

# ***Gardners***

## Media Pack



# 2021

YOUR ADVERTISING OPPORTUNITIES  
FOR THE YEAR AHEAD



## GARDNERS SELECT

The Gardners Select is our monthly, new titles publication produced for booksellers. The catalogue highlights forthcoming titles for one upcoming month, so booksellers can pre-order their stock.

The catalogue features new title listings, publisher adverts, buyers recommends and forthcoming DVD releases. This is a favourable outlet for publishers to showcase new or backlist titles.

Make your products stand out in our comprehensive publication with the following advertising opportunities:



### JACKET ILLUSTRATIONS

1-4 per guide	£80 each
5-9 per guide	£75 each
10+ per guide	£70 each

All jacket images need to be booked via Nikki Daigneault as op

### BUYERS RECOMMENDS

Select	£100
Specialist	£150

Recommended titles include a jacket in the listing. Book the Select with your buyer or Specialist with Nikki.

### COVER ADVERTS

Front Cover	£750
Inside Front Cover	£650
Inside Back Cover	£600
Back Cover	£700

Cover spaces are first come, first served.

### INTERNAL ADVERTS

A3	£900
A4	£500
A5	£350

Adverts do not need to feature titles published that month. Inclusions subject to approval.

### LOOSE INSERTS

2-4 pages	£250
6-8 pages	£350
10-12 pages	£450
12-24 pages	£550

Artwork must be approved before shipping or printing.

### BOUND INSERTS

2-4 pages maximum

Artwork must be approved before shipping or printing. Dimensions will be provided. Specific placement cannot be guaranteed.

## Select Print Schedule 2021

NEW TITLES FOR	PROMOTIONS FOR	JACKET BOOKING DEADLINE	JACKET COVER DEADLINE	ADVERT DEADLINE	PUBLISHES
MARCH 2021	January 2021	2nd November 2020	13th November 2020	1st December 2020	End of December 2020
APRIL 2021	February 2021	1st December 2020	1st December 2020	4th January 2021	End of January 2021
MAY 2021	March 2021	4th January 2021	15th January 2021	1st February 2021	End of February 2021
JUNE 2021	April 2021	1st February 2021	12th February 2021	1st March 2021	End of March 2021
JULY 2021	May 2021	1st March 2021	12th March 2021	1st April 2021	End of April 2021
AUGUST 2021	June 2021	1st April 2021	16th April 2021	3rd May 2021	End of May 2021
SEPTEMBER 2021	July 2021	3rd May 2021	14th May 2021	1st June 2021	End of June 2021
OCTOBER 2021	August 2021	1st June 2021	11th June 2021	1st July 2021	End of July 2021
NOVEMBER 2021	September 2021	1st July 2021	9th July 2021	2nd August 2021	End of August 2021
DECEMBER 2021	October 2021	2nd August 2021	13th August 2021	1st September 2021	End of September 2021
JANUARY 2022	November 2021	1st September 2021	10th September 2021	1st October 2021	End of October 2021
FEBRUARY 2022	December 2021	1st October 2021	8th October 2021	1st November 2021	End of November 2021

## GARDNERS SPECIALIST



### COVER ADVERTS

Front Cover	£750
Inside Front Cover	£650
Inside Back Cover	£600
Back Cover	£700

Cover spaces are first come, first served.

### INTERNAL ADVERTS

A3	£900
A4	£500
A5	£350

Adverts do not need to feature titles published that month. Inclusions subject to approval.

### LOOSE INSERTS

2-4 pages	£250
6-8 pages	£350
10-12 pages	£450
12-24 pages	£550

Artwork must be approved before shipping or printing.

## Specialist Print Schedule 2021

PUBLICATION:	ARTWORK DEADLINE	PROMOTION DEADLINE	INSERT DELIVERY WINDOW	PUBLISHES:
CHILDRENS SPRING	5th February 2021	5th February 2021	15th-19th February 2021	Early March 2021
TRAVEL	5th March 2021	5th March 2021	15th - 19th March 2021	Early April 2021
EDUCATION	3rd May 2021	N/A	17th-21st May 2021	Early June 2021
PERFORMING ARTS	1st July 2021	1st July 2021	12th-16th July 2021	Early August 2021
NON-BOOK/GIFTING	30th July 2021	30th July 2021	TBC	September 2021
CHILDRENS AUTUMN	6th September 2021	6th September 2021	13th - 17th September 2021	Early October 2021
WELLBEING	1st November 2021	1st November 2021	15th-19th November 2021	Early December 2021

## IN FOCUS PUBLICATIONS

In Focus are a new range of A5 publications we are producing throughout the year highlighting sub-category genres. This smaller format hones in in these sub-genres offering a great range of titles booksellers will want to know about.

