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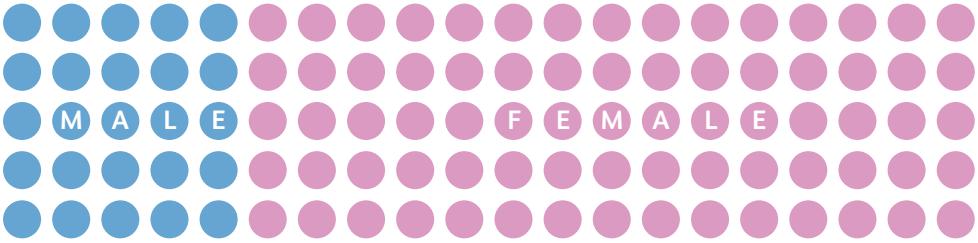
R.H.S. Enterprises Limited, Registered Office 80 Vincent Square, London SW1P 2PE. Registered in England and Wales, Reg. No. 01211648

Reader profile

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

The Garden has a circulation of

365,502 [1]



Male 25 % Female 75 %

The Garden has a high solus readership with 205,000 RHS members stating they do not read any other gardening magazine [2]

The Garden has the highest circulation of any UK gardening magazine [1]

Social status

83 % of readers are ABC1 and 63 % are AB

A B C1

Marital status

- Separated, widowed or divorced
- Single
- Married or living with a partner

49 % of readers are retired, yet have a high disposable income and are cash and time rich [3]

Gardening habits

Our readers' gardens are on average more than half an acre in size (10 times larger than the average UK garden) [2]

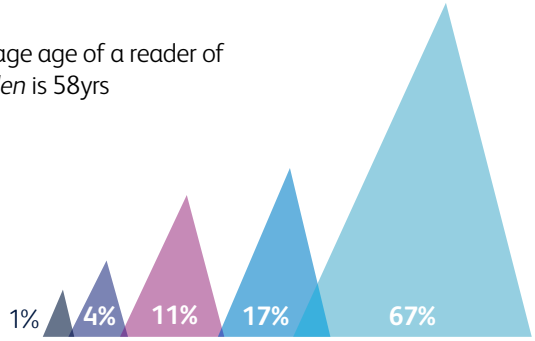
Average time spent gardening between March–October is 10 hours a week [4]

On average, readers visit 11 or more gardens per year [4]

Age

The average age of a reader of *The Garden* is 58yrs

- 55+
- 45-54
- 35-44
- 25-34
- 15-24



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

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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

Sources: [2] TG Readership survey [3] TGI/Kantar Media Q2 2012

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
Fist 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.

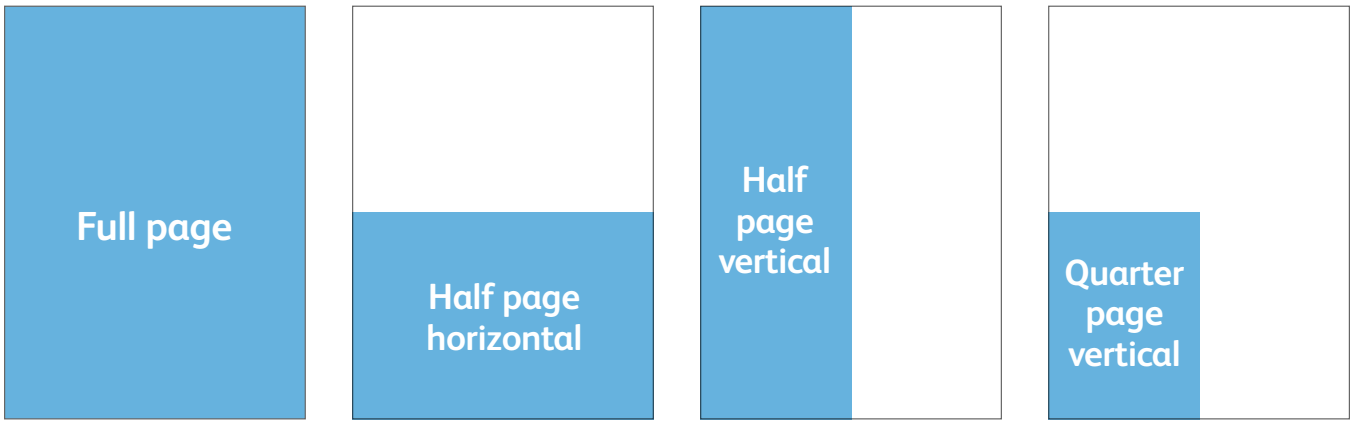
Classified advertising

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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