



The Garden

- Circulation **450,583** (ABC Jan–Dec 2019)
- UK's largest circulation gardening title
- Primary RHS membership communication channel
- Home mailed monthly
- Proven track record for brand and direct response advertising



RHS Members

Lifestyle statements

3.7 times more likely than the national average to have savings & investments in excess of £100'000

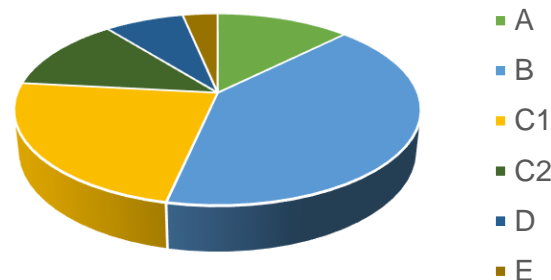
72% of our membership agree with the statement "It's worth paying extra for quality goods"

3.6 times more likely than the national average to have spent £300 on their garden within the last 12 months

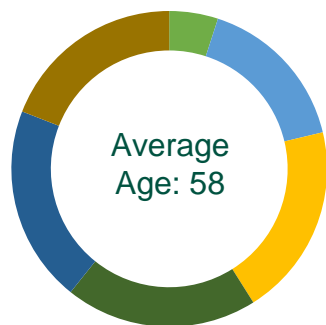


RHS Member Survey 2017

ABC Profile – 77% ABC1



Age %



- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

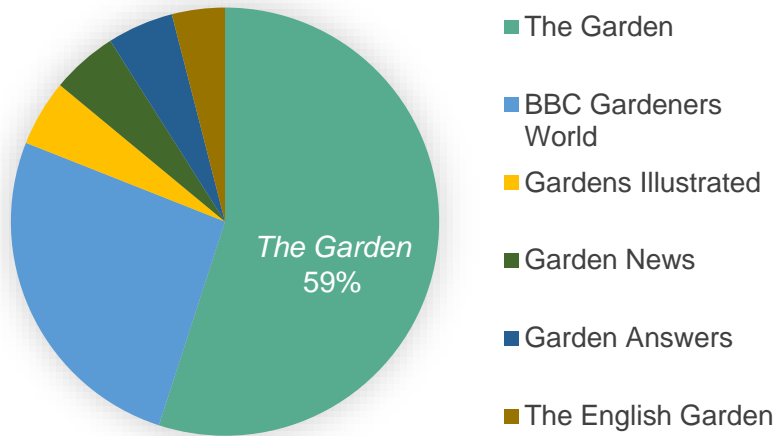
Top 5 indexing mosaic profiles

RHS members are significantly more likely to fall into these MOSAIC UK types:

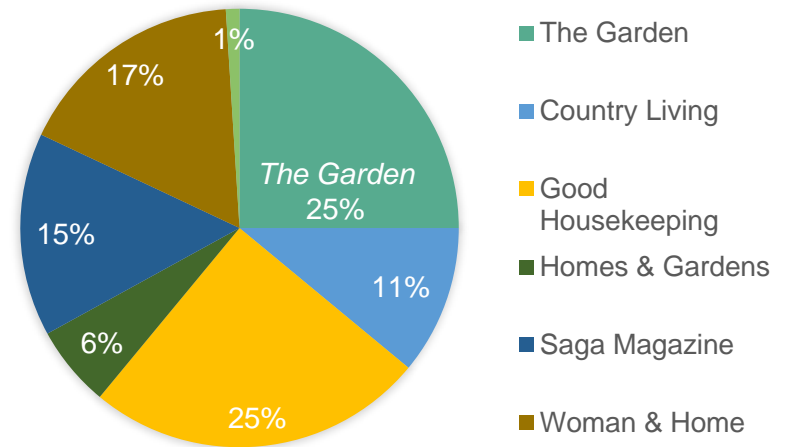
| | |
|------------------------|-----|
| A01 World-Class Wealth | 660 |
| B05 Premium fortunes | 557 |
| A02 Uptown Elite | 373 |
| E18 Legacy Elders | 366 |
| B06 Diamond Days | 321 |

Magazine reach

Core Gardening Titles % Market Share



ABC1 Lifestyle Titles % Market Share



Circulation Figures source: ABC Jan-Jun 2018
ABC Jan-Dec 2017

70%

of RHS members agree that *The Garden* is the greatest member benefit

245,000

members of the RHS are classified as 'Garden Influencers'

RHS members are 3 times more likely than the UK national average to convince others about gardening products / services.

Rates and print specifications

| Depth x Width | Type | Bleed | Trim | Rates |
|--------------------|---------------|---------------|---------------|---------|
| Full page | 251mm x 186mm | 282mm x 216mm | 276mm x 210mm | £8,995 |
| ½ page horizontal | N/A | N/A | 118mm x 186mm | £4,995 |
| ½ page vertical | N/A | N/A | 251mm x 84mm | £4,995 |
| ¼ page | N/A | N/A | 118mm x 84mm | £2,685 |
| Double page spread | | | | £17,595 |

Classified Advertising

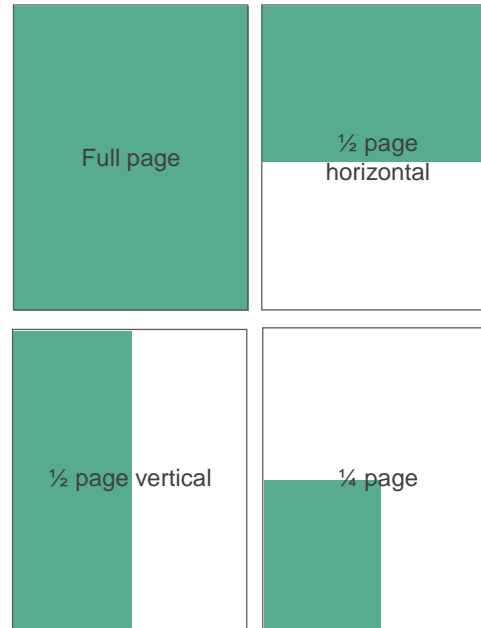
3cm x 1 column (width 35mm) – advertising from £270.
Series discounts available on request.
Minimum size 2cm x 1 column (width 35mm).
Additional column cm: £90 per column cm.

Loose inserts

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

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.



Contacts

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