

EARTH CARE, PEOPLE CARE, FUTURE CARE

INTERNATIONAL

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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 200,000 readers per issue, Permaculture is that rare thing, a magazine that is growing in influence. It is published quarterly and is available in the UK, USA and globally. As well as the print edition it has a growing digital readership which suits the smartphone generation, particularly via the *Permaculture* magazine iTunes app.

Permaculture features practical articles on organic gardening, agriculture, agroforestry, alternative technology, eco-architecture, personal and community development and much more.

It's regulars - readers' solutions, reviews, classifieds and courses - are also of significance to advertisers (courses and education bring significant numbers of new people to the field).

Permaculture's presence in print and online (with 1.5 million page views a year) makes it a 'must have' networking tool for all green and ethical 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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circulation

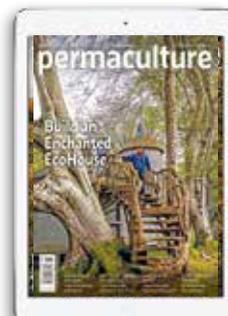
I very much enjoy the magazine. It cheers me up no end by being inspiring and empowering, but most of all it is very reassuring and uplifting in these very worrisome times. I wouldn't mind if it came out as a monthly, weekly - hell why not a daily magazine!

*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."

Disticor Magazine Distribution Services



PRINT + APP + DIGITAL

Permaculture is read in over 130 countries worldwide. Currently 18,000 print copies of each issue are printed and it has over 6,000 print subscribers alongside hundreds of thousands of digital readers. Institutional subscribers (universities, libraries) have grown in the past 18 months and permaculture's influence spreads.

In the UK, *Permaculture* is distributed via Select Publisher Services Ltd which includes over 220 WHSmith stores, supermarkets and hundreds of newsagents, garden centres and environmental centres. Select also make the magazine available worldwide, with INK supplying UK health food stores and the like. Disticor handle distribution in the USA, which includes newsagents, garden centres, Barnes & Noble, Patagonia and other specialist centres.

Permaculture and its complete archive is available online via: <https://shop.exacteditions.com/permaculture-international>

So adverts can stay in front of subscribers forever.

Readers follow our news via:

Editorial: permaculture.co.uk (1,500,000 page views p.a.)*

Twitter: twitter.com/PermacultureMag (34,400 followers)*

Facebook: facebook.com/PermacultureMag
(307,000 followers)*

Instagram: instagram.com/permaculturemagazine
(43,500 followers)*

* Oct. 2018

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advertising rates



Courses

Next issue deadline: 15th November 2018 (PDC) published 15th January 2019
 PDC and Introduction to Permaculture courses are listed below.
 Course fee cover design cost £4 per entry.
 Email: permaculture@permaculture.co.uk

FULL PERMACULTURE DESIGN	
ADRIAN Adrian Brown, 55, has been a permaculturist for 20 years. He has a degree in Environmental Science and has worked in the field of environmental education for 15 years. He is currently a permaculture teacher and has been for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years.	ADRIAN Adrian Brown, 55, has been a permaculturist for 20 years. He has a degree in Environmental Science and has worked in the field of environmental education for 15 years. He is currently a permaculture teacher and has been for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years.
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(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)



Classifieds

Next issue deadline: 15th January 2019
 PDC and Introduction to Permaculture courses are listed below.
 The course fee is £4 per entry.
 Email: permaculture@permaculture.co.uk

ACCREDITATION	COURSES	COURSES
CENTRAL LONDON PERMACULTURE leads on Open Permaculture for 100 students in 2018. The course is a 10-week course, running from 15th January to 15th February 2019. The course is a 10-week course, running from 15th January to 15th February 2019. The course is a 10-week course, running from 15th January to 15th February 2019.	ADRIAN Adrian Brown, 55, has been a permaculturist for 20 years. He has a degree in Environmental Science and has worked in the field of environmental education for 15 years. He is currently a permaculture teacher and has been for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years.	ALAN Alan Brown, 55, has been a permaculturist for 20 years. He has a degree in Environmental Science and has worked in the field of environmental education for 15 years. He is currently a permaculture teacher and has been for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years. He has a passion for sustainable living and has been a permaculture teacher for 10 years.

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 3 months on the website as well as in print and digital versions of *Permaculture*.

Course Listings

Full Permaculture Design (PDC) and Introduction to Permaculture course listings are free of charge. Overseas course listings and 'special course' listings cost £20 + VAT = £24.00. All listings to be submitted in our standard format:
 COUNTRY, STATE
 Venue:
 Dates:
 Led by:
 Phone:
 Web:
 These listings appear for three months (print, digital /smartphone, online) 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

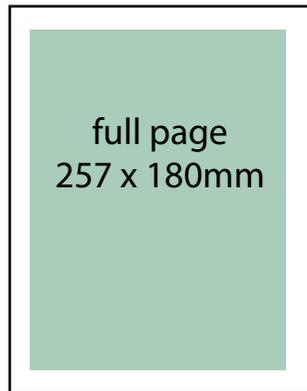
£90 + VAT per 1,000 for inserts under 10 grams.

Course Display

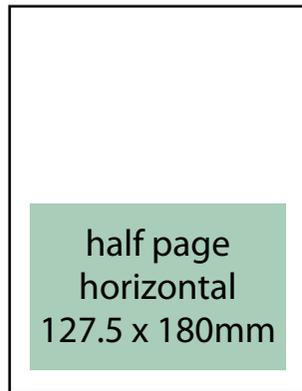
Preferential rates are offered for courses and other educational initiatives which promote sustainable living.

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

artwork & deadlines

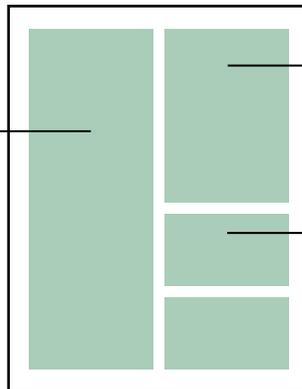


full page
257 x 180mm



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: <https://spaces.hightail.com/uplink/Permaculture>.

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

Copy deadlines 2018

Issue 99: 30th November 2018 (pub. 31st January 2019)

Issue 100: 28th February 2019 (pub. 30th April 2019)

Issue 101: 30th May 2019 (pub. 31st July 2019)

Issue 102: 31st August 2019 (pub. 31st October 2019)

Advertising [terms and conditions](#)

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website



Skyscraper (upper)

A tall, visible advertising slot which appears on rotation all over our site (on the front page, features, solutions, videos, classifieds and course pages, etc).

Size: 160 x 600 pixels

£100 + VAT = £120 per month

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 1.5 million pageviews 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 –it is a very targeted audience.

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, digital/smartphone, website and our monthly eNewsletters, contact tony@permaculture.co.uk.

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terms & conditions

We welcome your advertising in *Permaculture* (print, digital/smartphone, online) and hope you will be a regular partner.

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