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
**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 (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.

**Julia Boultby - Director, Apses Architecture and Planning**

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!

**Corrina Gordon-Barnes, Cambridge**

**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.**
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 and 50 WHSmith Travel stores, supermarkets and newsagents, garden centres and environmental centres. INK supply UK health food stores and the like. Select make the magazine available worldwide. Disticor handle distribution in the USA, including newsagents, garden centres, Barnes & Noble, Patagonia 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 (35,300 followers)*
Facebook: facebook.com/PermacultureMag (307,000 followers)*
Instagram: instagram.com/permaculturemagazine (50,500 followers)*

* April 2019

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

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
(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 Listings**
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 3 months on the website as well as in print 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.

Contact Tony: 01730 776 585 • tony@permaculture.co.uk
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 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)
Issue 104: 28th February 2020 (pub. 30th April 2020)

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 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 – 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*