

RHS Online

Media Information 2009

The largest gardening website in the UK

www.rhs.org.uk



Royal
Horticultural
Society



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RHS Online keeps our 707,000* RHS members and gardening enthusiasts updated with information about RHS events, gardens, shows, education and publications; gives access to thousands of plant archives; offers advice on hundreds of gardening topics; provides opportunities for garden and gifts shopping; and interacts with users through the My Garden Forum.

The site is divided into 5 main content areas:

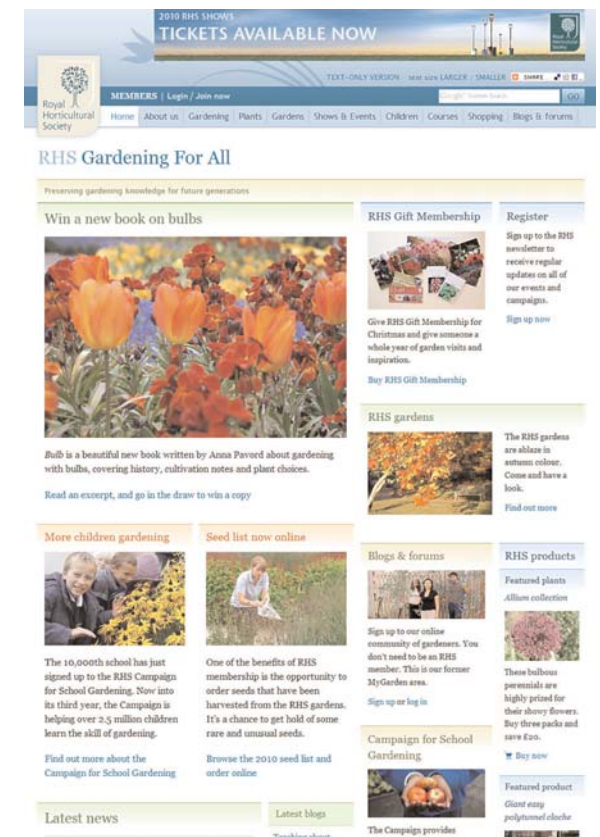
- **What's On** – giving users updated information on RHS events
- **Plants** – users can access a full archive of thousands of plants including a comprehensive Plant Finder facility
- **Learning** – for users looking to extend their gardening knowledge or build a career in horticulture
- **Advice** – more than 700 advice topics for both novice and keen gardeners compiled by our horticultural experts.
- **My Garden** – user-generated content with blogs, forums and photos.

* Webtrends September 09



RHS Shows

Dedicated sites are created for each of the main RHS flower shows held during the year (Chelsea, Hampton Court Palace and Tatton Park). The sites host show-related content in the run-up, during and after the events. The show sites can be specifically targeted with your marketing message to help you gain the biggest return in these peak times. This audience is active, often purchasing and looking for new ideas.



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Key stats – and our audience



Key stats

- RHS Online reaches the largest online gardening audience in the UK*
- 707,000* unique users per month
- 3.6million* page impressions per month
- 105,000 email newsletter subscribers
- Combined print and online reach of over 1.4m gardening enthusiasts.

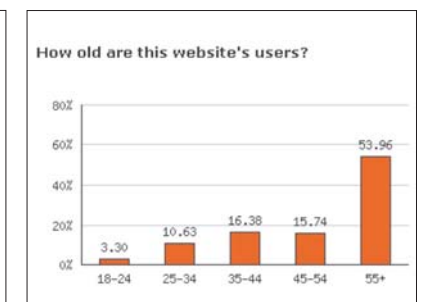
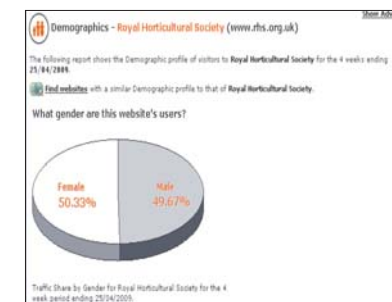
Our audience

- 84% ABC1 (62% AB)
- 50:50 Male:Female
- 68% aged 45+
- 3 times more likely to earn £46k+ than the national average
- 78% agree: "it's worth paying extra for quality goods"
- 38% took 3 or more holidays in the past 12 months.

