



Sharing the best in Gardening

RHS Online

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

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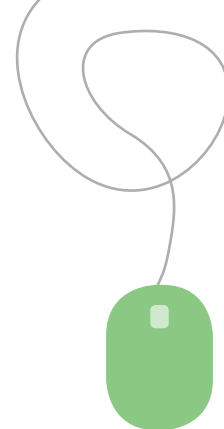
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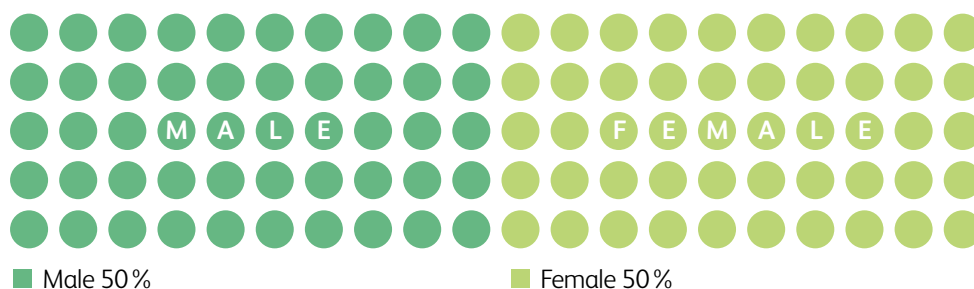


Visitors to rhs.org.uk



The UK's largest gardening website ²

An authoritative source of news, advice and inspiration for gardeners across the UK



Mosaic groups ¹

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

845,000
unique
users

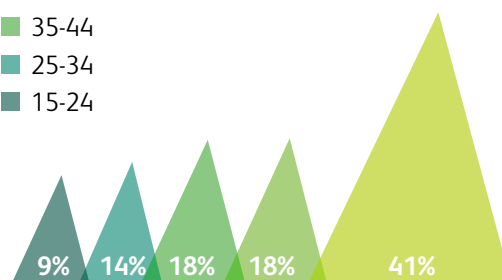
4.0
million
page views

1.1m
site visits
(hits)

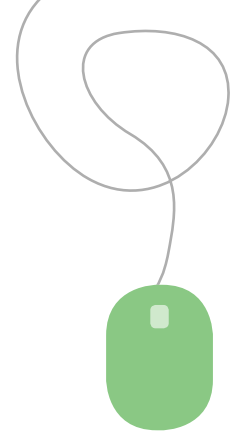
175,000
e-newsletter
subscribers

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

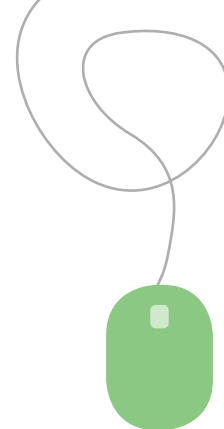
Access the RHS Online store to view monthly plant offers, shop for books, gifts and high-quality RHS prints



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

Email newsletter

The RHS monthly email newsletter is requested by more than 175,000 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 40 words, an image and a click-through to a destination URL.

Open rate

RHS: 34 %
Industry standard: 23 %

Click-through rate:

RHS: 30 % *
Industry standard: 16 %

*CTR is calculated on the basis of open rate results

Investment

£2,000 reaching 175,000 recipients

Conditions of acceptance Full details of conditions and cancellation dates are governed by the company's standard conditions. They are also supplied with acknowledgement of order. Agency commission 10 %. All advertisement rates subject to 20 % VAT as of January 2011