

# 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 776 585 • [tony@permaculture.co.uk](mailto:tony@permaculture.co.uk)

# 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

**Therapeutic Environments**  
The TE and PDE units (Psychologically Informed Planned Environments) where we work have only been established since 2009. They provide links known, but profoundly effective therapeutic environments that use a choice for participants to progress, to understand themselves and the circumstances that led them to their illness. Most importantly allow them to heal and finally to understand and take responsibility for their actions. These of course is done using an array of non-verbal health means. If the time goes without sufficient therapeutic interventions, the additional means of motivation and the reduced likelihood of compliance mean that means available for social and related services are periodically limited.

Increasing employability is one of the key issues. When questioned, 70% of attendees are offered the lack of employment opportunities.

**Research Benefits** by the founder and a Director of General Counsel Ltd: <http://www.greenings.co.uk>

**Redesigning our Enterprise Culture with Soap**

Rozie Apps finds out how ZeroSoap in Devon is encouraging entrepreneurship and helping to create organic farms.

**15% OFF** Buy 10 or more  
15PM

**Make and Taste a Difference!**

Post harvest delivery pre-order NOW for delivery in December...

<b>Peanut (15KG)</b>	<b>Oranges (1.25M)</b>
<b>Ready to eat nut mix...</b>	<b>Almonds (15KG)</b>
<b>Dried Mango (15KG)</b>	

ethical shop

**boost your biochar**

Phil Greenwood shares how to use natural ingredients in biochar to improve soil

Biochar is a new way for supplying nutrients to the soil. It is made from the waste products of agricultural processes. It is a natural soil conditioner that improves the soil's ability to hold water and nutrients. It is also a natural soil conditioner that improves the soil's ability to hold water and nutrients. It is also a natural soil conditioner that improves the soil's ability to hold water and nutrients.

*Permaculture* is published quarterly with 20,000 print and digital copies sold per edition (UK, USA and worldwide). 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.

The majority of our readers contact advertisers or attend courses and 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 appreciate offers that help them to save money while repairing the earth, so we welcome exclusive *Permaculture* reader offers from our partners.

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

# circulation

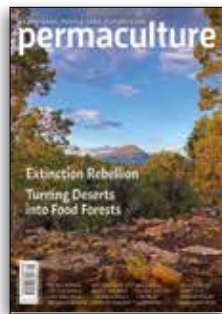
*I very much enjoy the magazine. It cheers me up no end by being inspiring and empowering, but most of all it is very reassuring and uplifting in these very worrisome times. I wouldn't mind if it came out as a monthly, weekly - hell why not a daily magazine!*

*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](http://permaculture.co.uk) (1,500,000 page views p.a.)\*

Twitter: [twitter.com/PermacultureMag](https://twitter.com/PermacultureMag) (34,800 followers)\*

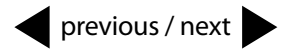
Facebook: [facebook.com/PermacultureMag](https://facebook.com/PermacultureMag) (307,000 followers)\*

Instagram: [instagram.com/permaculturemagazine](https://instagram.com/permaculturemagazine) (46,600 followers)\*

\* Oct. 2018

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## advertising rates



### Courses

Next issue deadline: 15th November 2018 (PDC) published 15th January 2019  
 2018 and 2019 course listings are available on our website for free. Contact us for more info: 01730 776 585 or [tony@permaculture.co.uk](mailto:tony@permaculture.co.uk)

FULL PERMACULTURE DESIGN			
<b>ADRIAN</b> Adrian Brown, 55, has been a permaculturist since 1978. He has been a teacher and a facilitator of permaculture design courses since 1980. He has been a member of the Permaculture Association since 1980. He has been a member of the Permaculture Association since 1980. He has been a member of the Permaculture Association since 1980.	<b>ALAN</b> Alan Brown, 55, has been a permaculturist since 1978. He has been a teacher and a facilitator of permaculture design courses since 1980. He has been a member of the Permaculture Association since 1980. He has been a member of the Permaculture Association since 1980.	<b>ALAN</b> Alan Brown, 55, has been a permaculturist since 1978. He has been a teacher and a facilitator of permaculture design courses since 1980. He has been a member of the Permaculture Association since 1980. He has been a member of the Permaculture Association since 1980.	<b>ALAN</b> Alan Brown, 55, has been a permaculturist since 1978. He has been a teacher and a facilitator of permaculture design courses since 1980. He has been a member of the Permaculture Association since 1980. He has been a member of the Permaculture Association since 1980.

(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)	

### 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.



### Classifieds

Next issue deadline: 15th January 2019  
 2018 and 2019 course listings are available on our website for free. Contact us for more info: 01730 776 585 or [tony@permaculture.co.uk](mailto:tony@permaculture.co.uk)

ACCREDITATION	COURSES	COURSES	COURSES
<b>CENTRAL LINDSEY</b> has been a Permaculture Association member since 1980. We offer a range of courses and workshops. We offer a range of courses and workshops. We offer a range of courses and workshops.	<b>PERMACULTURE DESIGN COURSE</b> is a 100-hour course that covers the principles and practice of permaculture design. It is a 100-hour course that covers the principles and practice of permaculture design.	<b>INTRODUCTION TO PERMACULTURE</b> is a 20-hour course that covers the basics of permaculture. It is a 20-hour course that covers the basics of permaculture.	<b>PERMACULTURE DESIGN COURSE</b> is a 100-hour course that covers the principles and practice of permaculture design. It is a 100-hour course that covers the principles and practice of permaculture design.

### Course Display

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

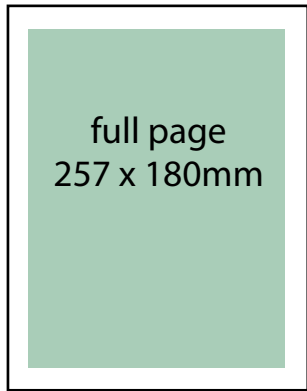
Full Page	£800
Half Page	£400
Quarter page	£200
Eighth Page	£120

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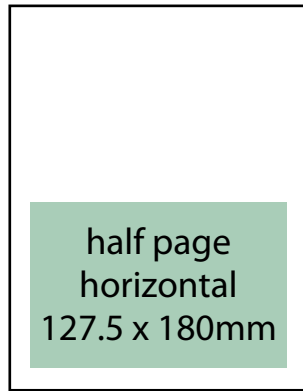
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## artwork & deadlines

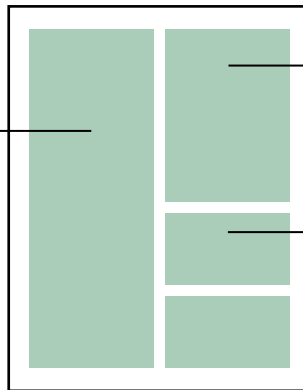


full page  
257 x 180mm



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](mailto: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 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)

Issue 103: 30th November 2019 (pub. 31st January 2020)

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](http://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](mailto: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*