

# RHS Media: Special offer package



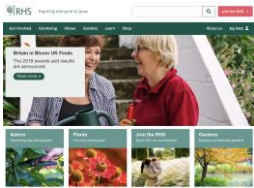
Across the charity we have a wide and varied portfolio of digital and print communication channels regularly engaging with millions of passionate gardening enthusiasts both members and non-members of the RHS. Our main focus is always on delivering expert gardening advice to them but we are also aware that they form a highly valuable target audience.

Alongside our more traditional advertising options, we have put together a digitally led direct response package specifically aimed at promoting special offers to our digital audiences.

We limit the amount of third party commercial contact our audiences receive which means that there is a limited availability of these opportunities across the year. These platforms achieve a high level of engagement, which in turn delivers strong commercial results.

# Package content

rhs.org.uk



**300,000 MPU  
or SKY advert  
impressions  
run of site**

Included  
platforms

- Effective reach circa 750'000
- Ability to feature multiple product promotions
- Targeted audiences
- Focused delivery over 1 month

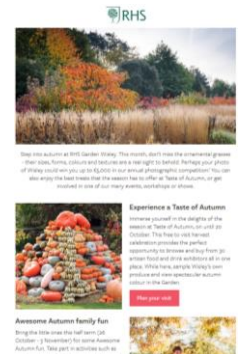
**Members  
newsletter**

**250k recipients**

**Mailed monthly**

**39% Open rate <sup>(1)</sup>**

**Mailed 1st week of  
the month**



**Non-Members  
newsletter**

**200k recipients**

**Mailed Monthly**

**39% Open rate <sup>(1)</sup>**

**Mailed 1st week of  
the month**



Key

1. Figures correct as of  
30/7/20

**Investment: £2,500 + Vat**

# User profile – rhs.org.uk

UK's largest  
gardening website

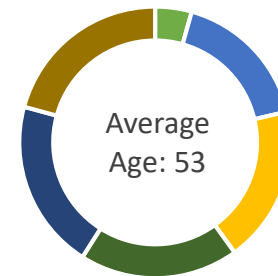
19m Users annually  
96m Page views  
76% New visitors  
2.35m Average session  
80% Organic search



Top 5 UK  
Cities

London – 17%  
Bristol – 2%  
Leeds – 1.5%  
Birmingham 1.4%  
Manchester 1.3%

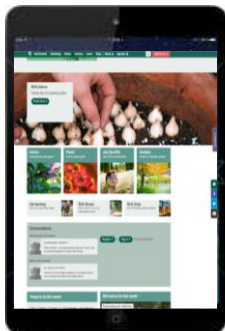
Age %



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



48%



21.4%



30.6%

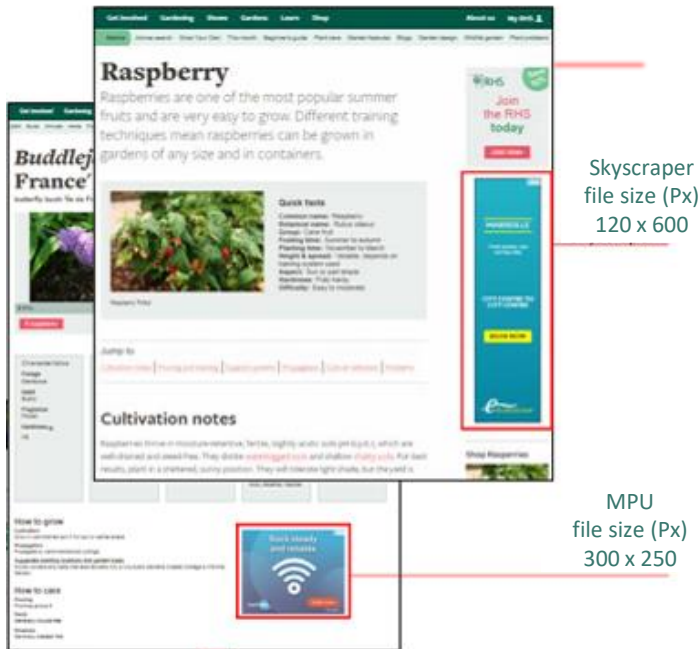
## Top 3 interests - in market segment

1. Travel/Hotels & Accommodation
2. Home & Garden/Home & Garden Services/Landscape Design
3. Real Estate/Residential Properties/Residential Properties  
(For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)



# Specifications

## rhs.org.uk - ads



Please supply a finished ad.  
Accepted file types are gif, jpg, png or HTML.  
File size should not exceed 900kb.  
Please also supply web link (URL)

## Enewsletters



### Enewsletter 'Special offer'

- Image - dimensions 560x400px (Format: high-res jpeg)
- Title: 4-5 words
- Body text: Max 30 words
- Button: 15 Characters
- Web link (URL)

### Your special offers



#### 15% off RHS Prints

Choose from a selection of botanical art or contemporary photography. Available online or call 01273 021685 quoting code newsite10. Ends 31 October 2019.

Get offer



#### Protect & prepare for winter

Choose from our range of High Quality Wood Stains & Wood Treatments for your garden, designed to nourish & protect. Available in a range of colours with up to 20% off. T&Cs apply.

Order Online Now



#### 12% off Genus trousers

Get 12% off any item of legwear in the Genus Performance Gardenwear range. Trousers and shorts for men and women. Use code RHS12. Ends 30 September 2019.

Get offer