



# *The Garden*

The largest circulation gardening magazine in the UK



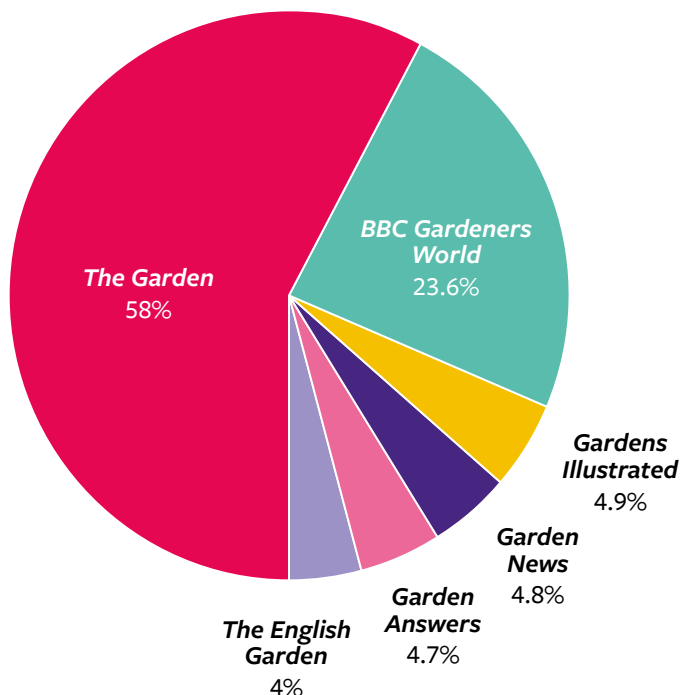


# The Garden – at the forefront of horticultural advice and insight

The Garden is the UK’s leading gardening magazine, distributed monthly to more than 430,000 RHS members. Featuring practical advice on gardening, plants and exclusive updates on RHS shows and events, *The Garden* showcases the latest news and most up-to-date insight from the horticultural world.

The Garden magazine is a key driver in recruiting and maintaining membership subscriptions. The Garden is 100% home-mailed monthly, to more than 430,000 members.

## Market Share:



## Advertising Opportunities:

- Double page spread
- Full page
- ½ page horizontal/vertical
- ¼ page
- Advertorial
- Classified
- Loose inserts
- Specials



**Circulation**  
434,991  
(ABC Jan – Jun 2018)



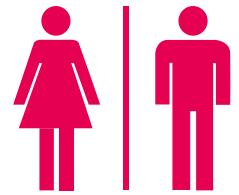
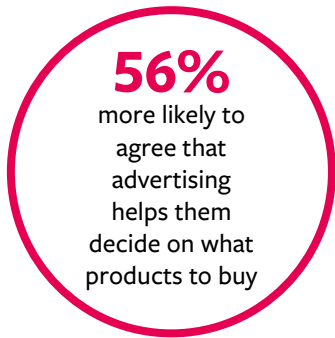
# The Garden magazine – a key RHS membership benefit

*“It’s worth paying extra for quality goods”*

75% more likely to agree than the national average

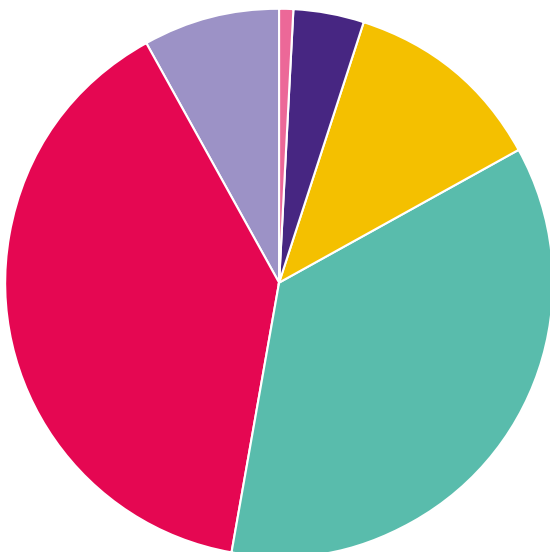
### Top 4 mosaic profiles

- Wealthy land owners Index 670
- Empty-Nest Adventure Index 614
- Diamond Days Index 842
- Premium Fortunes Index 854



**71% Female**  
**29% Male**

Reader Age Profile:



● 25-34  
 ● 35-44  
 ● 45-54  
 ● 55-64  
 ● 65-74  
 ● 75+



**79% ABC1**  
**50% retired**



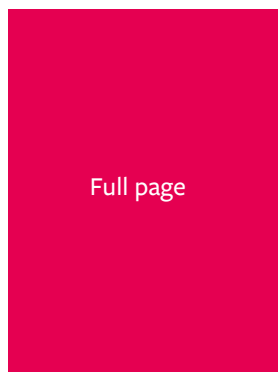
**3 times**  
more likely to have spent  
**£300+**  
on plants in the last 12 months  
(Index 328)



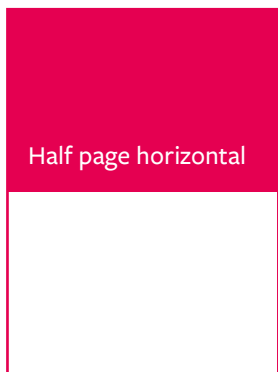


# Rates and print specifications

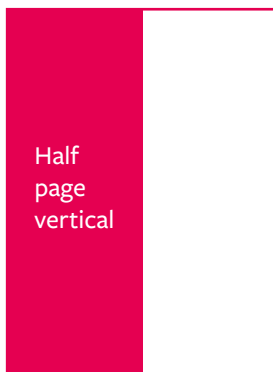
Depth x Width	Type	Bleed	Trim	Rates
Full page	251mm x 186mm	282mm x 216mm	276mm x 210mm	£8,995
Half page horizontal	N/A	N/A	118mm x 186mm	£4,995
Half page vertical	N/A	N/A	251mm x 84mm	£4,995
Quarter page	N/A	N/A	118mm x 84mm	£2,685
Double page spread				£17,595



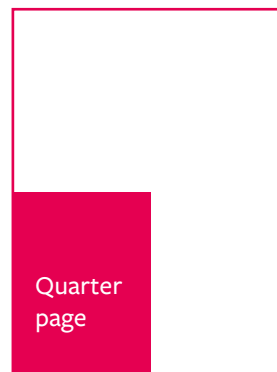
Full page



Half page horizontal



Half page vertical



Quarter page

## 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: £90 per column cm.

## Artwork details

We accept artwork in the following formats: PDF, JPEG or TIFF. All artwork must be 300dpi and CMYK. No RGB colour. Note: Black text and solid black areas MUST be 100% black only, not CMYK black.

## Loose Inserts

All inserts are priced individually.  
 Rates from £65 per thousand.  
 Further details POA

**For more information please contact:**  
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