

EARTH CARE, PEOPLE CARE, FUTURE CARE

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introduction

In these critical times permaculture solutions are some of the best tools we have for creating a viable and thriving future.

*Daryl Hannah,
Hollywood actress*

I greatly enjoy reading Permaculture magazine, and find your work very stimulating.

*George Monbiot,
author*



Because your company is dedicated to ethical business practices, we would like to invite you to reach a targeted audience of environmentally conscious consumers by advertising in *Permaculture* magazine.

With over 200,000 readers per issue, Permaculture is that rare thing, a magazine that is growing in influence. It is published quarterly and is available in the UK, USA and globally. As well as the print edition it has a growing digital readership which suits the smartphone generation, particularly via the *Permaculture* magazine iTunes app.

Permaculture features practical articles on organic gardening, agriculture, agroforestry, alternative technology, eco-architecture, personal and community development and much more.

It's regulars - readers' solutions, reviews, classifieds and courses - are also of significance to advertisers (courses and education bring significant numbers of new people to the field).

Permaculture's presence in print and online (with 1.5 million page views a year) makes it a 'must have' networking tool for all green and ethical social enterprises and projects.

Permaculture is an innovative way of creating sustainable gardens, houses, farms, communities, businesses and lifestyles.

Contact Tony: 01730 776 585 • tony@permaculture.co.uk

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circulation

I very much enjoy the magazine. It cheers me up no end by being inspiring and empowering, but most of all it is very reassuring and uplifting in these very worrisome times. I wouldn't mind if it came out as a monthly, weekly - hell why not a daily magazine!

*Manuela Stallard,
Dorking*

An Expert's View

"Permaculture" newsstand sales continue to grow, bucking the trend of falling magazine sales. This well produced magazine has continued to expand sales and create a niche in the market place and there are still more readers and sales to be gained."

Disticor Magazine Distribution Services



PRINT + APP + DIGITAL

Permaculture is read in over 130 countries worldwide. Currently 18,000 print copies of each issue are printed and it has over 6,000 print subscribers alongside hundreds of thousands of digital readers. Institutional subscribers (universities, libraries) have grown in the past 18 months and permaculture's influence spreads.

In the UK, *Permaculture* is distributed via Select Publisher Services Ltd, which includes over 220 WHSmith stores and 50 WHSmith Travel stores, supermarkets and newsagents, garden centres and environmental centres. INK supply UK health food stores and the like. Select make the magazine available worldwide. Disticor handle distribution in the USA, including newsagents, garden centres, Barnes & Noble, Patagonia and environmental centres.

Permaculture and its complete archive is available online via: <https://shop.exacteditions.com/permaculture-international>

So adverts can stay in front of subscribers forever.

Readers follow our news via:

Editorial: permaculture.co.uk (1,500,000 page views p.a.)*

Twitter: twitter.com/PermacultureMag (35,300 followers)*

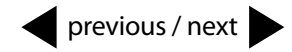
Facebook: facebook.com/PermacultureMag
(307,000 followers)*

Instagram: instagram.com/permaculturemagazine
(50,500 followers)*

* April. 2019

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advertising rates



Courses

Next issue deadline: 15th November 2018 (PDC) published 15th January 2019
 2018 and 2019 course listings are available on page 108 for the December issue (page 104) for early course listings.

FULL PERMACULTURE DESIGN			
ADRIAN Adrian Brown, 55, is a professional landscape architect and a permaculture designer. He has been practicing permaculture design for over 20 years. He is a member of the Permaculture Association and the Permaculture Design Institute (PDI). He has a BSc in Landscape Architecture from the University of Bath and a Diploma in Permaculture Design from the Permaculture Association. He is currently studying for a PhD in Permaculture Design at the University of Bath.	ALAN Alan Brown, 62, is a professional landscape architect and a permaculture designer. He has been practicing permaculture design for over 20 years. He is a member of the Permaculture Association and the Permaculture Design Institute (PDI). He has a BSc in Landscape Architecture from the University of Bath and a Diploma in Permaculture Design from the Permaculture Association. He is currently studying for a PhD in Permaculture Design at the University of Bath.	ALAN Alan Brown, 62, is a professional landscape architect and a permaculture designer. He has been practicing permaculture design for over 20 years. He is a member of the Permaculture Association and the Permaculture Design Institute (PDI). He has a BSc in Landscape Architecture from the University of Bath and a Diploma in Permaculture Design from the Permaculture Association. He is currently studying for a PhD in Permaculture Design at the University of Bath.	ALAN Alan Brown, 62, is a professional landscape architect and a permaculture designer. He has been practicing permaculture design for over 20 years. He is a member of the Permaculture Association and the Permaculture Design Institute (PDI). He has a BSc in Landscape Architecture from the University of Bath and a Diploma in Permaculture Design from the Permaculture Association. He is currently studying for a PhD in Permaculture Design at the University of Bath.

(All prices exclusive of VAT)

- Display**
- Full Page £1,000
 - Half Page £600
 - Quarter Page £300
 - Eighth Page £150

- Cover**
- Outside Back: Full Page £3,000
 - Inside: Full Page £2,000
 - Inside: Half Page £1,000
 - Discounts: 1 complete year/4 issues discount: 20% (pre-payment/booking discounts)

Classified

Minimum £40.00 (£48 inc. VAT) for up to 40 words, additional text charged at £1.00 per word. Boxed advertisements £25 extra. Please send copy prepaid. 20% discount for 4 issue booking. All Classifieds appear for approximately 3 months on the website as well as in print and digital versions of *Permaculture*.

