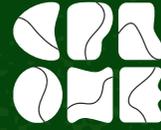


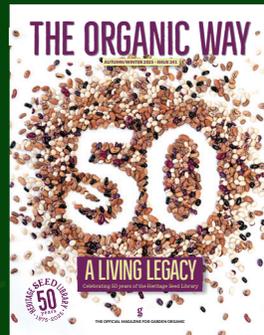
garden.
organic



THE ORGANIC WAY

RATE CARD 2026





16K CIRCULATION

The Organic Way is the official membership magazine for Garden Organic, the UK's leading organic growing charity. Since 1958, they have worked to protect the rich and diverse life that makes up our gardens and growing spaces.

Published three times a year, The Organic Way has been getting the UK growing organically for over 65 years. It is mailed directly to more than 15,000 members and is distributed at key industry events such as BBC Gardeners's World Live. With local gardening groups also received the publications, the readership is over 25,000..

Garden Organic members are passionate and actively engaged in sustainable living. They have interest in issues; from compostable packaging and energy efficiency to climate change and environmental holidays. Readers trust and have confidence in the magazine which makes it the perfect platform for targeting consumers making the 'green' choice, when purchasing for their garden, home, health and lifestyle.



DIGITAL E NEWSLETTER

- Emailed out monthly to around 34,000 recipients
- Average open click open rate of 54%
- One exclusive banner available per month
- Average click through rate to the advert of 0.47%
- Directs readers through to your website

Contact
Caroline on
01223 378045
for prices

Latest News & Hot Topics



Our Heritage Seed Library Seed List 2026 launches 18 November!

Our annual Heritage Seed Library (HSL) Seed List is the culmination of all our hard work saving and conserving precious heritage vegetable varieties. This year, the paper Seed List has a new look, and members can browse for much longer - between 18 November to 31 March, 2026. There's 166 heritage seed varieties, 14 new varieties and 12 varieties that you can support as part of our variety champion scheme. If you're not already a HSL member, this is a great year to join.

[Read more...](#)



Our annual veg growing survey goes mobile!

For 65 years we've been running citizen science projects to help gardeners embrace organic techniques and grow better. Now our annual 'How Did your Veg Grow?' survey is going mobile so you can log results into our survey while you garden! We're excited to be linking with popular veg growing app 123 to revolutionise how we collect data for our much-loved survey - marking a new era for citizen science in UK horticulture. Find out how you can take part below.

[Read more...](#)



ORGANIC TIP OF THE MONTH

Top tips for the month

- Take hardwood cuttings. This is probably one of the easiest propagation methods - and provides lots of free plants. Good choices are: dogwood, flowering currant, buddleja and honeysuckle.
- Check your leeks for 'biting' (flowering). There is no way to stop this process so harvest the plants as soon as possible. You will still get a usable proportion of leek around the sturdy flower stem.
- Hang fatballs and bird feeders around the garden. Birds coming in to feed will also enjoy feasting on overwintering aphids and other pests.

[Read more...](#)



ORGANIC WAY

RATE CARD 2026

COSTS

DISPLAY	COST PER INSERTION
DPS	£2,150
Full Page	£1,245
Half Page	£695
Quarter Page Portrait	£350
Eighth Page	£180
Sixteenth Page	£95

ADVERTORIAL	COST PER INSERTION
Full Page	£1,450
Half Page	£795

SPECIAL POSITIONS	COST PER INSERTION
Inside Front Cover	£1,450
Inside Back Cover	£1,395
Outside Back Cover	£1,595

INSERTS	COST PER THOUSAND
Up to 10 grams	£55
Up to 15 grams	£65
15 grams and over	POA

Please note a minimum of 16,000 loose inserts applies to the above quotes. For all bespoke advertising or sponsorship opportunities, please contact CPL One for more details.

All prices are subject to VAT. Please refer to our terms and conditions.

ARTWORK SPECIFICATIONS

DPS	width x height (mm)	Half Page	width x height (mm)
Bleed size	386 x 246	Trim size	165 x 104
Trim size	380 x 240	Landscape (no bleed required)	
Please don't place text in the 10mm either side of the vertical centre to allow for the gutter.			
Full Page	width x height (mm)	Quarter Page	width x height (mm)
Bleed size	196 x 246	Trim size	80 x 104
Trim size	190 x 240	Landscape (no bleed required)	
Type size	170 x 220	Eighth Page	width x height (mm)
		Trim size	80 x 50
		Portrait (no bleed required)	

High res, press ready artwork should be supplied in digital format to caroline.harland@cplone.co.uk.

PDF, JPG or TIFF files accepted. Please note that Microsoft Word and Publisher files are not accepted. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.

ARTWORK DESIGN

We offer an artwork service – please enquire for prices.

DATES FOR YOUR DIARY

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE	PUBLISHING DATE
Spring	11 February	13 February	12 March	20 March
Summer	17 June	19 June	16 July	24 July
Autumn/Winter	07 October	09 October	05 November	17 November

