



Join our community of artisans & independent businesses

WILDFLOWER
MAGAZINE

— CELEBRATING LIFE IN THE COUNTRY —

WILDFLOWER

SPRING 2023
ISSUE 13
£6

Spring
A NEW SEASON BEGINS

FOOD of LOVE
SKYE MCALPINE'S
EASY BAKING RECIPES

FLORAL CRAFTS
INSPIRING PROJECTS
TO TRY AT HOME

FIELD of DREAMS
DAFFODILS TO DELIGHT

**15%
OFF AT
CREATE
ACADEMY**
SEE INSIDE
FOR DETAILS

PAINT PIONEER
EDWARD BULMER'S
COLOUR REVOLUTION

LIVE | EXPLORE | GROW | ESCAPE

Wildflower is the original British Country Lifestyle magazine, featuring a host of feel-good topics and beautiful seasonal photography – celebrating stunning interiors, flowers and gardens, beauty and wellness, food, wine and travel.

Created for those who live in the country, or dream of moving there, the name Wildflower represents a shared sensibility and love of all things beautiful, sustainable and natural.

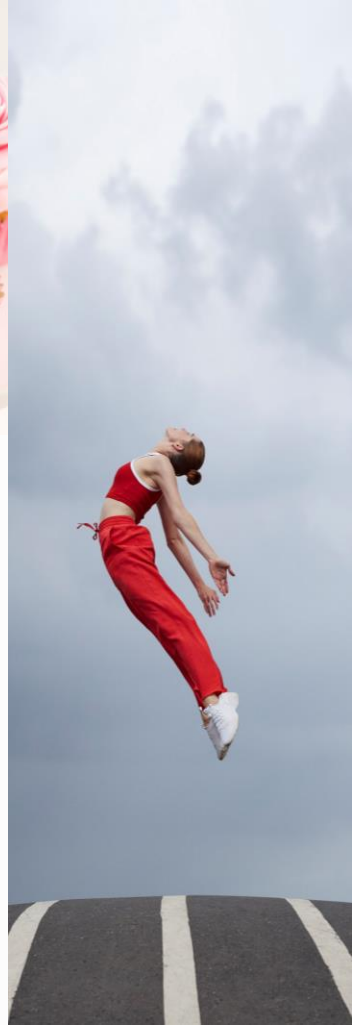
wildflowermagazine.co.uk [@wildflowermagazine](https://www.instagram.com/wildflowermagazine)

Launched in summer 2023, our online directory **Little Green Book** celebrates the unique products, services and experiences across our countryside.

Our Mission? To champion small businesses and individuals in their quest to develop sustainable futures for themselves and the environment we all live in.

For the cost of a round of cappuccinos each month, the Little Green Book will put **your business in front** of our discerning readers and followers.

WILDFLOWER LITTLE GREEN BOOK



If you would like to join the Little Green Book community please apply here: [New Listing - Wildflower Magazine](#)

Artisan profiles

The Little Green book is a celebration of our favourite artisans, experts and professionals in the fields of interiors, gardening, fashion, design, food, wine, escapes, weddings, photography and more who believe in genuine craftsmanship, personal service and a sustainable future for all.

If you would like to join the Little Green Book community please find our Application form here: [New Listing - Wildflower Magazine](#)

WILDFLOWER
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BOOK

Interiors & Craft

Little Green Book favourites

- Interior designers/ agencies
- Furniture / furniture designers
- Home accessories
- Kitchen designers
- Artists
- Painters / artists / potters

Gardens

Little Green Book favourites

- Garden centres
- Florists
- Landscape gardeners
- Outdoor furniture designers

Fashion & Jewellery

Little Green Book favourites

- Fashion boutiques
- Artisanal jewellers
- Handbag designers
- Shoe designers
- Painters / artists / potters
- Pet wear

Food & Wine

Little Green Book favourites

- Cheese shops
- Farmer's shops
- Wine shops & bars
- Country restaurants
- Local cellar doors
- Wine restaurants

Escapes

Little Green Book favourites

- Boutique pubs with rooms
- Spas
- Wellness centres
- Personal trainers
- Specialist fitness centres
- Small hotels and B&Bs





Why you should be in the Little Green Book

Wildflower trust & authenticity

Be part of a unique community of small businesses promoted by one of the UK's most trusted media hubs for championing artisanal products and services.

Quality over quantity

Our readers and followers may be small in numbers but they pack a punch when it comes to engagement and loyalty. We value them and they trust us.

Low fees

Just like you, Wildflower is a small, independent business. We understand who you need to target and how. Our fees allow for a 6 or 12-month packages and are kept low to ensure your unique voice is heard in what is already a crowded marketplace.

