

EARTH CARE, PEOPLE CARE, FUTURE CARE

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introduction

In these critical times permaculture solutions are some of the best tools we have for creating a viable and thriving future.

*Daryl Hannah,
Hollywood actress*

I greatly enjoy reading Permaculture magazine, and find your work very stimulating.

*George Monbiot,
author*



Because your company is dedicated to ethical business practices, we would like to invite you to reach a targeted audience of environmentally conscious consumers by advertising in *Permaculture* magazine.

With over 100,000 readers per issue, *Permaculture* is a bestselling green magazine in Britain and around the world. Published quarterly it features practical thought provoking articles on organic gardening, agriculture, agro-forestry, alternative technology, eco-architecture, personal and community development and much more. It is also packed with readers' solutions, DIY designs, news, reviews, letters, classifieds and details of related courses.

As well as the print edition it has a growing digital readership via the *Permaculture* magazine iTunes app.

Permaculture's presence in print and online (with 3 million page views a year) makes it a 'must have' networking tool for all green and ethical businesses, social enterprises and projects.

Permaculture is an innovative way of creating sustainable gardens, houses, farms, communities, businesses and lifestyles.

Contact Tony: 01730 823 311 • tony@permaculture.co.uk

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readership

Advertising in Permaculture magazine really works:

We placed an advert in PM and it was seen by an employee at the Mars Corporation. They contacted us and we won the job of designing two large corporate eco-buildings which kept us busy for over five years!

Julia Boulton - Director, Apse Architecture and Planning



Permaculture is published quarterly with 20,000 print and digital copies sold per edition (UK and USA). The readership is made-up of mainly 25-55 year olds.

People buy **Permaculture** because they have made the decision to live more consciously – an ideal customer for your company to attract. Our readers are active consumers of quality products – we know because we sell to them via our own on-line shop www.green-shopping.co.uk.

The majority of our readers contact advertisers or attend events which appear in the pages of **Permaculture**. Our readers retain their copies of the magazine, using them as source material and a practical guide which informs their life choices and purchases. Our readers shop for ethical purchases online. They also love offers and competitions that help them to save money.

I love Permaculture magazine - it's a rare and beautiful publication which offers actual solutions and inspirations. You are a real breath of fresh air and I look forward to you being around for a long time.

Corrina Gordon-Barnes, Cambridge

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circulation

I very much enjoy the magazine. It cheers me up no end by being inspiring and empowering, but most of all it is very reassuring and uplifting in these very worrisome times. I wouldn't mind if it came out as a monthly, weekly - hell why not a daily magazine!

*Manuela Stallard,
Dorking*

An Expert's View

Permaculture newsstand sales continue to grow, bucking the trend of falling magazine sales. This well produced magazine has continued to expand sales and create a niche in the market place and there are still more readers and sales to be gained.

Heath Greenway, Divisional Director,
COMAG Distribution



PRINT + APP + DIGITAL

Sales and subscriptions are growing and *Permaculture* is appearing on more store shelves, at a time when other print media sales are declining. Distributed in major UK outlets, including over 290 WHSmith stores (via COMAG), environmental centres, and healthfood stores (via INK).

The magazine currently has over 6,000 subscribers (print and digital) and continues to grow within Institutions globally.

It is read in over 77 countries around the world.

Permaculture is available online via:

www.exacteditions.com/exact/magazine/409/460

Readers follow our news via:

Editorial: permaculture.co.uk (2,000,000 page views p.a.)*

Twitter: twitter.com/PermacultureMag (32,500 followers)*

Facebook: facebook.com/PermacultureMag

(306,000 followers)*

Instagram: instagram.com/permaculturemagazine

(32,500 followers)*

* Nov. 2017

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advertising rates

(All prices exclusive of VAT)

Display

Full Page	£1,000
Half Page	£600
Quarter Page	£300
Eighth Page	£150

Cover

Outside Back: Full Page	£3,000
Inside: Full Page	£2,000
Inside: Half Page	£1,000
Discounts: 1 complete year/4 issues discount: 20% (pre-payment/booking discounts)	

Course Display

Preferential rates are offered for courses and other educational initiatives which promote sustainable living.

Full Page	£800
Half Page	£400
Quarter page	£200
Eighth Page	£120

Classified

Minimum £40.00 (£48 inc. VAT) for up to 40 words, additional text charged at £1.00 per word. Boxed advertisements £25 extra. Please send copy prepaid. 20% discount for 4 issue booking. All Classifieds appear for approximately three months on the website as well as in the printed and digital versions of *Permaculture*.

