



Royal
Horticultural
Society

Sharing the best in Gardening

The Garden magazine

The Garden is the UK's largest gardening title, published monthly for all RHS members, providing accurate horticultural information, inspirational photography and timely advice to all those with a love of gardens and gardening

Contact: Display or Classified Advertising

Tel: 01733 294662

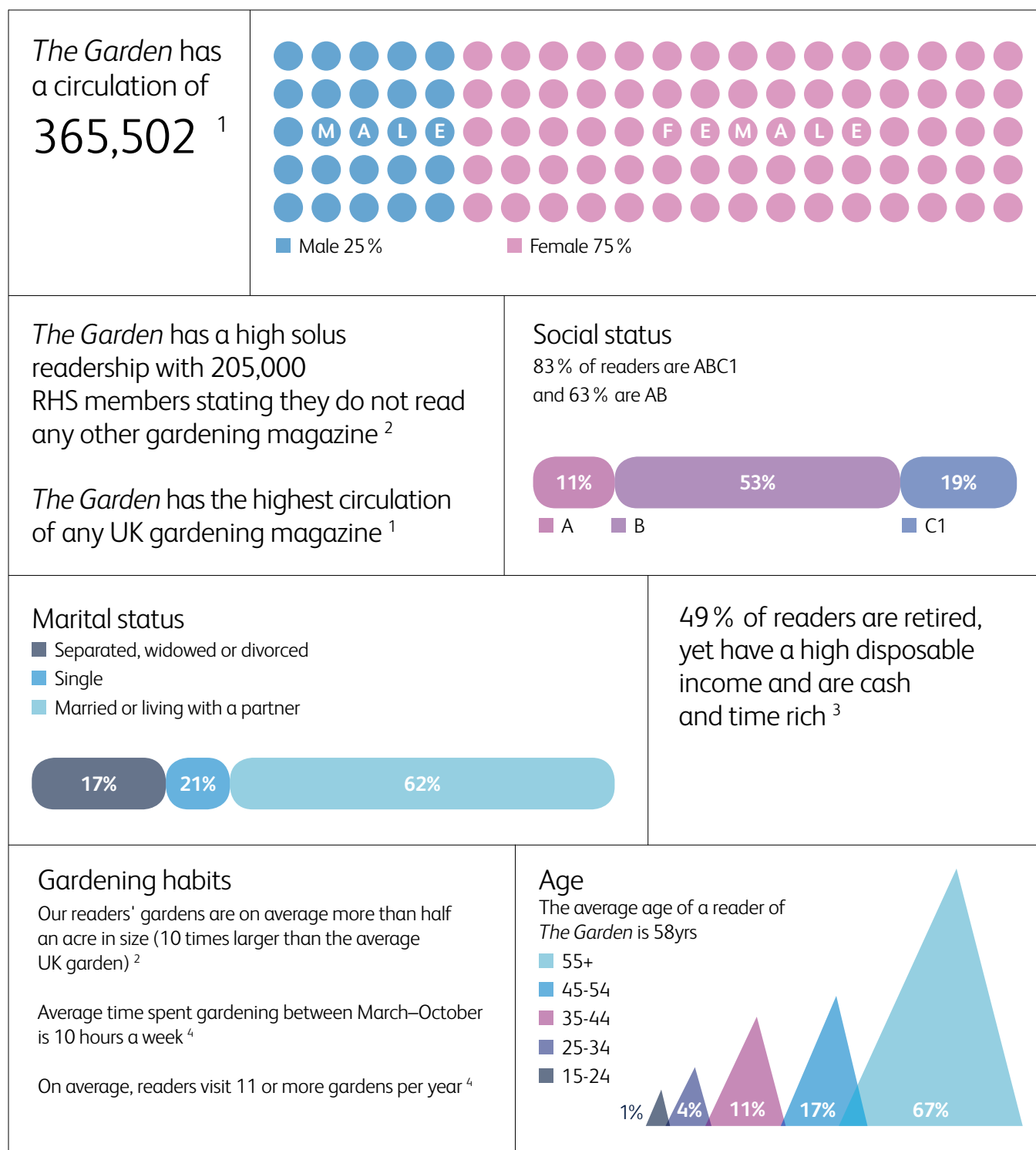
Fax: 01733 341633

Email: advertising@rhs.org.uk

R.H.S. Enterprises Limited, Registered Office 80 Vincent Square, London SW1P 2PE. Registered in England and Wales, Reg. No. 01211648

