



# RHS Media: Digital 2017

# RHS Media: Digital

An award winning garden is made up of many things...



## Who we are and what we do...

RHS Digital annually keeps over 20.2m gardening enthusiasts updated with an abundance of essential gardening knowledge as well as information about RHS events, gardens, shows, advice, education and publications.

## Primary Digital platforms

[www.rhs.org.uk](http://www.rhs.org.uk)

[eNewsletters](#)

[Social](#)

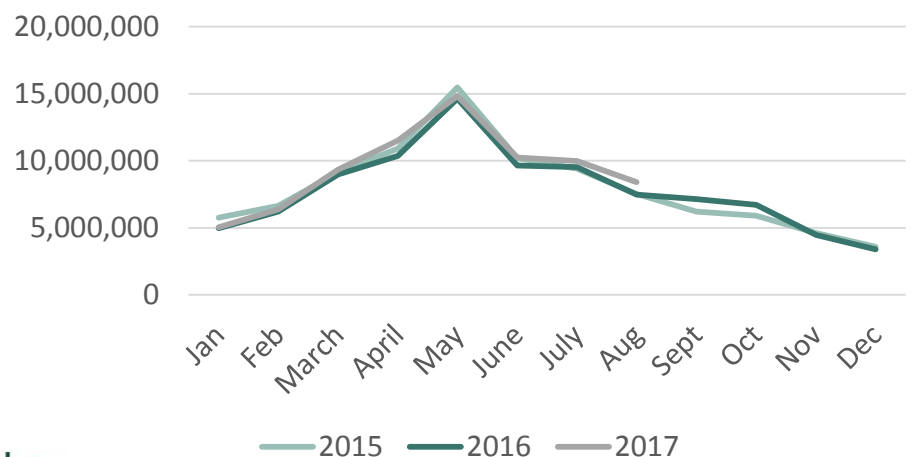
(Twitter, Facebook and Instagram)

[Podcasts](#)

## The key benefit:

www.RHS.org.uk is the UK's biggest gardening website, the likely destination for anyone searching for horticultural information or advice online.

## Total unique views rhs.org.uk



## Contact

Media Manager

RichardStillman@rhs.org.uk

# 19m RHS Website users per year

Over  
8m

Page views  
per month

55%

Growth with  
RHS online in  
the last 2  
years

100m

Page views in  
the past 12  
months

52% are  
returning  
visitors to  
the site

22% of users  
live in  
London

**260k** monthly  
eNewsletter  
subscribers  
38% open rate

13

RHS Shows  
a year

4

RHS  
Gardens

What is the RHS online  
audience?

80% Organic search

40.2%  
Male

58.8%  
Female

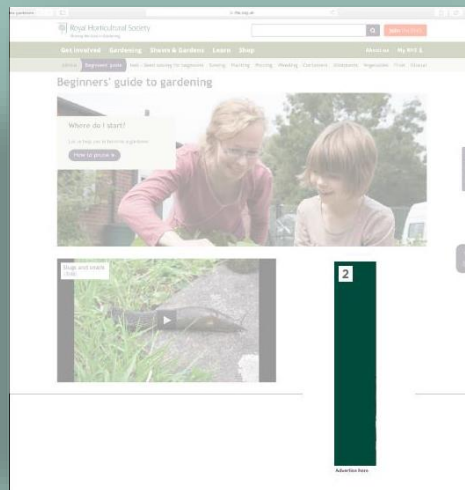
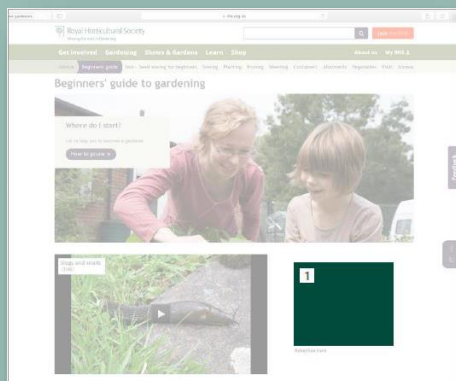
  
125k  
followers

  
188k  
Likes

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

## Online specifications

Advert	File size (px)	Price Per 1x000 page impressions
MPU	300 x 250	£25
Skyscraper	120 x 600	£15



## Monthly e-newsletter

The RHS monthly email newsletter is sent to **over 260k** subscribers. The newsletter achieves **market-leading click-through** rates, and is a fantastic way to engage with RHS members and enthusiasts.

Only three 'special offer' positions per letter

Price £3500 + Vat

	RHS	Industry Standard
Open Rates	38%	21%
CTR (Global)	7%	2.1%



10% off with Sitting Spiritually

Sitting Spiritually is offering a **10% discount** across their entire handcrafted range, including Rope

