

WESTONBIRT

THE NATIONAL ARBORETUM

MAGAZINE

A monarch butterfly with brown wings and white spots and stripes, perched on a cluster of bright pink flowers. The background is a soft-focus green.

Media Guide

The quality magazine for members of
Westonbirt - The National Arboretum



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MAGAZINE



Media Guide

WELCOME



The new look Westonbirt Magazine is proud of a unique and highly engaged audience of over 32,000 readers achieved through a controlled circulation of 15,000+ copies to more than 20,000 loyal and extremely active members.

This quarterly publication is mailed directly to the members (known as the 'Friends' of Westonbirt Arboretum) as well as being purchased by other visitors adding value to their visit and encouraging a growing membership

Seasonally themed and containing engaging features on Westonbirt itself as well as topics that are of interest to the members it always provides up to date information for all visitors as well as an extensive calendar of public and members events.

As you would expect The Westonbirt Magazine is of exceptionally high quality with scrupulous editorial research, exclusive interviews, lavish production and design and superb photography and, as a result, is eagerly anticipated by its regular recipients as well as those who purchase it on site as occasional visitors.

An inevitably high demographic profile centred on The Cotswolds and including Wiltshire, Gloucestershire, South Gloucestershire, South Wales and Central England amongst others means that it is a natural choice to reach those in the ABC1 lifestyle category in a defined geographical catchment area. As a result it offers an unrivalled platform for advertisers to communicate with a specific and growing audience

CONTENT

The Westonbirt Magazine provides a comprehensive insight into the world of The National Arboretum as well as presenting a global view on best practice in horticulture and tree preservation.



OVERVIEW OF READERS



THE NATIONAL ARBORETUM - AN OVERVIEW OF WESTONBIRT

Set in 600 glorious acres and established in 1839 Westonbirt, The National Arboretum in Gloucestershire, is one of the most spectacular tree gardens in the world. It is home to an historic collection of some of the most beautiful and endangered trees and shrubs and is an inspiring place to relax, get back to nature and indulge your senses. This, coupled with an excellent events and summer concerts calendar, ensures that it is an unforgettable experience for its many and varied visitors who return to enjoy it time and time again.

WHO IS THE READER?

- Circulation: 15,160
- Readers: 32,300
- Loyal Members: 20,150
- 97% of the members read the magazine EVERY season
- 97% visit at least 3 times a year and
- 46% (almost half!) visit Westonbirt 1-3 times A MONTH

KEY PERSONAL INTERESTS:

- Local Days Out
- Caring for trees and other plants
- Education for school children and for families
- Travel
- Life Long Learning

FAVOURITE EDITORIAL CONTENT:

- Wildlife
- Education
- General Gardening Information
- Trees and Conservation Issues
- Plant News



ADVERTISING OPPORTUNITIES

AVAILABLE ADVERTISING SIZES AND RATES:

DISPLAY:		CLASSIFIED:	
Double Page Spread	£1170	Quarter Page	£210
Full Page	£650	Eighth Page	£125
Half Page	£340		
Quarter Page	£210		

SPECIAL POSITIONS:		COMMITMENT DISCOUNTS:	
Outside Back Cover	+30%	2 insertions	-10%
Inside Front Cover	+20%	4 insertions	-20%
Guaranteed Position	+10%	8 insertions	-30%

INSERTS:		AGENCY ADVERTS:	
Loose and bound-in priced on request		Commission	10%

All adverts are placed subject to the terms and conditions of Major Media Sales Ltd which will be supplied at time of booking

CONTACT

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SCHEDULE & SPECIFICATION



PUBLICATION DATES AND COPY DEADLINES:

ISSUE:	COPY DEADLINE:	DISTRIBUTION:
Autumn	21 July 2009	18 August 2009
Winter	27 October 2009	24 November 2009
Spring	22 January 2010	19 February 2010
Summer	16 April 2010	17 May 2010

SIZES:

Advert	Type Area	Bleed	Trim
Full Page	125mm x 184mm	154mm x 216mm	148mm x 210mm
Half Horizontal	125mm x 90mm	154mm x 108mm	148mm x 102mm
Quarter	60mm x 90mm		
Eighth	60mm x 90mm		

ADVERT COPY FORMATS

DOCUMENT FILE FORMAT

High resolution PDFs, TIFFs, and JPEGs are acceptable. All fonts must be embedded, using CMYK for pictures and colours (no spot or RGB colours). EPS and Illustrator files can also be accepted. All fonts used in these files must be saved as outlines or embedded within the document. Images within Illustrator need to be embedded, high resolution and CMYK.

We cannot accept the following files: Word, PowerPoint or Publisher.

COPY DELIVERY

The following options are available for supply of advert copy:
CDs

Please send a Macintosh compatible CD to the address below:
Kava Media, PO Box 23, Dursley, Gloucestershire GL11 5WA



DESIGN SERVICES

FTP DETAILS

The file can be uploaded to our FTP site.

Go to **ftp.kavamedia.info** via an ftp client program and enter the following:

Username: westonbirtmagazine@kavamedia.info

Password: 9NWdWGpG

Once the file has been uploaded, please notify christine@kavamedia.com

CONTACT

If you have any problems or queries, please contact:

Margaret Major on 01453 756388 or margaret@majormediasales.com

Or Production: Christine Kennedy on 01453 861394

christine@kavamedia.com

FONTS

We are only permitted to use fonts that we have a license for. If you require a font that we do not own, the designer will match the font as closely as possible. Clearly this is not a problem with embedded fonts

FREE DESIGN SERVICE

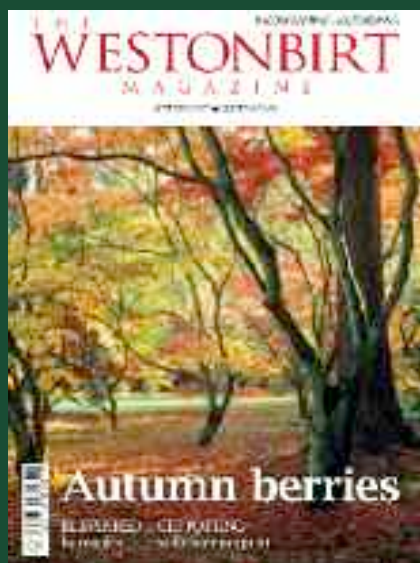
We are pleased to offer all advertisers a complimentary ad design service to get the best results from a creative, individual, targeted and impactful campaign. To help us give you the best possible service please allow time for design and proofing.

The text you require for your advert copy should be supplied as a word document or via email with an indication of any preferred font (though we can only use the ones for which we hold licenses so will match as closely as possible your stated preference.

Logos or images that you would like to include should be supplied as digital files (high resolution jpegs or tiffs).

You will be sent a proof of your advert and amendments can be made subject to timescale.





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