

2026 Guidebook Advertising Rate Card

Our Guide to Gardens Open for Charity, is the much-loved 'yellow bible' of the gardening and garden-visiting world in Scotland. **8,000** 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 2026**.

Scotland's Gardens Scheme is a charity itself, and raises around **£250,000** each year for other charities, including our core charity partners, Perennial, the Queen's Nursing Institute Scotland and Maggie's.

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

Sales & Distribution:

4,500 via bookshop and other trade sales such as website, garden openings & events

2000 to our sponsor's clients



1000 to our volunteers & garden openers as well as core charity partners, for distribution to their staff & members

500 to press, photographers and partners



Advertising Rates 2026:

Inside cover: front/back: **£1250**

Full page: **£600**

Half page: **£450**



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

Scotland's
GARDENS
Scheme
OPEN FOR CHARITY

scotlandsgardens.org

Scottish Charity No. SC049866

Artwork should be supplied as:

print ready PDF

CMYK

300 dpi

Specification

The **2026** handbook will be approx **290** pages, perfect bound **A5**

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.

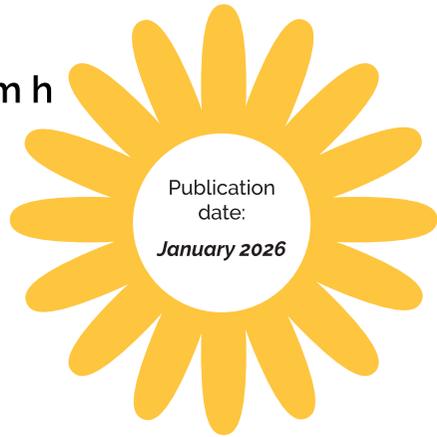
Full Page (Portrait) £600

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.



**PDF templates
available on request**

**Deadline for artwork:
3 November 2025**

Invoicing: March 2026

example



Would you like your garden or garden business professionally photographed?



Delia Ridley-Thomas Garden Photography

Call Delia on **07909993298** or email dridleythomas@icloud.com
with your project requests.

📷 @lothian_garden