

2027 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. **6,000** 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 2027**.

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.

Advertising Rates 2027:

Inside cover: front/back: **£1,300**

Full page: **£650**

Half page: **£475**

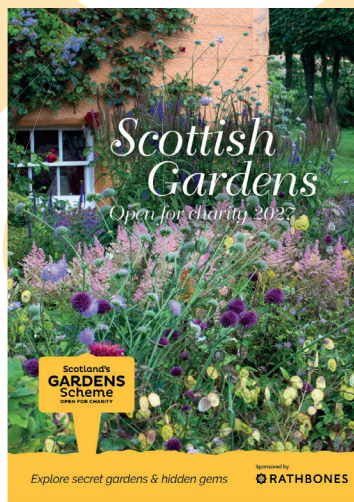
Sales & Distribution:

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

1,000 to our volunteers & garden openers as well as core charity partners, for distribution to their staff & members

500 to press, photographers and partners

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



Contact: Jessica Blair
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 **2027** 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) £475

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

example



Gardens to visit across the border

Over 3,300 beautiful private gardens across England, Wales, Northern Ireland and the Channel Islands are opening their gates in support of the National Garden Scheme this year.

Discover your perfect garden: ngs.org.uk

Charity Number 1112664

Inside Cover - Front/Back (Portrait) £1,300

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.

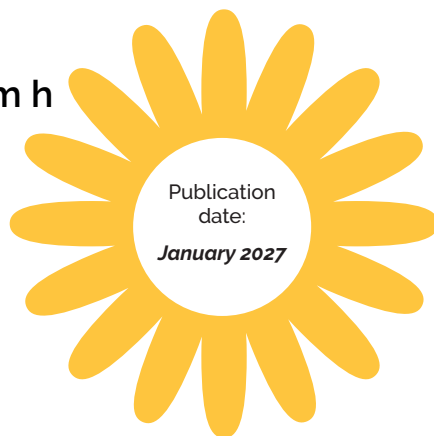
Full Page (Portrait) £650

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:
2 November 2026**

Invoicing: March 2027



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