Reader profile

Readers of *The Garden* are passionate, affluent and loyal



Sources: ¹ ABC 1 Jul to 31 Dec 2012 ² TG Readership survey ³ TGI/Kantar Media Q2 2012 ⁴ RHS Membership survey

Readers of
The Garden take
an average of **three
holidays per year**,
with **15% taking
five or more** ³

RHS members
are twice as likely
as the UK average
to have spent more
than **£30,000** on
their last car ³

Members are four
times more likely
than the UK
average to donate
more than **£150** to
charity each year ³

244,000
RHS members have
made a purchase as
a direct result of an
advertisement seen
in *The Garden* ²

Reader Spending habits

100%
of readers agree
that it is worth
paying extra for
quality goods ³

RHS members rely on *The Garden* not only for the in-depth editorial information and advice it provides, but also to inform them about the latest quality gardening and lifestyle products and services

Advertising rates

2012 rates for *The Garden* magazine

Display advertising

Full page advertisements

Price

Double page spread	£18,304
Inside front cover/outside back cover	£14,236
First right hand page	£13,219
First half	£11,694
Run of paper	£10,169

Fractional advertisements

Price

Half page horizontal	£5,593
Half page vertical	£5,593
Quarter page	£3,050

Series discounts

3-6	15 %
7-9	20 %
10-12	25 %

Loose inserts

All inserts are subject to approval.
Rates from £70 per thousand.
Further details on application.

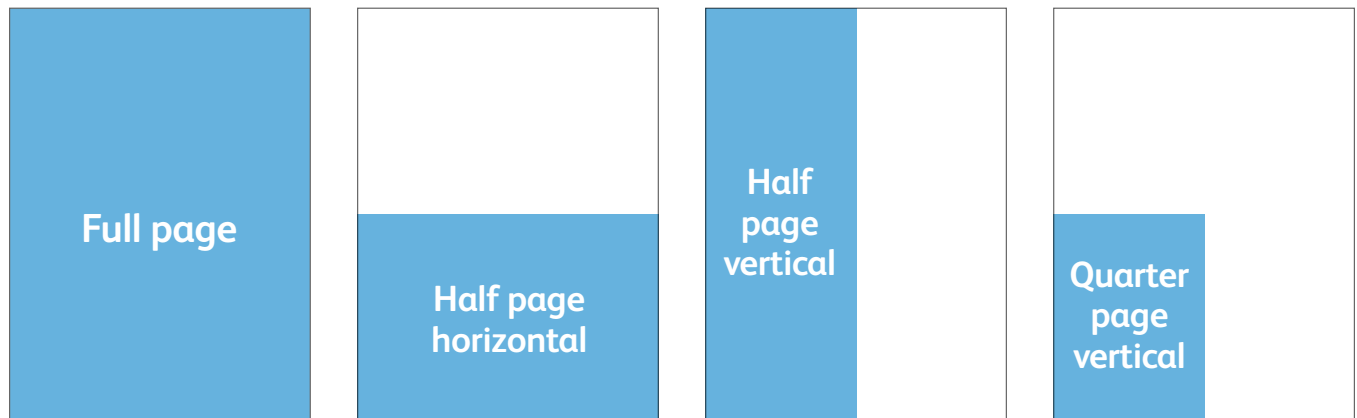
Classified advertising

3cm x 1 column (width 35mm) - advertising from £270.
Series discounts available on request.
Minimum size 2cm x 1 column (width 35mm).
Additional column cm are £90 per column cm.

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.

Mechanical data

Page specifications and mechanical data for the *The Garden*



Mechanical specifications

Space	Type area (mm)
Full page	251 x 186
Full page bleed	282 x 216
Full page trim	276 x 210
Half page vertical	251 x 84
Half page horizontal	118 x 186
Quarter page vertical	118 x 84

Special positions

Inside front cover
Inside back cover
Outside back cover

All vital matter should be at least 10mm from trim. Please email advertisement as high-resolution CMYK PDF to adproduction@rhs.org.uk. If you need any further information please do not hesitate to contact the Production Department on 01733 294670

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