

## GARDEN & HARDWARE YEARBOOK MEDIA INFO

# GARDEN & HARDWARE YEARBOOK 2012

THE ESSENTIAL GUIDE FOR GARDEN CENTRE AND DIY STORE BUYERS



## Garden & Hardware Yearbook: Volume 6

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 retail 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 your business.

*"This book is a useful tool to have on hand, no one should be without it!" Bill Grimsey, CEO, Focus DIY.*

### 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 GHY.

Homebase  
Wickes  
Adrian Hall Garden Ctrs  
B&Q  
Coblands Garden Centre  
Dobbies Garden Centres  
Hurrans Garden Centre  
Focus DIY  
Notcutts  
Haskins Garden Centre

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

**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, the 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 £145 it's an extremely cost-effective way to market your brands.

**EVER BUILD**

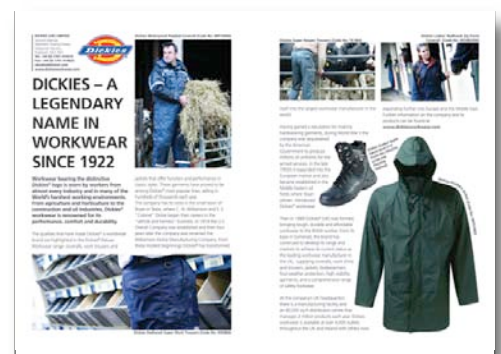


**EVERBUILD BUILDING PRODUCTS LTD**  
Site 41  
Knowsthorpe Way  
Cross Green Industrial Estate  
Leeds, LS9 0SW  
**Tel: 0113 2403456**  
**E-mail: sales@everbuild.co.uk**  
**Web: www.everbuild.co.uk**

Everbuild Building Products Ltd are the UK's largest independent manufacturer of Sealants, Adhesives, Fillers and Building Chemicals. The Everbuild range encompasses one of the country's largest single Brand of products, and includes the popular landscaping brands Geo-Fix, Moss Away and Block Guard, plus many other products.

Expanded entry - actual size

### 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, six photos and your logo, making it the perfect opportunity to increase your exposure.



*"The Yearbook is a valuable resource for everyone in the industry"* Sadia Chahal, President of the RHF

# UNRIVALLED 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:

Peter Burks, Chairman, Garden Centre Association will introduce the book this year with a foreword looking at the garden and hardware industry.

## ■ TREND PREDICTIONS:

From plants to paint colour and consumer behaviour, readers discover the essential trends that are driving consumer spending from experts in the sector.

## ■ MARKET ANALYSIS & RETAIL STATISTICS:

Learn from the past and plan for the future. Experts across the industry offer their insight as to how the market has changed, what lies in store and how retailers can prepare for the year ahead.

## ■ 2011-2012 YEAR PLANNER:

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

## ■ TRADE ASSOCIATION LISTING:

A valuable source of all the industry bodies and associations.

## ■ DIRECTORY OF SUPPLIERS:

An easy-to-use A-Z directory of every contact retail buyers need to know. The leading companies are listed within clear colour-coded product classifications making finding your information simple. Let GHY help you make the next year a success.

## ADVERTISING RATES

### Display

Colour DPS	£1590
DPS Company profile	£1290
Full page colour	£890
Full page mono	£840
Half page colour	£520
Half page mono	£490
Third of a page	£280

### Sponsorship

Product Chapter Sponsorship £600  
(Logo and details on first full page in section)

### Expanded entry

Logo, picture & 50 words £145

## 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) *Bleed* *Trim* *Type*

DPS	216x303	210x297	n/a
Full page	216x155	210x148	200x139
Half page (L)	n/a	105x148	95x139
Third of a page	n/a	n/a	200x64

## ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* 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 published 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.



With a range of publications focused on the retail sector, including Garden & Hardware News, Department Store News, Department Store Yearbook and a strengthening online presence, Media One Communications has a wealth of experience both in terms of publishing and the retail market. From yearbooks and magazines to online news sites, our evolution in the publishing sector has built a loyal customer base and a dedicated readership who return time and time again for knowledgeable, intelligent information, reinforcing our stance in the sector.