### SUMMER READING

### BAME AUTHORS

### POETRY

### GRAPHIC NOVELS

### FOOD & DRINK

### YOUNG ADULT

### CROSS MERCHANDISING

### HISTORY & NOSTALGIA





## GARDNERS WEB ADVERTS

Gardners.com is our trade facing website, it's used by customers worldwide to manage their accounts, order stock, check availability and research products. We list in excess of **5.5 million books**, **100,000 DVD & Blu-ray**, **600,000 music lines** including vinyl, and **thousands of non book** lines.

We offer prominent advertising space on our home page and promotions page. Prices and options are outlined below:

### FULL WIDTH BANNER

Prominent homepage placement under the main headers. This can either link to a single product or a listing.

£500 p/w

### SINGLE PRODUCT AD

Homepage placement of a single title with a 100-150 word description. Links through to the product page on the site.

£300 p/w

### SIDE BANNER

Homepage placement in a smaller side banner. This can either link through to a single product or a listing.

£350 p/w

### Top reasons publishers advertise on Gardners.com

- Last minute additions to your publishing schedule, where you may have missed print options.
- Titles getting additional publicity, where authors may be on TV/Radio, additional events, newspaper coverage.
- Books relating to new TV or cinema releases, or re-runs on screen, including anniversaries.
- To support campaigns you are running.
- With tens of thousands of users logging into the site daily, it is a great way to flag your titles to customers.

## EMAIL MARKETING

Book a banner slot in our weekly email to our healthily subscribed customer database. This weekly email features key trade information, details of Gardners promotions, trade award announcements, TV tie-ins and more. Banners can then link internally to an individual product or a listing within Gardners.com.

You can book either full or half width email banners. They are designed by you, to our specifications.

### FULL WIDTH BANNER

A banner the full width of an email, either close to the top or finishing the email at the bottom. Links to website.

£400 per mail

### HALF WIDTH BANNER

Half width, sitting next to a second banner. Links to product or listing on Gardners website.

£300 per mail

Please contact:

**[emily.nickels@gardners.com](mailto:emily.nickels@gardners.com)**

For any enquiries on digital advertising or to make any bookings



## BESPOKE ADVERTISING

We are increasingly working on bespoke marketing packages with our publishers and suppliers. Every supplier has their own unique budgets, time lines and requirements. Packages are a great way of planning ahead and securing premium spaces.

The main benefits to an advert package is that everything is booked at the same, all deadlines can be provided at the time of booking and you'll have peace of mind knowing your campaigns and activities are covered. The more you book in, the greater discounts we can offer! We just ask that everything is paid for on one invoice.

### JACKET IMAGES

If you are able to commit and pay up front for a sizeable booking of jacket images across a period of time, we are happy to consider a bulk booking rate.

### ADVERTS

We can work on a bulk advert booking discount across whichever time period suits you.

Minimum 3x adverts to be booked.

### COMBINED

We can work with you on combined packages, across jackets, print adverts and (or) digital. The more you book the greater discounts we can offer.

#### Key advertising package highlights

- Plan your marketing schedule ahead of time.
- All deadlines will be provided at the time of booking so you can schedule the design accordingly.
- One simple invoice.
- Greater discounts on bulk bookings.
- Enhance existing activity with additional web or email coverage.
- Work together with marketing and buying at Gardners to ensure maximum coverage.

Let's talk through your marketing options today! Please contact Nikki Daigneault who will be happy to assist.

[nikki.daigneault@gardners.com](mailto:nikki.daigneault@gardners.com)



# INDEPENDENT BOOKSELLERS AFFILIATE PROGRAMME



## INDEPENDENT BOOKSELLERS AFFILIATE PROGRAMME

The Independent Bookellers Affiliate Programme has been prospering since 2010. Now firmly established with independent retailers, it enables them to buy and compete on frontlist titles competitively. We have a fantastic panel of independent bookshops that support the initiative, and each month go through every samples and submissions and then highlight their top picks. More than that, your submissions enable us to offer an enticing promotion that all independents can benefit from.

## YOUR MEMBERSHIP BENEFITS



Priority Booking.  
Space available  
7 days before  
general release.



Exposure to  
thousands of  
independents via  
our brochure.



£1000 worth of  
FREE marketing  
activity for you to  
choose from.

### Build Your Own Marketing Package

Your membership entitles you to £1000 of FREE marketing from the options below.

- Gardners Small Email Banner £300
- Gardners Large Email Banner £400
- Gardners Small Web Banner £350
- Gardners Large Web Banner £500
- A5 Select Adverts (1 max) £350
- Select Recommends (2 max) £100
- Hive.co.uk Banner £300
- Hive.co.uk Placement £250

## WHAT YOUR SUPPORT ENABLES

Offering robust support for independent booksellers has always been a priority for everyone at Gardners. This is reflected in many of our innovative services such as Gardlink, Hive and our annual Trade show.

