



*Gardners*

# **MEDIA PACK 2024**

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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 recommends and forthcoming non-book 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:** 1000 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](mailto:ADVERTISING@GARDNERS.COM)

# GARDNERS SELECT

## CATEGORY PAGE BANNERS - NEW FOR 2024!

This year we are introducing the ability to book category banners within the Select. Your banner would sit at the bottom of the relevant category page.

When booking, you will need to confirm which main category page your title would need to sit on. Please note we can only have one banner per category per guide.

## CATEGORY BANNERS

£250 per banner if designed by publisher

£300 per banner if designed by Gardners

MAKSDEN-URQUHART, J

9781529915518 H POP PRESS  
£12.99 Published 29/02/24

Seasonal bakes made with your favourite treats. I'm Jessie - a baker on a mission to spread seasonal joy! I hope you love baking and decorating these super cute, easy treats with all the chocolate goodies. Use up your leftover chocolate eggs to bake Easter brownies and cheesecake, turn peanut butter cups into a spooky chocolate slab, make Christmas candy cane cupcakes and a chocolate orange cake - and so much more. Cupcakes, cakes, cookies, brownies, blondies, slabs, sweet sharing boards and chocolate drinks galore. Find me on Instagram @jessie.bakes.cakes.

★★☆☆

### REBEL BAKES

HEPHER, GEORGE

9781529431452 H HACHETTE HARDBACKS  
£22.00 Published 11/04/24

80+ Deliciously Creative Cakes, Bakes and Treats For Every Occasion. From show-stopping layered cakes to sweet and speedy hob jobs, and from inventive cookies and tarts to unique traybakes, these recipes are easy to follow and seriously good. Whether you're a seasoned home baker or just starting out, this cookbook has something for everyone and will inspire you to have some fun and get creative in the kitchen. So, grab your apron, preheat the oven and get ready to enjoy the wickedly indulgent delights of George's Bakery from the comfort of your own kitchen!



Simple - Quick - Delicious. Tempt your taste buds with Gill Cottell's easy-to-follow recipes! Gill Cottell is on a mission: to make the magical world of baking accessible to everyone. Her step-by-step instructions cater for all skill levels. Try sweet treats, like chocolate Florentines, a show-stopping vanilla funfetti birthday cake or baked caramel cheesecake. From cookies and snacks to breads and spectacular cakes, from no-bake treats to delicious desserts, Gill Cottell will have you producing mouth-watering bakes and cakes in no time!

★★★★★

50% Pre Publication Discount

### COOKIES & CRUMBS

HENGSTENBERG, KAJA

9781837831449 H QUADRILLE PUBLISHING  
£16.99 Published 18/04/24

Chunky, Chewy, Goopy Cookies for Every Mood. Whether it's classics like Milk Choc Chip, Peanut Butter and Chunky Double Choc, or new favourites - think Coffee and Cardamom or Melt-in-the-middle S'mores - you'll find endless options for baking cookies at home with these unforgettable flavour combinations, as well as an array of unbeatable vegan and gluten-free recipes. In this fun-filled, fresh-out-of-the-oven celebration of everyone's favourite sweet treat, Kaja Hengstenberg keeps things simple, guides you through the basics and presents delicious, doable recipes.



Gill Cottell is on a mission: to make the magical world of baking accessible to everyone.

## GILL'S BAKES & CAKES

9781788494434 | PUBLISHED BY O'BRIEN PRESS | OUT 10TH APRIL 2024

## EDITORIALS

We are slowly starting to re-introduce Editorials into the monthly Select. We have 2 spaces per month available. Editorials should be unique content, and not just direct title plugs. We are looking for blog pieces, extracts, Q&As, current trend information, letters from authors, anniversary pieces. Remember your content should be aimed at booksellers.

If you are interested in booking, please submit a pitch to our team who will come back to you.

Please note, you will need to be booking a minimum of an A4 advert in the relevant guide. Gardners does reserve the right to reject pitches.

# SPECIALIST PUBLICATIONS



## TRAVEL | CHILDREN'S | EDUCATION | MANGA & GRAPHIC NOVELS | WELLBEING

**PRINT RUN:** 1000 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
- Cross merchandising ideas featuring lines from our non-book ranges.

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 WITHIN THE SELECT, CONTACT: [ADVERTISING@GARDNERS.COM](mailto: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** 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   | SINGLE PRODUCT AD   | SIDE BANNER  |
|---|---|--|
| Prominent homepage placement under the main headers. This can either link to a single product or a listing. | Homepage placement of a single title, with a 100-150 word description. Links through to the product page in our site. | Homepage placement in a smaller side banner. This can either link through to a single product or as listing on our site. |
| <b>£500</b><br>PER WEEK   | <b>£300</b><br>PER WEEK   | <b>£350</b><br>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 users 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   |                           |
|---|---------------------------|
| This activity is placement with our weekly email to customers. It can link to a single title or listing on <a href="http://www.gardners.com">www.gardners.com</a> . |                           |
| FULL WIDTH<br><b>£400</b>   | HALF WIDTH<br><b>£300</b> |
| PER WEEK  |                           |

TO BOOK IN ANY MARKETING WITHIN THE SELECT, CONTACT: [ADVERTISING@GARDNERS.COM](mailto:ADVERTISING@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, timelines 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 our Marketing team who will be happy to assist.

[advertising@gardners.com](mailto:advertising@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 front-list 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](mailto:NIKKI.DAIGNEAULT@GARDNERS.COM)

# EVENTS

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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](mailto:Tradeshow@gardners.com).



## Top Reasons to be a Part of our Show:

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



## REGIONAL EVENTS

Our regional events are growing year on year, we started with 3 in 2023, and have grown to 5 in 2024. Some of the cities we have visited have included Edinburgh, Leeds, Bristol and Manchester with more on the horizon!

For each event we partner with publisher sponsor, they bring along and showcase 3-4 authors. The authors do a 5-10 minute talk about their new titles.

The evening is about networking, embracing like minded folk and talking about all things books!

If you are interested in being a sponsor at one of our events, please contact [nikki.daigneault@gardners.com](mailto:nikki.daigneault@gardners.com).



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       | BOTH SIDES   |
| <b>£1500</b> | <b>£2500</b> |

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

## PUBLICITY UPDATES

Keep us updated with your publicity news, you can send these through to [marketing@gardners.com](mailto:marketing@gardners.com) to be picked up by our team. Knowing about your titles being promoted in the press/TV/Radio helps us support your activity.

## COVER REVEALS

We can support your launch activity via our social media channels.

Loop us into your communications and we will share your news both via Gardners and Hive.

## AUTHOR CONTENT

Do you have video content from your authors or promoting new titles? Share this information with us and we can share on our social media channels. Be sure to share any relevant tags so we can credit the right people.

FOLLOW US ON SOCIAL MEDIA:



@gardners



/gardnersbooks



## 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 the Gardners marketing team 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 - Focusing on new debut authors

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 Uris Product codes may be separated by a space, comma, semi-colon, tab or a new line

9781409120384  
9780007305896  
9780857331182  
9780900513587  
9781905005680  
9780857386243  
9780224060875  
9780091932770  
978195135454  
9780007433247  
9781864712582  
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.

## 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:

**Lily Lemoine**

01323 521555 | [lily.lemoine@gardners.com](mailto:lily.lemoine@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.

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## TRADE SHOW CONTACT DETAILS

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

**Nikki Daigneault**

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