



## GARDEN & HARDWARE YEARBOOK VOLUME 14

The **Garden & Hardware Yearbook** is the definitive supplier and trend **sourcebook** used by buyers and decision makers throughout the UK garden centre, hardware and DIY retails sectors. As the established 'bible' of the marketplace, your brand and products will be seen by everyone you need to reach. With a readership of the senior decision makers at **more than 3,500 retail organisations**, the Garden & Hardware Yearbook will ensure your sales are maximised throughout the year and that you are at the forefront of the minds of the people that matter to the business.

### TARGET READERSHIP PROFILE

The Garden & Hardware Yearbook is used by buyers, decision makers and senior executives at every garden centre and DIY store throughout the UK. From the high street independents to the multiple 'shed' operators, our established readership is influential and actively sourcing new products. Tap into this lucrative market with Garden & Hardware Yearbook.

Homebase  
Wickes  
Adrian Hall Garden Centres  
B&Q  
Coblands Garden Center  
Dobbie Garden Centre  
Focus DIY  
Notcutts  
Haskins Garden Centre

Hayes Garden World  
Knights Garden Centre  
Squires Garden Centre  
Barton Grange  
Dean's Garden Centre  
Thompsons Centre  
Van Hage Garden Centres  
Hillier Garden Centres  
Otter Nurseries & Garden

31% GARDEN CENTRES & NURSERIES  
29% DIY STORES  
26% HARDWARE & TOOL RETAILERS  
10% GIFT & HOUSEWARE RETAILERS  
4% GARDEN MACHINERY SPECIALISTS

### SUPPLIER DIRECTORY

With every quality product and supplier at their fingertips, garden centre, DIY and hardware retail sectors use the comprehensive directory to source *trade contacts and suppliers*.

An expanded listing means buyers can **easily** see your products & services and will remember *your brand*. Your entry will include your logo, a colour photograph, contact details and a 50-word company profile. At just £195 it is an extremely cost-effective way to market your brand

### COMPANY PROFILE



The yearbook begins with a select collection of company profiles on the UK's **most successful suppliers**. As the *first thing* readers see, it is the chance to really make an impact and take pride of place.

Your **company profile** can be up to two pages, with 350 words, 1-2 photos and your logo, making it the perfect opportunity to increase your exposure

**Char-Broil**  
TRU-INFRARED

CHAR-BROIL UK  
Tel: 01993 894810  
Web: [www.charbroil.eu](http://www.charbroil.eu)

Innovation at the heart of everything with the leading US gas grill brand Char-Broil. Since 1988 Char-Broil has been delivering innovation continuously. Tru-Infrared is one of the most well-known of Char-Broil's unique technologies, because it has helped revolutionise BBQ cooking by giving up to 50% faster results, and a perfectly even distribution of heat without any flare-ups.



# UNIQUE SOURCEBOOK

In addition to all the supplier information buyers will ever need, the **Garden & Hardware Yearbook** is crammed with invaluable editorial features, trend information and analysis, making it a fantastic reference for buyers wanting to stay ahead of the game. Over the years the **Garden & Hardware Yearbook** has become the industry 'bible', enabling buyers to easily source great product lines

## ■ FOREWORD:

An industry stalwart will introduce the book this year with a foreword looking at the garden and hardware industry and considering the future of the industry.

## ■ INDUSTRY INSIGHTS

A selection of leading experts in the Garden & Hardware industry deliver some truly insightful and thought provoking articles, designed to inspire and inform in equal measure.

## ■ RETAIL FORECAST

We take a look at what lies ahead in 2021-22 for the garden and hardware sectors.

## ■ INDUSTRY PROFILES

The Industry profiles serve to highlight some of the best product developments and company engagements from across the industry, whether it is a detailed company profile, reflecting the ethos and commitments of a company, or an in-depth look at new products releases, focusing on

its design and development, specifically tailored to our esteem audience of Garden professionals.

## ■ 2020 YEAR PLANNER

Every event, exhibition and conference that a buyer will want to know about

## ■ DIRECTORY OF SUPPLIERS

An easy-to-use A-Z directory of every contact retail buyers need to know.

## ADVERTISING RATES

Colour DPS company profile	£1425
Colour DPS advertisement	£1730
Full page colour	£995
Full page profile	£785
Chapter sponsorship	£935
Half page colour	£705

Third of a page colour	£390
Cover positions	£poa
Expanded entry (logo, image and 50 words)	£195

## TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications**

Limited terms and conditions. A copy is available on request

## ■ MECHANICAL DATA (mm)

(width x height)

	Bleed	Trim	Type
DPS	303 x 216	297 x 210	277 x
180			
Full page	154 x 216	148 x 210	128 x
180			
Half page (L)	n/a	128 x 90	n/a
Third page	n/a	84 x 87	n/a

## ■ ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, Adobe Acrobat PDF or an InDesign document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

## ■ CANCELLATION POLICY

- Failure to supply advertisement copy in time for publication does not constitute a cancellation and you will still be charged for the booked space.
- A minimum of 28 days written notice, prior to the publication copy deadline, must be given to cancel any advertisement.
- A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.

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