

London Landscapes

HOW HISTORY HELPED US MAKE HISTORY

London Parks and Gardens looks back with pride and forward with optimism, following a summer of landmark change and success

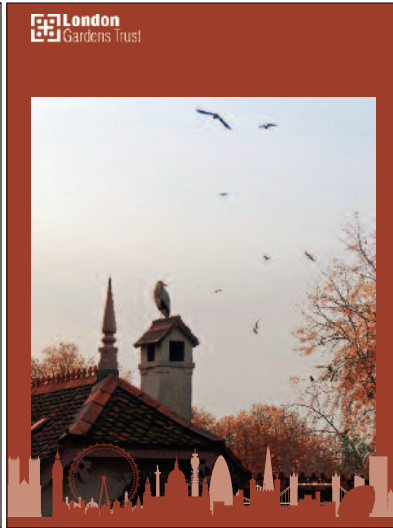


protecting and promoting
london's open spaces

information and advertisement rates

London Landscapes

NEWSLETTER OF LONDON'S PARKS AND GARDENS



Issue

Publication dates

Spring

24 March

Summer

25 August

Autumn/Winter

24 November

Formed in May 1994 as an independent charitable trust

The Trust's objectives are to raise awareness of the value of historic open green spaces throughout Greater London and to conserve and enhance them for the education and enjoyment of the public.

The Trust offers practical assistance for specific projects, where public benefit can be assured, by giving specialist advice and support to local groups for research, survey, design and management plans which promote the conservation of historic gardens and parks.

Members of the Trust are professionals working in research, teaching and management of open spaces within the heritage/historic environment sector. They include landscape architects, garden designers, garden historians, senior academics, garden researchers, planners, park managers, head gardeners, charity managers, journalists, press and PR. They also include owners of gardens both large and small, and others who have an interest in maintaining London's parks and gardens.

Frequency and Circulation

The London Parks & Gardens Trust's tri-annual newsletter London Landscapes is published in April, August and December each year. It is dispatched to all members of the Trust and used as a source of information. London Landscapes also has a wide circulation amongst Heritage Organisations, Local Authority Conservation Departments, Libraries, Museums, Societies, National Trust Gardens and County Garden Trusts.

The Opportunity

London Landscapes offers advertisers an opportunity to directly target this unique specialist marketplace consisting of 2000 professionals, individuals and groups who are actively involved in planning, maintaining and restoring London's parks and gardens.

For further information about the Trust and promoting to its members, please contact:

Grant Hosie, Advertising Executive London Landscapes Advertisement Dept

Hall-McCartney Ltd, Heritage House,
PO Box 21, Baldock, Herts SG7 5SH

Tel: 01462 896688

Fax: 01462 896677

Email: Grant@hall-mccartney.co.uk

www.hall-mccartney.co.uk

London Landscapes

NEWSLETTER OF LONDON'S PARKS AND GARDENS

Issue
Copy dates

Spring
17 February

Summer
21 July

Autumn / Winter
20 October

ADVERTISEMENT RATES

Please reserve the advertisement space indicated below: TICK AS APPROPRIATE
ALL PRICES EXCLUDE VAT • SPOT COLOUR ADD £50 TO MONO RATE

ADVERTISEMENT SIZES

mm height x width	1 issue		2 issues		3 issues	
	price mono	price colour	price mono	price colour	price mono	price colour
Full page bleed size 303 x 216	<input type="checkbox"/> £336	<input type="checkbox"/> £450	<input type="checkbox"/> £320	<input type="checkbox"/> £420	<input type="checkbox"/> £300	<input type="checkbox"/> £400
Full page trim size 297 x 210						
Full page text grid 270 x 185	<input type="checkbox"/> £336	<input type="checkbox"/> £450	<input type="checkbox"/> £320	<input type="checkbox"/> £420	<input type="checkbox"/> £300	<input type="checkbox"/> £400
Half page horizontal 133 x 185	<input type="checkbox"/> £230	<input type="checkbox"/> £325	<input type="checkbox"/> £210	<input type="checkbox"/> £300	<input type="checkbox"/> £190	<input type="checkbox"/> £270
Half page vertical 270 x 90	<input type="checkbox"/> £230	<input type="checkbox"/> £325	<input type="checkbox"/> £210	<input type="checkbox"/> £300	<input type="checkbox"/> £190	<input type="checkbox"/> £270
Quarter page 133 x 90	<input type="checkbox"/> £145	<input type="checkbox"/> £220	<input type="checkbox"/> £130	<input type="checkbox"/> £210	<input type="checkbox"/> £120	<input type="checkbox"/> £185
Eighth page 62 x 90	<input type="checkbox"/> £105	<input type="checkbox"/> £165	<input type="checkbox"/> £98	<input type="checkbox"/> £149	<input type="checkbox"/> £85	<input type="checkbox"/> £137
Sixteenth page 62 x 43	<input type="checkbox"/> £58	<input type="checkbox"/> £88	<input type="checkbox"/> £54	<input type="checkbox"/> £85	<input type="checkbox"/> £52	<input type="checkbox"/> £81
Products and services per scc	<input type="checkbox"/> £13		<input type="checkbox"/> £11		<input type="checkbox"/> £9	
Situations vacant per scc	<input type="checkbox"/> £26					

column widths 1 = 42mm 2 = 90mm 3 = 138mm 4 = 185mm

Loose inserts up to A4 and 10g £350 over 10g POA

PLEASE NOTE that all advertisements and loose inserts are vetted by the London Parks & Gardens Trust and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.

COPY High resolution PDF with CMYK images and postscript fonts embedded. Adobe Photoshop JPEG minimum resolution 300dpi. An artwork service is available but may be charged at cost.