

HTAnews

The magazine of the garden & landscaping industry

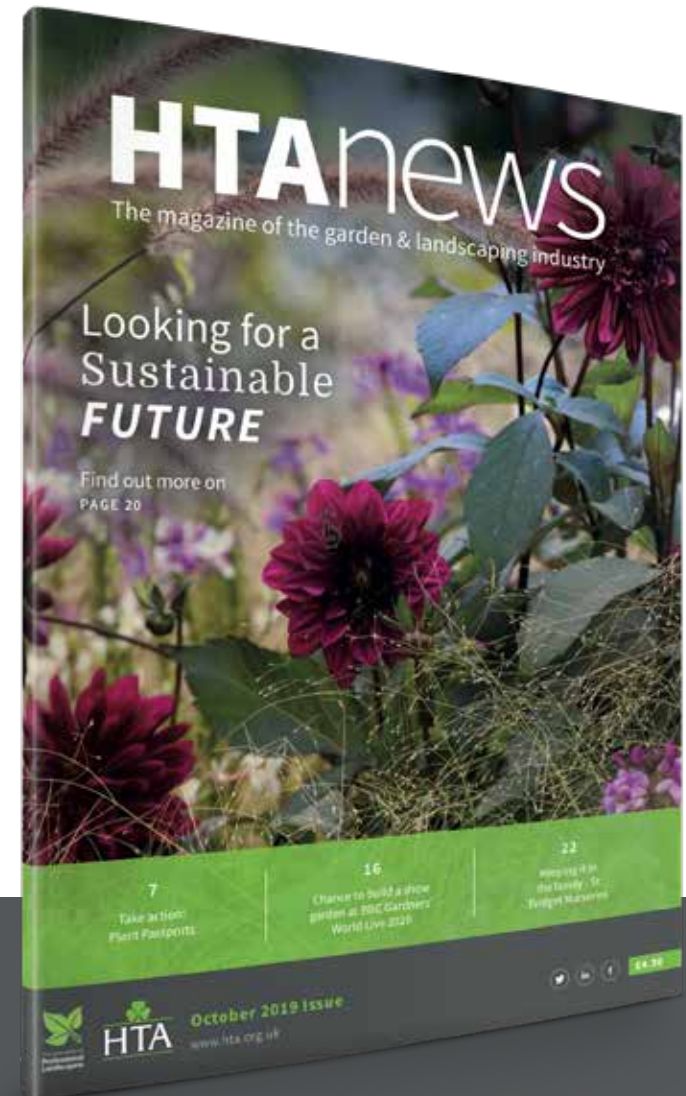


Giving you access to 10,000* of the most influential UK garden industry decision makers

MEDIA INFORMATION 2020



CONTACT US NOW AT:
E: hta@redactive.co.uk T: 020 7880 7632



*pass on readership

ABOUT

The Horticultural Trades Association (HTA) was founded in 1899 and represents the interests of garden retailers, growers, landscapers, manufacturers and suppliers across the UK. The mission of the HTA remains the same; to help the garden industry to flourish.

HTA News is mailed, personally addressed to key contacts in all HTA members businesses and also has a free circulation to prospective members, industry stakeholders and media. Our magazine works hard to inform and inspire with the latest news, features, events, advice, legislation and market leading research that, in turn, helps to support the industry. In recent years the magazine has grown substantially and is now a key trade title with a distribution of over **6,000** and a readership of over **10,000** giving you access to a highly targeted market of garden centre owners and horticultural business decision makers.

