


*Permaculture* is an ideal research tool for teachers, students, designers, practitioners and activists alike. Sales have increased significantly in the 2020/21 lockdown, as people have sought out guidance on how to grow their own and how to successfully complete DIY projects around the home and garden. They are increasingly understanding of personal, family and community wellbeing and they care about their impacts and other species.

*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)

 [facebook.com/PermacultureMag](https://facebook.com/PermacultureMag) (304,000 followers)  
**£500 + VAT = £600.00 per social media post**

 [instagram.com/permaculturemagazine](https://instagram.com/permaculturemagazine) (98,500 followers)  
**£250+ VAT = £300.00 per social media post**

 [youtube.com/PermacultureMedia](https://youtube.com/PermacultureMedia) (51,400 subscribers)  
**£100 + VAT = £120.00 per social media post**

 [twitter.com/PermacultureMag](https://twitter.com/PermacultureMag) (39,400 followers)  
**£100 + VAT = £120.00 per social media post**

We accept posts from ethical companies who promote sustainable/regenerative living, practise people care and support Fair Trade.

If you run a permaculture course/event we offer 50% discount, email [tony@permaculture.co.uk](mailto:tony@permaculture.co.uk) for more details.

Advertising in the print and digital pages of *Permaculture* means you are reaching both a very targeted audience and a very responsive one. We look to build long lasting advertising and partnerships, exchanging social media and best practice.

*Permaculture* is a visionary magazine that will give you the tools needed to create productive and resilient homes, gardens, economies, relationships, schools, farms and communities. Our range of articles include no-dig gardening, food forests, cutting edge community projects, renewable technologies, regenerative agriculture, DIY projects, health, wellbeing and education. It is full of solutions, projects and pioneering ideas that are increasingly used by those making a difference right now, educators and the media worldwide.



*Permaculture* is available in WHSmith (highstreet and travel), supermarkets, newsagents and health food stores worldwide. All print subscriptions come with FREE Digital and App access to all back issues searchable by subject, so that's over 30 years of content at their fingertips ... available forever!

### Copy deadlines

Issue 121 Autumn: 15th May 2024 (pub. 31st July 2024)

Issue 122 Winter: 15th August 2024 (pub. 31st October 2024)

Issue 123 Spring: 15th November 2024 (pub. 31st January 2025)

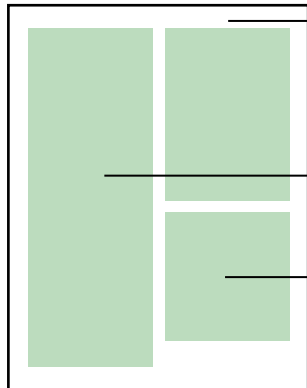
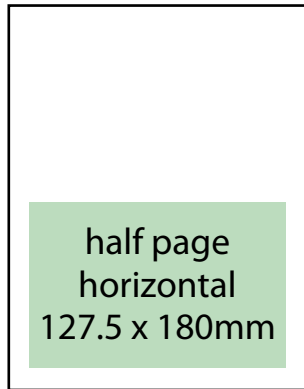
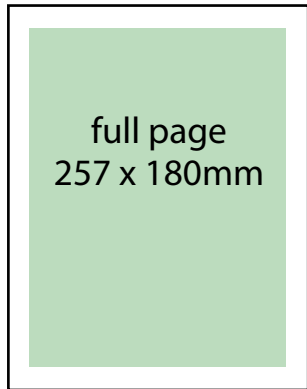
Issue 124 Summer: 15th February 2025 (pub. 30th April 2025)

### Terms and Condition

- (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) Permaculture Magazines reserves the right to reject an advertisement.
- (6) The advertiser's order for an advertisement constitutes a contract and acceptance of the conditions above.

All measurements are height x width

All prices exclusive of VAT



quarter page  
127.5 x 89mm

half page vertical  
257 x 89mm

eighth page  
62.5 x 89mm



Online advert

height = 400 pixels  
width = 580 pixels

### 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 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.

### Online skyscraper

£100 + VAT = £120 per month

### 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 send via: <https://spaces.hightail.com/uplink/Permaculture>.

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