



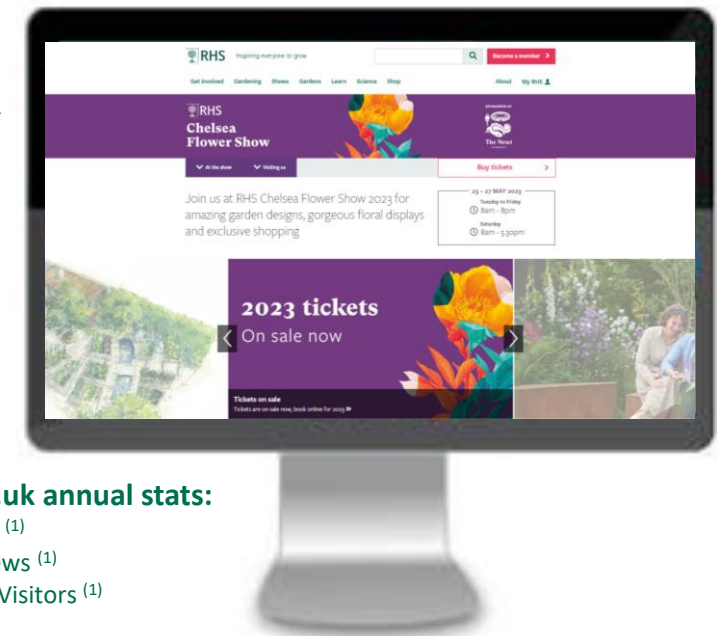
## 2025 Digital Media Pack



# Platforms



**RHS Gardening Podcast:**  
Over 1.6 million downloads per year <sup>(2)</sup>  
Up to 31k Downloads per episode <sup>(2)</sup>



**RHS.org.uk annual stats:**  
**30m users** <sup>(1)</sup>  
**141m+ views** <sup>(1)</sup>  
**90% New Visitors** <sup>(1)</sup>

## Sources:

- (1) Google Analytics 1<sup>st</sup> Jan – 31<sup>st</sup> Dec 2024
- (2) Megaphone data 1<sup>st</sup> Jan 2024 – 31<sup>st</sup> Dec 2024



# Audience

The UK's largest gardening website

**30m** Users Annually

**141m** Page views

**90%** New visitors

**2.57m** Average session

**65%** Organic Search



64%

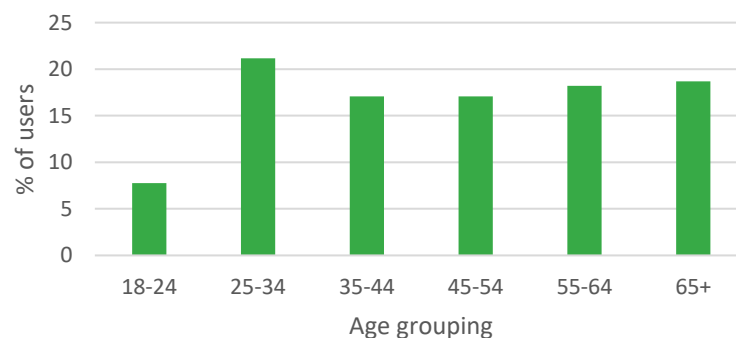


5%



30%

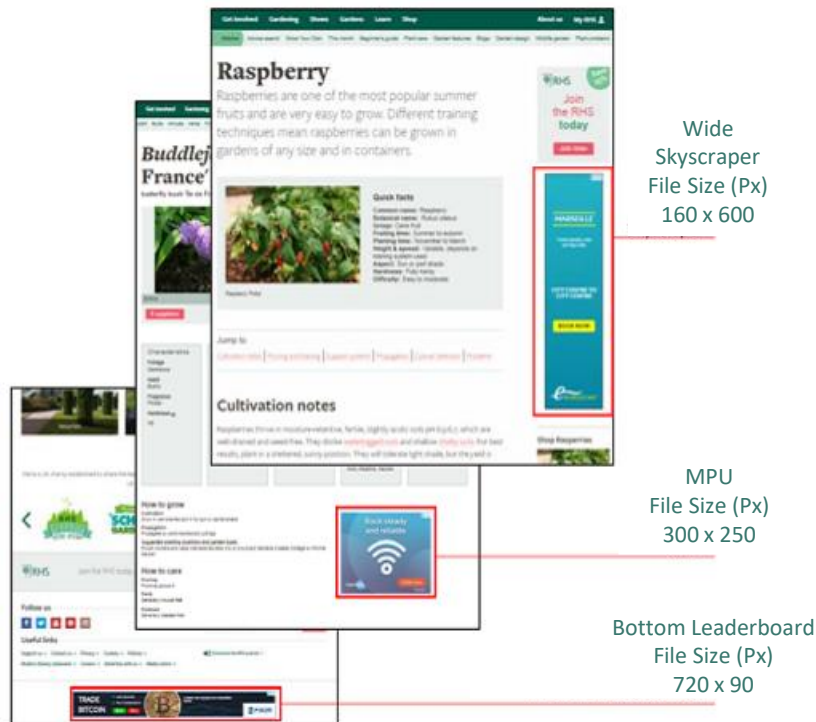
RHS.org.uk - Age range



## Top Interests

1. Home & Garden/Home Décor Enthusiasts
2. Travel/Travel Buffs
3. News & Politics/Avid News Readers/Entertainment News Enthusiasts
4. Food & Dining/Cooking Enthusiasts/Aspiring Chefs
5. Sports & Fitness/Health & Fitness Buffs
6. Media & Entertainment/Movie Lovers
7. Shoppers/Shopping Enthusiasts
8. Sports & Fitness/Sports fans/Soccer Fans
9. Media & Entertainment/TV Lovers
10. News & Politics/Avid News Readers/Avid local news readers

# Specifications and rates



## Rates

**Digital Display** (Price per thousand advert impressions)  
MPU

£25

SKY

£15

Bottom Banner

£10

**Podcast** (Price per thousand advert impressions)  
10-30s

£25

## Campaign targeting options:

- Campaign timings (Including time of day)
- Frequency capping (Maximum number of times your advert is seen by one IP Address)
- Specific geographical regions your advert appears in
- Device which receives ads





# Get in *touch*

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