* Webtrends and Hitwise September 09

Influence of the Royal Horticultural Society

- The RHS is one of the world's leading horticultural organisations and the UK's leading gardening charity with 342,000 members.
- The Hampton Court Palace Flower Show is the world's biggest annual flower show, attracting over 160,000 visitors and 700 exhibitors.
- The RHS Chelsea Flower Show receives over 15hrs coverage on BBC TV and is one of the biggest events on the UK social calendar.
- RHS members are both knowledgeable and passionate, and are considered 'lifestyle leaders' among their peers.
- The RHS audience is as socially driven as it is about gardening. The lifestyles and aspirational status of our users mean they are more active across numerous sectors including travel, motoring, finance, wine and luxury goods.



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Advertising Online



Online rates 2009

FORMAT	SIZE (pixels)	PRICE
Banner	468 x 60	£10cpm*
Leaderboard	728 x 90	£14cpm
Skyscraper	120 x 600	£15cpm
MPU	300 x 250	£25cpm
Directory	Enhanced Listing	from £30 per month
Email Sponsorship	105k recipients	£3500 per issue

Maximum file size is 35kb for all formats

Discounts are available based on volume; contact your account manager for details

*CPM = cost per 1000 adverts delivered

Leaderboard 728 x 90

Skyscraper 120 x 600

MPU 300 x 250

By advertising with RHS Online, your company can:

- Reach the largest volumes of gardening enthusiasts in the UK
- Reach the highest % of AB consumers within the gardening and lifestyle vertical
- Align yourself with one of the UK's most prestigious and respected institutions
- Market your products or services to an extremely affluent and influential audience
- Target advertising to specific and specialist content via RHS premium channels
- Communicate with a 'buying audience' with very high disposable income
- Connect with an audience whose buying power is far more recession-proof than the UK's average consumer.

"As a small company in a competitive market, we are increasingly seeing the value of online advertising as part of our promotion mix. Our recent intensive campaign on the RHS website has been our most successful online activity so far and almost doubled our enquiries in June 2009."

JANE TOCHER, DIRECTOR, COUNTRY GREENHOUSES LTD

**For more information, call the
Digital Team on 01733 294662**

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RHS Online Directory



- The RHS Online Directory is the premium marketplace to advertise your company or organisation to a targeted audience of **700,000** gardening enthusiasts seeking quality gardening products or services.
- Users are able to search the Directory via business category, company name or postcode, with results displayed on a map.
- Our Directory operates within an extremely targeted environment, promoted on the main navigation bar of **www.rhs.org.uk**, ensuring high-quality responses.
- There are two types of advertisement available – **Enhanced** and **Premium** – delivering both branding and direct-response opportunities. Our cost-effective rates allow six or 12-month exposure to your potential customers.

Enhanced Listings offer boxed entry, including contact details, weblink and a contact via email link. This will appear under a relevant classification.
Price £30 per month (minimum six months).

Premium Listings include all the features of the Enhanced Listings together with a photograph or logo and up to 30-word description of your business.
Price £60 per month (minimum six months).

To find out more about promoting your business via the RHS Online Directory, call the Digital Team on **01733 294662**.

Enhanced Listing £30

Opus Conservatories

The Red House, 10 Market Square, Old Amersham, Buckinghamshire HP7 0DQ
Tel: **01494 450045**
W: www.opus.co.uk
E: info@opus.co.uk

Premium Listing £60

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Map: <http://maps.google.co.uk>

Based in Buckinghamshire, UK, Opus are conservatory specialists in hardwood conservatories, garden rooms, orangeries as well as small house extensions and underfloor heating.

