

Plantlife

“Speaking up for the world’s wild plants”

Mailed to **22,000** Plantlife members
Read by over **55,000** people

The **Plantlife Magazine** is sent to members of, **Plantlife**, the global charity working to enhance, protect, restore and celebrate the wild plants and fungi that are essential to all life on earth. 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 the only UK membership charity dedicated to conserving wild plants and fungi in their natural habitats and helping people to enjoy and learn about them.
- **Plantlife** owns 24 nature reserves covering nearly 4,500 acres across England, Scotland, Wales and the Isle of Man.
- **Plantlife** engages people of all ages and abilities in plant conservation and education and aims to give everybody opportunities to enjoy wild plants and fungi.
- **Plantlife** works across habitats on partial conservation work and current priorities are grasslands, temperate rainforest and species recovery.
- **Plantlife** were instrumental in the creation of the Global Strategy for Plant Conservation and initiation of Important Plant areas across the world.

Plantlife magazine provides vital feedback and information about **Plantlife’s** work, achievements and plans for the future alongside guest writer features on nature. 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.

MEDIA PACK



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 16,000.

Approximate copy dates

	copy deadline	on sale date
Spring	26th Jan	11th March
Summer	3rd May	24th June
Winter	23rd Aug	7th 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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