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.
Advertising in Permaculture magazine really works:

We placed an advert in Permaculture (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 Boultby - Director, Apse Architecture and Planning

Permaculture is published quarterly with 17,000 print 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 (and the growing success of the digital edition is helping this grow) 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 respond to reader offers that help them to save money while repairing the earth. Exclusive offers from trusted partners are hugely popular, be it discounts or samples.

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
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

Permaculture is read in over 130 countries worldwide. Currently 15,000 print copies of each issue are printed and it has over 6,000 print subscribers alongside hundreds of thousands of digital readers, which includes institutional subscribers (universities, colleges, schools and libraries) – digital and social media figures have grown significantly in the past two years.

Permaculture is distributed in the UK (also across Europe and worldwide) via Select Publisher Services Ltd, which includes over 150 WHSmith and WHSmith Travel stores, newsagents, garden centres and more recently supermarkets (Waitrose and Sainsburys for the first time in 2020). INK Distribution supply UK health food stores and environmental centres. Disticor handle distribution in the USA, including newsagents, Barnes & Noble, Patagonia, garden and environmental 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 (38,000 followers)*
Facebook: facebook.com/PermacultureMag (307,000 followers)*
Instagram: instagram.com/permaculturemagazine

* Dec 2020

Contact Tony: 01730 776 585 • tony@permaculture.co.uk
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.

(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
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 send via: https://spaces.hightail.com/uplink/Permaculture.
Any subsequent layout changes or additional work may be subject to surcharge.

Copy deadlines
Issue 108 Summer: 15th February 2021 (pub. 30th April 2021)
Issue 109 Autumn: 15th May 2021 (pub. 31st July 2021)
Issue 110 Winter: 15th August 2021 (pub. 31st October 2021)
Issue 111 Spring: 15th November 2021 (pub. 31st January 2022)

Advertising terms and conditions
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.
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.

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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