



Gardners

MEDIA PACK 2022

YOUR ADVERTISING OPPORTUNITIES FOR THE YEAR AHEAD



GARDNERS SELECT

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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 recommendations 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:

PRINT RUN: 1200 copies

REACH: Primarily UK Independents, but also dedicated head office and international mailing list.

ADDITIONAL INFORMATION: Downloadable as a pdf from our website for customers to access.



JACKET ILLUSTRATIONS

Highlight your upcoming releases and make them stand tall within their relevant categories

1-4 per guide	£90 each
5-9 per guide	£85 each
10+ per guide	£80 each

RECOMMENDS

£200 per title - 100 Words + Jacket

ADVERTS

Your space to shout about your products/series/campaigns. you are not restricted to the publication month on ads*.

Front Cover*	£750
Inside Front Cover	£650
Inside Back Cover	£600
Back Cover	£700
A3	£900
A4	£500
A5	£350

* Front cover must include content published in the relevant month

INSERTS

We offer the ability for you to include both loose or bound inserts within our publications.

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

All inserts must be approved by Gardners before printing and shipping. You arrange printing, and ship directly to our publication printer.

TO BOOK IN ANY MARKETING WITHIN THE SELECT, CONTACT: ADVERTISING@GARDNERS.COM

SPECIALIST PUBLICATIONS

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TRAVEL | CHILDREN'S | EDUCATION | GIFT & STATIONERY | WELLBEING

PRINT RUN: 1200 copies

REACH: Primarily UK Independents, but also dedicated head office and international mailing list.

ADDITIONAL INFORMATION: Downloadable as a pdf from our website for customers to access. Promotions run for 8 weeks from publication of the catalogue.

ADVERTS

Our specialist publications are a great way to hone into key subjects. We produce several throughout the year, and these are warmly received by booksellers.

Unlike the main Select publication, these publication do not feature listings, they are composed of:

- Publisher Adverts
- Recommended titles
- Editorials
- Promotional listings
- Entertainment
- Cross merchandising ideas.

Your space to shout about your products/series/campaigns. you are not restricted to the publication month on ads*.

Front Cover*	£750
Inside Front Cover	£650
Inside Back Cover	£600
Back Cover	£700
A3	£900
A4	£500
A5	£350

INSERTS

We offer the ability for you to include loose inserts within our specialist publications.

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

RECOMMENDS

£200 per title - 100 Words + Jacket

TO BOOK IN ANY MARKETING IN THESE GUIDES, CONTACT: ADVERTISING@GARDNERS.COM

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 **10 million books**, **100,000 DVD & Blu-ray**, **600,000 music lines**, including vinyl, further enhanced by **thousands of non-book** lines.

We offer prominent advertising space on our homepage 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

PER WEEK

SINGLE PRODUCT AD

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

£300

PER WEEK

SIDE BANNER

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

£350

PER WEEK

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 user logging into the site daily, it is a great way to flag your titles to customers.

DIGITAL MARKETING

Book a banner slot in our weekly email to our healthily subscribed customer database. This 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 a full or half width email banner. They are designed by you, to our specifications:

EMAIL BANNERS

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

FULL WIDTH

£400

HALF WIDTH

£300

PER WEEK

FOR DIGITAL & EMAIL BOOKINGS, PLEASE CONTACT ADEVRTISING@GARDNERS.COM

BESPOKE PACKAGES

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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.

We can create packages such as:

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 Jack Wood who will be happy to assist.

jack.wood@gardners.com



The Booksellers Circle is about inclusivity. We are all united in our passion for getting books to readers and promoting the love of the experience of an independent bookshop. These are the key features that we have to offer our independent bookseller customers:

Our initiative supporting Independent Booksellers. Each month supporting publishers submit titles to the promotion, and submit samples of those titles to our panel of Indie Booksellers, who go through each submission and review 15 titles, across Adults, Children's and Non-Fiction.

From these reviews, we pick the top 15 favourites across those categories and produce a brochure for customers. Ultimately, this is **Indie Booksellers, reviewing hand picked titles, for other indie booksellers.**

All submitted titles then form a strong monthly frontlist promotion, exclusively for Independent Booksellers, offering a minimum of 50% discount, and full sale or return.



REVIEWS



DISCOUNTS



BROCHURE

WHAT YOUR SUPPORT ENABLES:

Through your support, our affiliate programme contributes to Gardners sponsoring the Booksellers Association annual conference, so booksellers can attend the event for FREE.

It allows Gardners to sponsor the Independent Bookseller of the Year award at the British Book Awards, offering the winner a £5000 prize. By offering higher promotional discounts, with no scales outs, or minimum orders, we have collectively enabled independents to have access to a hand-picked range of titles suitable for their market that is refreshed every month. This package is our way of doing what we can to keep independent booksellers thriving.

SILVER
£600

Submit up to 5 titles
per month

- ✓ Brochure Feature
- ✓ £1000 Digital Marketing
- ✓ 20% Select A4/A5 Ads
- ✓ Priority Trade Show Booking

GOLD
£900

Submit up to 10 titles
per month

- ✓ Brochure Feature
- ✓ £1200 Digital Marketing
- ✓ 20% Select A4/A5 Ads
- ✓ Priority Trade Show Booking
- ✓ 5x Free Jackets
- ✓ and more....

IF YOU ARE INTERESTED IN JOINING THE INITIATIVE, PLEASE CONTACT NIKKI.DAIGNEAULT@GARDNERS.COM

Gardners trade show

The Gardners Trade Show has been an important part of our calendar for a number of years now. Our current venue is 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.

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 the next event please email Tradeshow@gardners.com.

Top Reasons to be a Part of our Trade Show

- 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.
- Excellent network potential





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 Jack Wood/ 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>

hive.co.uk
Supporting your high street

Search All Products Search

Books eBooks DVD & Blu-ray CDs Vinyl Featured What's Hive all about?

Every sale supports your high street Free home delivery on all orders Pick up orders from local bookshops

Ean to Url Converter

Generate product page URLs for deep linking

Enter products codes (EANs) in the box below and the page URLs 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

9781409120384
9780007308896
9780857331182
9780800818887
9781905005650
9780857386243
9780224060875
9780081832770
9781848135454
9780007433247
9781064712582
9780141043791
9780224083362

Submit

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.

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

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

1 SIDE
£1500

BOTH SIDES
£2500

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:

Jack Wood

01323 521555 | jack.wood@gardners.com

HIVE MARKETING BOOKINGS

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

Jack Wood or Nikki Daigneault

01323 521555 | jack.wood@gardners.com | nikki.daigneault@gardners.com

PROMOTIONS CONTACT DETAILS

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

TRADE SHOW CONTACT DETAILS

If you are interesting in exhibiting at our Trade Show, please contact:

Nikki Daigneault

01323 525666 | nikki.daigneault@gardners.com