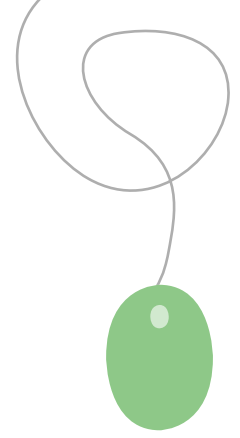




RHS Online

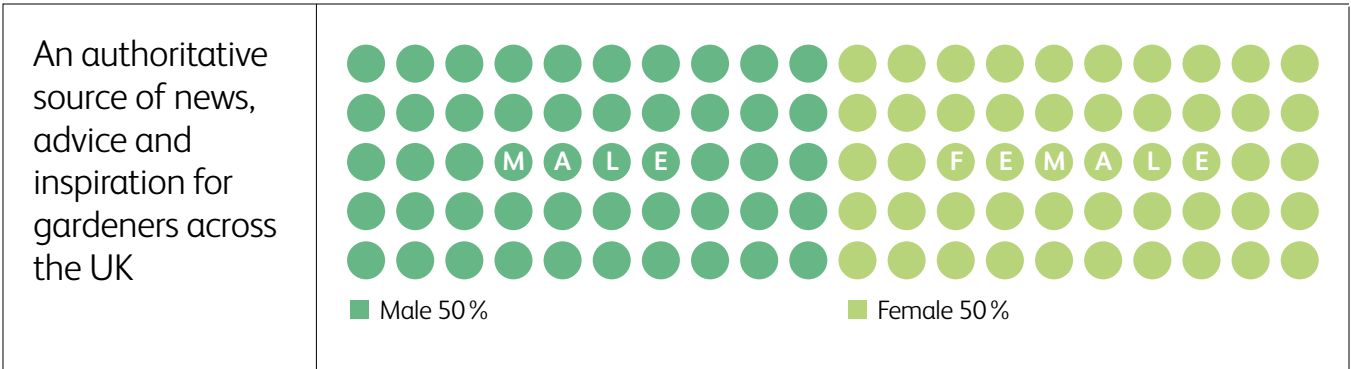
RHS Online keeps 740,000 gardening enthusiasts updated with an abundance of essential gardening knowledge as well as information about RHS events, gardens, shows, advice, education and publications

Contact: Janine Henry
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Visitors to rhs.org.uk

The UK's largest gardening website ⁵



Mosaic groups

Experian's Mosaic UK consumer classification provides an understanding of the demographics, lifestyles and behaviour of individuals and households in the UK. A high proportion of visitors to RHS Online are classified as being within Mosaic groups A, B, D and F



A Alpha territory

Professional
Luxury items
Fashionable areas of London
Influential
Substantial wealth
Successful



B Professional rewards

Theatre / arts
Good education
Comfortable
Significant equity
Senior positions
Small businesses



D Small town diversity

Bird watching
Grandchildren
Traditional
Small towns
Home improvement
Mostly mature



F Suburban mind-sets

Mainstream brands
Family life
Home improvement
Comfortable affordable housing
Leafy suburbs
Middle age

Average monthly statistics
RHS Online reaches the largest online gardening audience in the UK⁵

570,000
unique
users

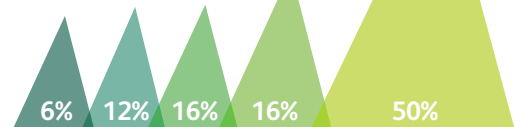
3.4
million
page views

740,000
site visits
(hits)

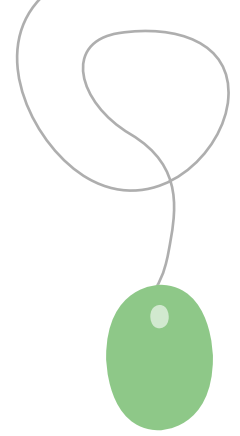
120,000
e-newsletter
subscribers

Age

■ 55+
■ 45-54
■ 35-44
■ 25-34
■ 15-24



Online content



The content of the RHS website falls into the following main areas



Gardening

More than 700 advice topics for novices and keen gardeners are compiled by our horticultural experts



Plants

Users can access a full archive of thousands of plants including a comprehensive Plant Finder facility



Courses

Information is provided for people looking to extend their gardening knowledge or build a career in horticulture



Blogs & forums

Inviting audience participation with user-generated content, blogs, forums and photos



Gardens

Users can access information on the four RHS gardens which attract 1.5 million visitors a year, as well as the 147 RHS Recommended Gardens



Shows & events

Visitors can view updated information on RHS Flower Shows including Chelsea and Hampton Court Palace, as well as events at the four RHS gardens



Shopping

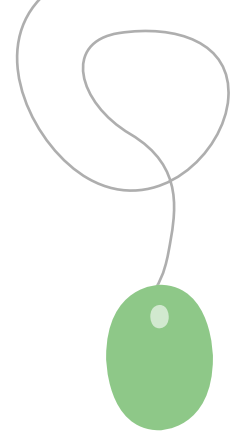
Access the RHS Online store to view monthly plant offers, shop for books, gifts and high-quality RHS prints



Children

Information for families and schools (through the RHS Campaign for School Gardening) is available, as well as a dedicated and fun kids area

Advertising rates



Advertising rates and mechanical data for www.rhs.org.uk

Online advertising

Advert	File size (px)	Price per 1,000 page impressions
MPU	(300 x 250)	£25
Skyscraper	(120 x 600)	£15
Button	(120 x 90)	£10
Leader Board	(728 x 90)	£14 (available on specific pages only)

Email newsletter

The RHS monthly email newsletter is requested by more than 120,000 subscribers – advertising opportunities are available in our ‘exclusive member offers’ section. The newsletter is extremely well received, achieves market-leading open and click-through rates, and gives outstanding results for our advertisers. The commercial partner will receive up to 50 words, an image and a click-through to a destination URL.

Open rate

RHS: 31 %
Industry standard: 23 %

Click-through rate:

RHS: 30 %
Industry standard: 16 %

Email sponsorship £3,500 reaching 120,000 recipients