



# MEDIA PACK

*"Speaking up for the nation's wild plants"*

Mailed to **15,000** Plantlife members  
Read by over **42,500** people

*Plantlife is the official magazine of conservation charity **Plantlife**, the organisation speaking up for the nation's wild plants. The magazine is published three times a year and posted to the charity's members, supporters and partner organisations who share an interest in conserving wild plants and their habitats.*

**Plantlife** is a conservation charity that . . .

- carries out practical conservation work across the UK.
- helps protect wild plants and builds understanding of the role they play in everyone's lives.
- manages nature reserves and runs events that connect people with their local wild plants.
- influences policy and legislation.
- is a Lead Partner in the Government's Biodiversity Action Plan, which targets the UK's Priority Species and Habitats for conservation action. HRH The Prince of Wales is the charity's Patron and Philip Mould OBE is the President.

**Plantlife magazine** provides vital feedback and information about **Plantlife's** work, achievements and plans for the future. The magazine is designed to appeal to a diverse audience and helps to give each issue a long life with several readers per copy. **Plantlife magazine** was twice a BBC Wildlife Award Winner.

**Plantlife** members . . .

- actively pursue a healthy and sustainable lifestyle.
- regularly buy or grow their own organic food, choose environmentally friendly products and use herbal remedies.
- pursue hobbies and interests including travel, hiking/walking, bird watching, botany, gardening, photography and reading.
- have a high disposable income, with the majority of readers falling into the 45+ age group.
- share a broad interest in conservation, not only of wild plants but of flora and fauna in general.



## Advertising information and rates

### Print

Display Ad Size	Height (mm)	Width (mm)	Price
Double page spread*	280	428	£2,000
Outside back cover*	280	214	£1,200
Inside covers*	280	214	£1,100
Full page*	280	214	£950
Full page, type area	256	190	£950
Half page (horizontal)	125	190	£500
Half page (vertical)	256	90	£500
Quarter page (vertical)	125	90	£300
Eighth page	60	90	£200

Files must be supplied as high resolution PDFs (cmyk, 300 dpi at 100% size).

\*For full page bleed designs, add 5mm all round.

### Inserts

Inserts £130 per thousand (up to 10g). Maximum insert run 15,000.

### Approximate copy dates

	copy deadline	on sale date
Spring	15th Feb	15th March
Summer	17th May	14th June
Winter	6th Sep	11th Oct

### Discounts

Available on request for charities, campaign groups, NGOs, publishers and educational establishments.

### Contact

Please give **Alison** a call, she'll be happy to discuss your requirements and work out a suitable package.

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