontal)	125	190	£500
Half page (vertical)	256	90	£500
Quarter page (vertical)	125	90	£300
Eighth page	60	90	£200

Files must be supplied as high resolution PDFs (cmyk, 300 dpi at 100% size). \*For full page bleed designs, add 5mm all round.

#### Inserts

Inserts £130 per thousand (up to 10g). Maximum insert run 16,000.



#### Approximate copy dates

copy deadlineon sale dateSpring26th Jan11th MarchSummer3rd May24th JuneWinter23rd Aug7th 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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