Additional promotion

There's an option to take out an editorial feature and receive additional exposure across our website and social media channels.

Not to worry if you don't choose this, our Editor loves artisanal craft and services and supports small businesses on a regular basis across all our platforms.

Future promotions

From time to time we will be in touch to see if you'd like to take part in other opportunities to further boost your profile, whether that be a reader event, a subscription offer or online competition. This is not mandatory of course, being part of our community just means you'll be first in line.

Who you'll reach.....

Wildflower website	Average 4,000 visitors per month	Age Profile of our readers & followers	40 years +
Wildflower Instagram	14.3K followers (January 2024) with high 3-6% engagement per post	Demographic	AB (affluent) primarily women
Wildflower magazine	Quarterly title (10,000 printed)	Where they live	In the countryside, upmarket towns and villages across the UK
Wildflower newsletter	950 active subscribers with high average click through rate of 15% & high average opening rate of 30%	Print distribution	Waitrose, M&S and WH Smith

What they love....

- Our readers and followers share a passion for living well, and enjoying all that our countryside has to offer.
- They are affluent, well-heeled and knowledgeable, intelligent and connected. They have a strong desire to engage with new, unique and sustainable products and services across the country.

What our community are saying.....

“Joining the Little Green Book Directory has been very rewarding for Juliette O Designs as they have not only offered us invaluable support but also welcomed us into their community of fantastic sustainable artisans and experts. This collaboration also aligns seamlessly with our commitment to conscious living and our deep love for nature and the countryside whilst expanding our presence in the eco-friendly market.

Juliette Orton, Juliette O Designs

“Wildflower Magazine is a must have for anyone associated with or living in the countryside. The articles are enlightening and inspiring and The Little Green Book is invaluable. It's helped me connect with my demographic of clientele and opens me up to connecting with more suppliers too.

Portia Robson, Morley Old Hall

“We have been delighted with our association with Wildflower Magazine's Little Green Book. It fits well with our marketing strategy and has helped us reach new customers within our chosen demographic group. We have gained new followers for our social media as a result of our inclusion and unsolicited press interest. To reach so many people for a relatively low cost was an easy decision for our small family business. The Wildflower team has been a pleasure to deal with!

Bev Haywood, Astley Vineyard

Packages 2024

6-month packages	Price*	Est. reach	Promotional activity
PACKAGE A: Dedicated profile on the Little Green Book	£75	38,000 new customers	Dedicated profile on Wildflower Magazine's website including <ul style="list-style-type: none"> • Image (of your product/ service/ you) • Your logo • Town / county • Short introduction to your business • Contact details + website URL of your business
PACKAGE B: Dedicated profile on the Little Green Book PLUS Dedicated editorial article online	£125	75,000 new customers	As above plus <ul style="list-style-type: none"> • One online feature on you / your business written by our editorial team (500 words) • Your profile featured via stories on Wildflower Magazine's popular Instagram channels

*Prices exclude VAT

Packages 2024

12-month packages	Price*	Est. reach	Promotional activity
PACKAGE C: Dedicated profile on The Little Green Book	£125	60,000 new customers	Dedicated section including <ul style="list-style-type: none"> • Image (of your product/ service/ you) • Your logo • Town / county • Short introduction to your business • Contact details + website URL of your business
PACKAGE D: Dedicated profile on The Little Green Book PLUS Dedicated editorial article online	£195	150,000 new customers	As above plus <ul style="list-style-type: none"> • One online feature on you / your business written by our editorial team (500 words) • Your profile featured via stories on Wildflower Magazine's popular Instagram channels

*Prices exclude VAT

Packages 2024

12-month platinum package PACKAGE E	Price*	Est. reach	Promotional activity
Dedicated profile on The Little Green Book			Dedicated section including <ul style="list-style-type: none"> • Image (of your product/ service/ you) • Your logo • Town / county • Short introduction to your business • Contact details + website URL of your business
Dedicated editorial article online			As above plus <ul style="list-style-type: none"> • One online feature on you / your business written by our editorial team (500 words) • Your profile featured via stories on Wildflower Magazine's popular Instagram channels
Inclusion in Wildflower Magazine			As above plus <ul style="list-style-type: none"> • Your business featured in the Wildflower Magazine Christmas Gift Guide (out end October) • Inclusion of one image + short description + URL address
	£295	200,000 new customers	<ul style="list-style-type: none"> • <i>This platinum package includes priority selection to feature across Wildflower Magazine's marketing platforms – newsletters, social media, print magazine and more</i>

*Prices exclude VAT

Your profile on the Little Green Book

Your dedicated profile on the Little Green Book includes one signature image, your logo, business name, where you are located along with a short description and further contacts.