Course Listings

Full Permaculture Design (PDC) and Introduction to Permaculture course listings are free of charge. Overseas course listings and 'special course' listings cost £20 + VAT = £24.00. All listings to be submitted in our standard format:
 COUNTRY, STATE
 Venue:
 Dates:
 Led by:
 Phone:
 Web:
 These listings appear for three months (print, digital /smartphone, online) versions of *Permaculture*.



Classifieds

Next issue deadline: 15th January 2019
 2018 and 2019 course listings are available on page 108 for the December issue (page 104) for early course listings.

ACCREDITATION	COURSES	COURSES
CENTRAL LINDSEY PERMACULTURE SOCIETY The Central Lindsey Permaculture Society is a not-for-profit organisation that provides permaculture courses and training in the Lincolnshire area. We are currently offering a 2-year Permaculture Design Course (PDC) and a 1-year Introduction to Permaculture Course (IPC). The PDC is a full-time course that runs from September to June, and the IPC is a part-time course that runs from September to August. Both courses are taught by experienced permaculture practitioners and cover a wide range of topics including food production, water management, and sustainable living.	PERMACULTURE DESIGN COURSE A 2-year Permaculture Design Course (PDC) is available at the Permaculture Association. The course is taught by experienced permaculture practitioners and covers a wide range of topics including food production, water management, and sustainable living. The course is available in both full-time and part-time formats.	LAND-CARE DESIGN A 2-year Land-Care Design course is available at the Permaculture Association. The course is taught by experienced permaculture practitioners and covers a wide range of topics including food production, water management, and sustainable living. The course is available in both full-time and part-time formats.

- Course Display**
- Preferential rates are offered for courses and other educational initiatives which promote sustainable living.
- Full Page £800
 - Half Page £400
 - Quarter page £200
 - Eighth Page £120

Website Classified and Course Listings

You can also place your Classified or Course Listings just on the website for £20 (£24 inc. VAT).

Inserts

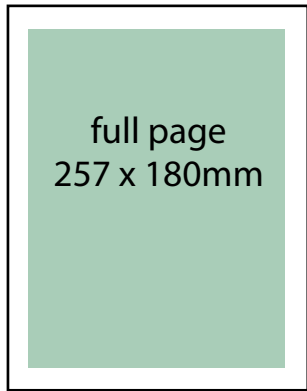
£90 + VAT per 1,000 for inserts under 10 grams.

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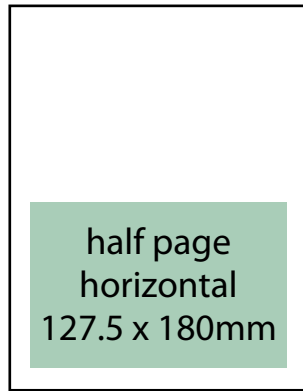
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artwork & deadlines

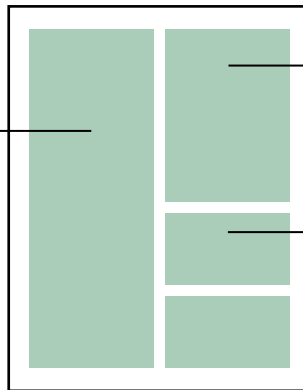


full page
257 x 180mm



half page
horizontal
127.5 x 180mm

All measurements
are height x width



half page
vertical
257 x 89mm

quarter page
127.5 x 89mm

eighth page
62.5 x 89mm

Supply of copy

All copy should be saved as high quality PDF or TIF at 300 dpi. Colour should be set to CMYK. Email your artwork to tony@permaculture.co.uk or dropbox it to: <https://spaces.hightail.com/uplink/Permaculture>.

Any subsequent layout changes or additional work may be subject to surcharge.

Copy deadlines 2018

Issue 101: 30th May 2019 (pub. 31st July 2019)

Issue 102: 31st August 2019 (pub. 31st October 2019)

Issue 103: 30th November 2019 (pub. 31st January 2020)

Issue 104: 28th February 2020 (pub. 30th April 2020)

Advertising [terms and conditions](#)

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website



Skyscraper (upper)

A tall, visible advertising slot which appears on rotation all over our site (on the front page, features, solutions, videos, classifieds and course pages, etc).

Size: 160 x 600 pixels

£100 + VAT = £120 per month

permaculture.co.uk features exclusive website and magazine articles, news, reviews, blogs, films, events, solutions, and a fully searchable magazine archive.

Visitor numbers average around 1.5 million pageviews a year.

Web ads appear on rotation site-wide. They represent a huge opportunity for you to develop a presence on a committed environmental website whose readers are likely to be specifically interested in your products, services and events –it is a very targeted audience.

Plus: Why not tie your web advertising into the print edition of the magazine?

For details of our **Ad Package Offer**, which includes the print magazine, digital/smartphone, website and our monthly eNewsletters, contact tony@permaculture.co.uk.

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terms & conditions

We welcome your advertising in *Permaculture* (print, digital/smartphone, online) and hope you will be a regular partner.

Your advertisement is subject to the following terms of acceptance:

- (1) The advertiser warrants that their advertisement in no way contravenes the provisions of the Trades Descriptions Act 1968, and is legal, decent and truthful.
- (2) Cancellations cannot be accepted after the copy deadline.
- (3) The advertiser indemnifies Permanent Publications (the publishers of *Permaculture Magazine*) and their printers against any damages or other loss caused as a result of publication of your advertisement.
- (4) Payment with booking for all advertisements.
- (5) Permanent Publications reserves the right to reject an advertisement.
- (6) The advertiser's order for an advertisement constitutes a contract and acceptance of the conditions above.



I think Permaculture is a wonderful publication, really appreciate that the photos are of real gardens, projects in startling contrast to virtually all publications addressing gardening, limited resources, etc., here in the U.S.

Thank you!



Vicky Burwell, USA