Course Listings

UK permaculture design and introduction course listings are free of charge. Overseas course listings and 'special course' listings cost £20 (£24 inc. VAT). All listings to state: venue, dates, course leaders, contact name, telephone number, email or web address. These listings appear for approximately three months on the website as well as in the printed and digital versions of *Permaculture*.

Website Classified and Course Listings

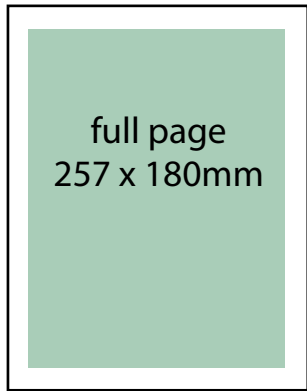
You can also place your Classified or Course Listings just on the website for £20 (£24 inc. VAT).

Inserts

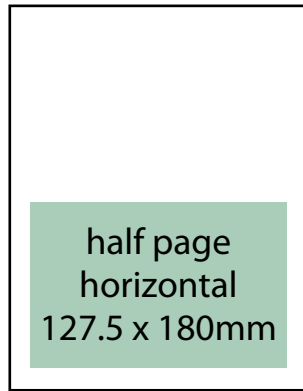
£90 + VAT per 1,000 for inserts under 10 grams.



artwork & deadlines

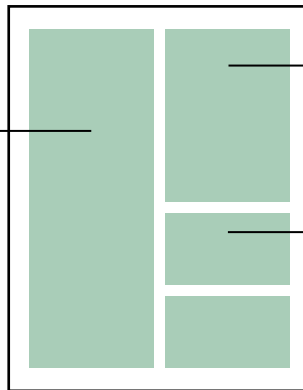


full page
257 x 180mm



half page
horizontal
127.5 x 180mm

All measurements
are height x width



half page
vertical
257 x 89mm

quarter page
127.5 x 89mm

eighth page
62.5 x 89mm

Supply of copy

All copy should be saved as high quality PDF or TIF at 300 dpi. Colour should be set to CMYK. Email your artwork to tony@permaculture.co.uk or dropbox it to: www.hightail.com/u/Permaculture.

Any subsequent layout changes or additional work may be subject to surcharge.

Copy deadlines 2017

Issue 94: was published 31st October 2017

Issue 95: 30th November 2017 (pub. 31st January 2018)

Issue 96: 28th February 2018 (pub. 30th April 2018)

Issue 97: 31st May 2018 (pub. 31st July 2018)

Advertising [terms and conditions](#)

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website

MPU (rectangle)
A sought after, premium advertising slot in a prime position on the home page. Ads appear on an equal rotation.

Size: 300 x 250 pixels
Maximum size 40K
£200 + VAT per month

Skyscraper (upper)
A popular advertising slot which appears on rotation on all of the content pages.

Size: 160 x 600 pixels
Maximum size 40K
£100 + VAT per three month period

Skyscraper (lower)
Ads rotate between the upper and lower slots to maximise exposure.



permaculture.co.uk features exclusive website and magazine articles, news, reviews, blogs, films, events, solutions, and a fully searchable magazine archive. Visitor numbers average around 3 million page views a year. Web ads appear on rotation site-wide. They represent a huge opportunity for you to develop a presence on a committed environmental website whose readers are likely to be specifically interested in your products, services and events.

Plus: Why not tie your web advertising into the print edition of the magazine?

For details of our **Ad Package Offer**, which includes the print magazine, website and our monthly eNewsletters, contact tony@permaculture.co.uk.

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terms & conditions

We welcome your advertising in *Permaculture* and on our website www.permaculture.co.uk, and hope that you will want to become a regular advertiser.

Your advertisement is subject to the following terms of acceptance:

- (1) The advertiser warrants that their advertisement in no way contravenes the provisions of the Trades Descriptions Act 1968, and is legal, decent and truthful.
- (2) Cancellations cannot be accepted after the copy deadline.
- (3) The advertiser indemnifies Permanent Publications (the publishers of *Permaculture* magazine) and their printers against any damages or other loss caused as a result of publication of your advertisement.
- (4) Payment with booking for all advertisements.
- (5) Permanent Publications reserves the right to reject an advertisement.
- (6) The advertiser's order for an advertisement constitutes a contract and acceptance of the conditions above.

I think Permaculture is a wonderful publication, really appreciate that the photos are of real gardens, projects in startling contrast to virtually all publications addressing gardening, limited resources, etc., here in the U.S.

Thank you!

Vicky Burwell, USA