Nadia Oliver Interiors

Gloucestershire

Nadia Oliver Interiors is a bespoke design service, which seamlessly blends the signature style of its eponymous founder, with the lifestyle and design needs of her clients and their homes.

The studio offers a range of services from full interior design and project management to one off colour consultations, whether its for one room or an entire property.

A Fine Art painter and graduate of Central Saint Martins, Nadia's sensitive appreciation of the power of integrating colour and pattern is seen throughout her projects which span country houses and hotels, Cotswold cottages and London townhouses.

Contact details

07500 775 871

email

[VIEW WEBSITE](#)

Dedicated editorial feature online (package B, D or E)

Written by our editorial team, your 500-word editorial feature will feature on Wildflower Magazine's website for the duration of your package.



Little Green Book presents: Juliette O Designs

Interiors

Little Green Book presents: Juliette O Designs



Celebrating 'quiet luxury with beautifully designed, sustainable fabric for interiors' is a motto that resonates across all that Juliette creates at her design studio.

Inspired from a childhood filled with artistic creativity, to finding solace in art later in life due to challenging times, design and craft have always been a constant in Juliette's life.

A lecturer in textiles and design for over 15 years, today Juliette combines her experience and passion for craft and art at her new luxury fabric design company, with the aim to bring beautifully designed, sustainable fabrics into homes.

Combining a number of techniques from hand embroidery, painting, wirework, drawing, paper cutting, photography and more, using mostly recycled materials, Juliette is a mixed media artist who can visualise an idea and explore different ways to express it.

"We create original fabric designs for nature lovers that care about the environment whilst also appreciating style and authenticity in our beautiful linen interior collections", says Juliette.

With people now spending more time than ever at home, interiors that bring us both physical and emotional comfort are vital, and Juliette O Designs are keen to contribute to this in some way.



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Christmas Gift Guide in Wildflower Magazine's winter issue (package E)

Your business featured (as a product cut out) in our annual Christmas Gift Guide in the print magazine

FASHION

PARTY PIECES
THINGS AREN'T ALWAYS SEEN IN BLACK AND WHITE. THROW IN DEEP REDS AND GLITTERING METALLICS AND GET THE FESTIVE PARTY STARTED

Satin Midi Slip Silk Skirt in Burgundy, £245
reallywildclothing.com

Impero Blouse in Cream, £75
jovonnalondon.com

Multrees Chain Wallet in Silver, £325
strathberry.com

Aurelia Velvet Dress, £475
bamford.com

Kamala Red Crystal and Pearl Earrings, £69
lkbenett.com

Sequin Midi Skirt in Silver, £129; Sequin Minimal Tunic Top in Silver, £139
whistles.com

Metallic Gold Shirt, £65; Gold Shimmering Plisse Trousers, £66
oliverbonas.com

The Chantilly in Black Suede, £225
fairfaxandfavor.com

Natasha Clutch Bag in Candy, £395
emmylondon.com

Georgette Pleated Midi Skirt, £119
thewhitecompany.com

Special Editions Yellow Gold, Oval Fine Opal and Diamond Twist Earrings, £4,300
kiki.co.uk

Suraya Recycled Jacket, £229; Calina Leather Trousers, £429
baukjen.com

Lulu Guinness x Bell Hutley Red Chalk Mushroom Coin Purse, £95
bellhutley.com

Louise Midi Dress in Gunmetal, £329
lkbenett.com

Lulu Guinness x Bell Hutley Black Multi Spellbound Biba Tote, £225
bellhutley.com

Bejewelled Crystal & Pearl Shoe Clip, £125
emmylondon.com

Silk-Blend Velvet Sequin Mini Shift Dress, £325
meandem.com

Liberty Silk Satin Classic Shirt in Burgundy, £275
reallywildclothing.com

One O'Clock Tennis Earring, \$496
catbirdnyc.com

Winter Stormy Mary Jane's, £299
lkbenett.com

About us

Wildflower Magazine is published by Wildflower Press Ltd, an independent publishing company established in 2018, based in Oxfordshire.

Editor **Zoë Levey** is a publishing professional with 20 years' experience in the magazine business. Zoë has held roles in Editorial, Publishing, Marketing, Events and Partnerships at some of the publishing world's most prolific and influential magazine brands, including *House & Garden*, *Vanity Fair*, *Harpers Bazaar*, *Country Living*, *Esquire*, *Woman & Home*, *Good Housekeeping*, *You & Your Wedding* & *LOOK*.

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Or for further information please email Bronwen: bronwen.batey@wildflowerpress.co.uk