For more information please visit

www.hta.org.uk

For further information about advertising in HTA News please get in touch below:

T: 020 7880 7632

hta@redactive.co.uk

HTA MEMBERS REPRESENT



FEATURES LIST

MONTH	FEATURES
January	<ul style="list-style-type: none">• Christmas Gifts to tie in with Harrogate Show• Mother's day gifts
February	<ul style="list-style-type: none">• Soil preparation covering fertilizers, chemicals, compost and mulching• 'Tools for the trade'
March	<ul style="list-style-type: none">• Plant Health: Pest and disease control• Outdoor living: furniture (part 1)
April	<ul style="list-style-type: none">• Landscaping and outdoor living: Patios, lighting, heating, cleaners (part 2)• Farm, food & deli
May	<ul style="list-style-type: none">• Plants, growers and nurseries• Irrigation
June	<ul style="list-style-type: none">• Outdoor Living: BBQ's, wood burners, fire pits and chimeneas (part 3)• Catering
July/August	<ul style="list-style-type: none">• Christmas gifts to tie in with the 'home and gift show'• Containers and pots
September	<ul style="list-style-type: none">• GLEE preview issue• Pets (to tie in with PATs)
October	<ul style="list-style-type: none">• Prepare for Winter with pruning, clearing, polytunnels, heaters, greenhouses etc.• Garden Decorations
November/December	<ul style="list-style-type: none">• Easy Gardening• Garden wildlife and bird care

RATES AND SPECIFICATIONS

Position	SIZE H X W (mm)	RATE
Double page spread (DPS)	Bleed: 5 Trim: 297 X 420	£2,600
Cover positions	Bleed: 5 Trim: (A4) 297 X 210	£1,595
Full page	Bleed: 5 Trim: 297 X 210	£1,450
Half page	Portrait: 258 X 92 Landscape: 126 X 190	£795
Quarter page	126 X 92	£475
DPS strip banner	Bleed: 5 Trim: 40 X 420	£995
Single page strip banner	Bleed: 5 Trim: 40 X 210	£695

Inserts	RATE
Under 10g	£850
11g-20g	£1,150
21g-30g	£1,450
Over 30g	POA
Bound-in inserts	POA

- Please ensure all boxes are labelled with the name of the insert, the edition of HTA News it is intended for as well as the number of inserts within the box
- Enclose a delivery note so that this can be signed by the mailing house and kept for their records
- Please ensure that each box does not exceed 11kgs for health & safety reasons

Inserts should be sent to:

HTA NEWS
Buxton Press, Palace Road
Buxton, Derbyshire
SK17 6AE
Tel: 01298 212000

Artwork Supply

Artwork should be supplied as high resolution PDF (CMYK/ all fonts embedded) or a packaged/collect file, which must be compressed. A high resolution JPEG/TIFF or EPS is also acceptable if these are unavailable.

ADDITIONAL BRAND REACH OPPORTUNITIES

In addition various other options are available including:

- false wrap around covers
- bound-in inserts
- cover mounts & tip-ons
- cover mounted gifts
- belly banded issues
- bespoke supplements
- advertorial pages

£POA



WEEKLY ELECTRONIC BULLETIN issued every Tuesday

	SIZE (H x W = pixels)	RATE (per week)
Leaderboard Banner	60 X 579	£250
Footer banner	60 X 579	£150
Advertorial (e-news)	Provide up to 50 words and link to URL	£500

**4,500
RECIPIENTS**

**30%
OPEN RATE**



ADVERT/INSERT DEADLINES 2020

MONTH	ARTWORK	INSERT	MAILING DATE
January	Wed 20 Nov	Tue 17 Dec	Thu 2 Jan
February	Fri 3 Jan	Mon 6 Jan	Thu 30 Jan
March	Thu 31 Jan	Mon 3 Feb	Wed 26 Feb
April	Thu 27 Feb	Mon 2 Mar	Thu 26 Mar
May	Wed 25 Mar	Mon 20 Apr	Tues 28 Apr
June	Wed 29 Apr	Tues 19 May	Thu 28 May
July/August	Wed 3 June	Wed 24 June	Thu 2 July
September	Wed 22 July	Wed 12 Aug	Thu 20 Aug
October	Wed 26 Aug	Wed 16 Sept	Thu 24 Sept
November/December	Wed 7 Oct	Wed 28 Oct	Thu 5 Nov

