

Our Guide to Gardens Open for Charity, is the much-loved 'yellow bible' of the gardening and garden-visiting world in Scotland.

6,500 copies are printed and distributed each year, offering highly targeted and repeated exposure for advertisers in the sector. The next issue will be published in **January 2025**.

Scotland's Gardens Scheme is a charity itself, and raises around **£300,000** each year for other charities. Read more about our charitable impact: scotlandsgardens.org/our-impact/

Our garden open days around Scotland attract around **77,000** visitors each year.

Sales & Distribution:

3500 via bookshop and other trade sales such as website, garden openings & events

2750 to our volunteers & garden openers as well as core charity partners, for distribution to their staff & members

250 to press, photographers and partners

Scotland's GARDENS Scheme

OPEN FOR CHARITY

2025 Guidebook Advertising Rate Card

Advertising Rates 2025:

Inside cover: front/back: **£1250**

Full page: **£600**

Half page: **£450**

Included in the price is a presence on our website, on a dedicated page along with other advertisers and sponsors



Contact: Jessica Taylor
jessica@scotlandsgardens.org
0131 226 3714

scotlandsgardens.org
Scottish Charity No. SC049866

Specification

The **2025** handbook will be approx **280** pages, perfect bound **A5**

Artwork should be supplied as:

print ready PDF

CMYK

300 dpi

Trim marks & 3mm bleed where appropriate

All fonts must be embedded or outlined in the pdf file

Half Page (Landscape) £450

Type Area: **126mm w x 89mm h**
(no bleed required)

example

**so much more than
just a garden centre...**


Enjoy a day in West Lothian!

with 18 small inspirational themed gardens, the biggest range of garden plants for sale in Scotland and the Orangery tearoom to tempt you, you'll receive a warm welcome!

New Hopetoun Gardens

find us on the A904 between South Queensferry and Linlithgow in West Lothian EH52 6QZ

t: 01506 834433 w: www.newhopetoungardens.co.uk

  New Hopetoun Gardens – Edinburgh

NEW
HOPETOUN
GARDENS



Inside Cover - Front/Back (Portrait) £1250

154mm w x 216mm h

(3mm bleed on all sides)

Final visible size: **143mm w x 210mm h**

Type area: Allow a safe area from the trim edge of 5mm for any important content. 6mm on the binding edge will not be visible.

Full Page (Portrait) £600

154mm w x 216mm h

(3mm bleed on all sides)

Final trim size: **148mm w x 210mm h**

Type area: Allow a safe area from the trim edge of 5mm for any important content. 18mm on the binding edge will not be visible.

Publication
date:

January 2025

**PDF templates
available on request**

**Deadline for artwork:
29 October 2024**

Invoicing: March 2025

example

LAWNS WORTH SHARING

Lush lawns work wonders for our wellbeing. So, partnering with Scotland's Gardens Scheme to Share The Lawn Love, GreenThumb are treating the lawns of deserving people across the UK.



GreenThumb
LAWN TREATMENT SERVICE

greenthumb.co.uk/sharethelawnlove

