

Let's go Gardening

The quarterly Retail Garden Centre Magazine for the Dedicated Gardener

Advertiser Rates

(effective to Winter issue 2009)

NOTE: That all rates are **per insertion** ie for each occurrence of the advertisement

	Size (mm) widexdeep	1 issue (\$)		2-3 issues (\$)		All 4 issues (\$)	
		Base	NGIA	Base	NGIA	Base	NGIA
Full Page	180 x 244	3,025	2,420	2,722	2,177	2,420	1,936
Image area: 180 x 244mm		Trim Area: 210 x 275mm		Bleed: 220 x 285mm			
½ page Vertical	88 x 244	1,865	1,492	1,678	1,342	1,492	1,193
Image area: 88 x 244mm		Trim Area: 100 x 275mm		Bleed: 110 x 285mm			
½ page Horizontal	180 x 120	1,865	1,492	1,678	1,342	1,492	1,193
Image area: 180 x 120mm		Trim Area: 210 x 135mm		Bleed: 220 x 145mm			
1/3 page Vertical	55 x 244	1,345	1,076	1,210	968	1,076	860
Image area: 55 x 244mm		Trim Area: 70 x 275mm		Bleed: 80 x 285mm			
1/3 Page Horizontal	180 x 80 No Bleed	1,345	1,076	1,210	968	1,076	860
¼ page Standard	88 x 118 No bleed	1,055	844	949	759	844	675
¼ page Horizontal	180 x 60 No Bleed	1,055	844	949	759	844	675
¼ Page Vertical	42 x 244 No Bleed	1,055	844	949	759	844	675
1/8 page	88 x 57 No Bleed	535	428	481	385	428	342
<p>Note that the 4 issue offer closes 20th July 2008, offers apply in the current season NGIA members receive a 20% discount off standard advertising rates All prices exclude GST of 12.5% and are \$NZ Advertising agency commission 20% to accredited agencies Preferred position loading 10%. Ad design is available. Designer charge is passed on to client</p>							

Issue Deadlines and on-sale dates

	Spring 08	Summer 08	Autumn 09	Winter 09
Booking deadline	27/6/08	12/9/08	12/12/08	13/3/09
Material deadline	18/7/08	26/9/08	19/12/08	27/3/09
New and Topical	27/6/08	12/9/08	28/11/08	20/2/09
On Sale Date	25th Aug 2008	3rd Nov 2008	23rd Feb 2009	1st May 2009

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Let's go Gardening

The quarterly Retail Garden Centre Magazine for the Dedicated Gardener

Circulation

There are three primary audiences for Lets Go Gardening:

1. **Keen Gardeners who frequent garden centres to buy garden related products**
2. **Cool Kids Grow schools and targeted young students and their families**
3. **Members of LIANZ to reach key Landscapers**

The circulation of Lets Go Gardening fluctuates but has recently achieved a print volume of 60-80,000 copies per issue. Copies are distributed primarily through NGIA member garden centres. These include the focused Garden Retailers such as Palmers, Mitre 10 and Kings, also high quality independent garden centres. The publication is used by garden centres as a marketing tool for regular and VIP customers so these reach Garden Centre shoppers to encourage a purchase.

Benefits of this Unique Publication

As a quarterly the demand on your advertising spend is less with the longevity of advertising ie for "Autumn" will last for 3 months. Importantly the retailer selling products featured is part of the selling process of your product and will appreciate you are supporting your product with advertising to their customers. We are at the expert end of the market and aligned with the industry itself. This has a credibility benefit ie as the publication of the industry speaking to the consumer as the official magazine from the professional to the gardener

Contact Us

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