Our unique IBAP scheme was born in 2010 with one aim; to co-ordinate support for our independent customers in competing with online retailers, high street chains and supermarkets. By offering high promotional discounts with no scale outs or minimum orders, we have collectively enabled Independents to have access to a hand picked range of titles suitable for their market and refreshed every month.

### What we achieve together through your support and membership

- Sponsorship of the Independent Booksellers of the Year awards at the BBA with a £5,000 prize.
- Free admission to the annual BA Conference for Independents.
- A supporting catalogue featuring reviews and promotional listings.
- Between 50% and 55% discount on all titles submitted from publishers.

# Gardners trade show

SUNDAY 12TH SEPTEMBER 2021 - JURY'S INN, HINCKLEY (NR NUNEATON)

The Gardners Trade Show has been an important part of our calendar for a number of years now. **In 2021 we are pleased to be holding the show from a new venue**, the Jury's Inn Hotel in Hinckley, just outside of Nuneaton. We are once again pleased to be holding our event in conjunction with the BA Conference which follows the day after.

It's an excellent way for booksellers to meet the Gardners team and a great way for them to interact with publishers. For publishers, it is also an opportunity to get feedback from booksellers directly, as many publishers rarely get the chance to speak with the indies. Don't forget, it's also perfect for showcasing key autumn and winter releases.

If you would like to be added to the mailing list and notified about bookings and pricing for 2021, please email [tradeshow@gardners.com](mailto:tradeshow@gardners.com).

## Top Reasons to be a Part of our Tradeshow

- Sponsorship opportunities.
- 250 + booksellers in attendance.
- 50+ publishers & trade suppliers.
- Guest authors & speakers.
- Incredible competitions.
- 12 Weeks of Christmas promotion launch.
- Gardners show offer & promotions.
- Speak directly with booksellers.

We have more  
stand space in  
2021!





## What is Hive All About?

Hive is a consumer facing website launched in 2011 with the unique aim of supporting a network of independent bookshops. Hive supports bookshops in two ways: by providing them with that all important online presence and more uniquely by giving back a percentage of each sale made on Hive to the customer's local or nominated bookshop. Hive is actively marketed via paid search, affiliate marketing, email marketing and social media.

## Promotional Opportunities

If you would like to run a promotion on the site, we are happy to work with you on this.

All submissions would need to be approved by the Hive team, and core Gardners stock lines. The terms would be available to Gardners and claimed back retrospectively on Hive sales.

If you would like to discuss running a promotion on the site, either speak with your buyer or speak with Nikki Daigneault to arrange.

## Advertising Rate Card

Here is an overview of the marketing opportunities across the site.

Site Banner - £350 (per week)  
Product Placement - £200 (per week)  
Monthly Feature - £500 (per feature)  
Email Placements from £350

All advertising is subject to approval from the Hive team.

## Monthly Features

Each month we run a series of key features.

- Author of the Month
- Book of the Month
- Children's Book of the Month
- Rising Writers

For each feature we design a bespoke landing page highlighting your title/author, we also promote the author and backlist in the book features. We promote each feature on the homepage, books page, by email to the subscribed database and on social media.





## Linking Through to Hive

As a publisher, you too can show your support for independent bookshops by linking products on your website through to Hive.

If you have a website and a 'Buy' button or a retailer logo which sits on each of your product pages that links through to either a specific retailers website or to many different retailers (Amazon, Waterstones, Foyles, etc.) we'd love you to link through to Hive too. We're happy to provide you with Hive logos/buttons, just let us know what you require.

## How to Create Links

There are 2 simple ways to create links. You can link through to:

<https://www.hive.co.uk/search?keyword=9781234567890>

All you need to do is replace the link with your relevant ISBN. It's that easy.

Alternatively, you can use our bulk link generator to create deep links to the product pages. This method is simple for just a few, or many ISBNs.

<https://www.hive.co.uk/product/eanurls>

The screenshot shows the 'hive.co.uk' logo and navigation menu. Below the menu are three yellow buttons: 'Every sale supports your high street', 'Free home delivery on all orders', and 'Pick up orders from local bookshops'. The main section is titled 'Ean to Url Converter' and 'Generate product page URLs for deep linking'. It contains instructions: 'Enter products codes (EAN's) in the box below and the page URL's will be generated. These can then be easily copied and pasted into excel. Product codes may be separated by a space, comma, semi-colon, tab or a new line. Please supply the product codes (EAN) which you wish to convert to product Urls Product codes may be separated by a space, comma, semi-colon, tab or a new line'. A text area contains a list of EANs: 9781409120384, 9780007305896, 9780857331182, 9780800618587, 9781905005650, 97808157386243, 9780224060875, 9780081932770, 9781848135484, 9780007433247, 9781864712552, 9780141043791, 9780224053362. A 'Submit' button is at the bottom.

## Interact on Social Media



@hivestores



/hivestores

We have a highly active social media presence, and are always looking at partners to work with, additional content & activity and exclusives. Let work together to broaden our social reach.



## ADDITIONAL MARKETING OPPORTUNITIES

### LORRY ADVERTISING

Why not try advertising on the side of one of the Gardners delivery trucks? These vehicles are on the road for 8+ hours a day and are a great way of advertising to consumers.

These huge graphics are unmissable on the road, and a great way to support your larger campaigns.



#### LORRY ADVERTS

1 Side (6 weeks)	£1500
2 sides (6 weeks)	£2500

We can also accommodate additional social media and competitions coverage to support your campaign.  
Talk to us today.

We arrange for production and fitting of the panels. You would need to arrange to design to fit our specifications.

### SOCIAL MEDIA

Let's work together towards reaching more customers. We have an active social media presence with a sizable following just waiting to hear your:

- New publication announcements
- Publicity updates
- Trade news and events
- Additional content
- Author relationships
- Exclusive extracts or content
- Anniversaries
- Promotions
- Competitions & give-aways
- Book awards/award winners
- Reviews
- Cover reveals

FOLLOW US ON SOCIAL MEDIA:



@gardners



/gardnersbooks

## PRINT ADVERTISING SPECIFICATIONS

### Front Cover

- 184mm (w) x 155mm (h).
- 300dpi CMYK electronic Image.
- Supplied as a print ready PDF or JPG.
- No Bleed.
- No Crop Marks.
- Please also send 100-150 words about the title for the Front Page.

### A3 Specifications

- 420mm (w) x 297mm (h) trim size.
- 426mm (w) x 303mm (h) inc 3mm bleed.
- 300dpi CMYK Electronic Image Supplied as an A3 Print Ready Spread. PDF - preferred, alternatively .jpg or .tif is acceptable.

Please keep in mind the centre fold on A3 adverts, be careful to avoid text running across the middle of two pages.

### Jacket Images

- Minimum of 640px tall (ideally 800px tall).
- .jpg file format preferred.
- File name as ISBN-13.

When booking an illustration, we need a 2D cover supplied at the highest resolution and print quality, 300dpi.

### A4 Specifications

- 210mm (w) x 297mm (h) trim size.
- 216mm (w) x 303mm (h) inc 3mm bleed.
- 300dpi CMYK Electronic Image Supplied as Print Ready PDF - preferred, alternatively .jpg or .tif is acceptable.

### A5 Specifications - Select

- 200mm (w) x 141mm (h).
- 300dpi CMYK Electronic Image Supplied as Print Ready PDF - preferred, alternatively .jpg or .tif is acceptable.

### A6 Specifications - (ONLY IN IBAP BROCHURE)

- 140mm (w) x 98.5mm (h).
- Trim marks, but no bleed.
- 300dpi CMYK Electronic Image Supplied as Print Ready PDF - preferred, alternatively .jpg or .tif is acceptable.

### Inserts

Inserts MUST fit within the A4 publication, so can be no wider than 210mm (w) and no taller than 297mm (h). Maximum page count is 24 pages.

All inserts must be approved PRIOR to print. Bound insert specifications can be provided upon request. Please contact Nikki Daigneault for more information.

## DIGITAL ADVERTISING SPECIFICATIONS

### Email Banner Specifications

- 385px (w) x 200px (h).
- Maximum 40kb File size.
- Preferred format is .jpg, but .gif or .png is also acceptable.
- If advertising more than one title, please also send over a list of the titles you would like the banner to link through to.
- Banners cannot link externally to the Gardners website.

### Gardners.com Banner Specifications

All specifications for Gardners website advertising will be provided upon completion of the booking and the content has been agreed.

All advertising on the website i.e. subject to approval by your buyer and the marketing team.

For more information, please get in touch.

## ADVERTISING ON HIVE.CO.UK

All Hive advertising is designed by our in-house design team, to keep our branding and style guidelines.

When booking Hive advertising you will need to provide us with the assets you would like include. We will send the final artwork over to you for approval prior to going live on the website.

## GENERAL ADVERTISING CONTACT DETAILS

If you are interesting in booking and of the advertising mentioned in this Media Pack, or you would like to find out any more information, please contact:

**Nikki Daigneault**

01323 525666 | [nikki.daigneault@gardners.com](mailto:nikki.daigneault@gardners.com)

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## DIGITAL MARKETING BOOKINGS

If you are interesting in discussing digital marketing, or you would like to make a booking, please contact:

**Emily Nickels**

01323 521555 | [emily.nickels@gardners.com](mailto:emily.nickels@gardners.com)

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## PROMOTIONS CONTACT DETAILS

If you are interesting in submitting a promotion, please speak with you buying contact in the first instance.