



The Garden

2026 Media Pack



The Garden

- Print Circulation **493,031** (ABC Jan – Dec 2025)
- UK's largest circulation gardening title
- Primary RHS membership communication channel
- Home mailed monthly
- Proven track record for brand and direct response advertising



- Every copy is also available digitally on our brand new *The Garden* magazine app for members
- Over 30'000 views per month
- All advertising within in *The Garden* print version is also replicated online.

Membership Audience

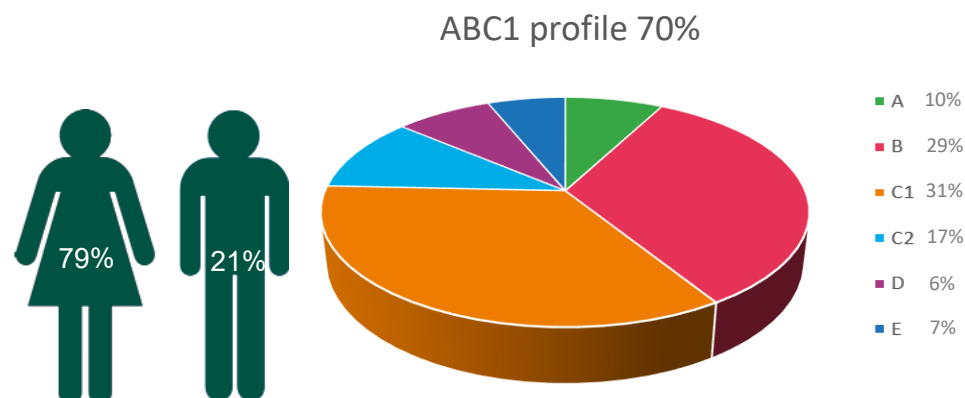
Lifestyle statements

Nearly twice as likely than the national average to have savings & investments in excess of £100'000

Over 63% of our membership agree with the statement "It's worth paying extra for quality goods"

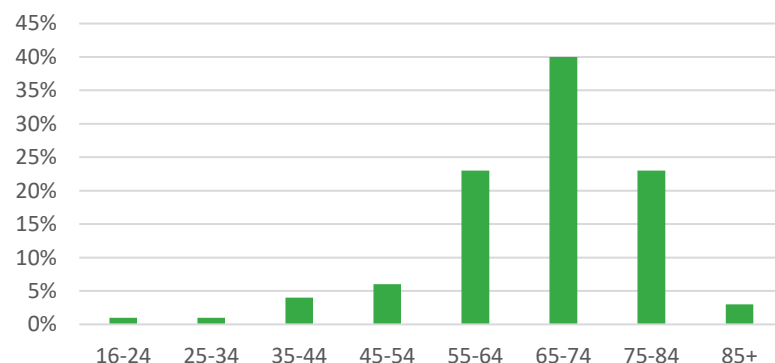
Over 3.5 times as likely than the national average to have spent £300 on their garden within the last 12 months

Current RHS Membership
Source :GB TGI-2026 April (March 2025 - February 2026)



Current RHS Membership
Source :GB TGI-2026 April (March 2025 - February 2026)

Current RHS member - Age Distribution



RHS Membership Reader Survey 2025

Top 5 indexing mosaic profiles

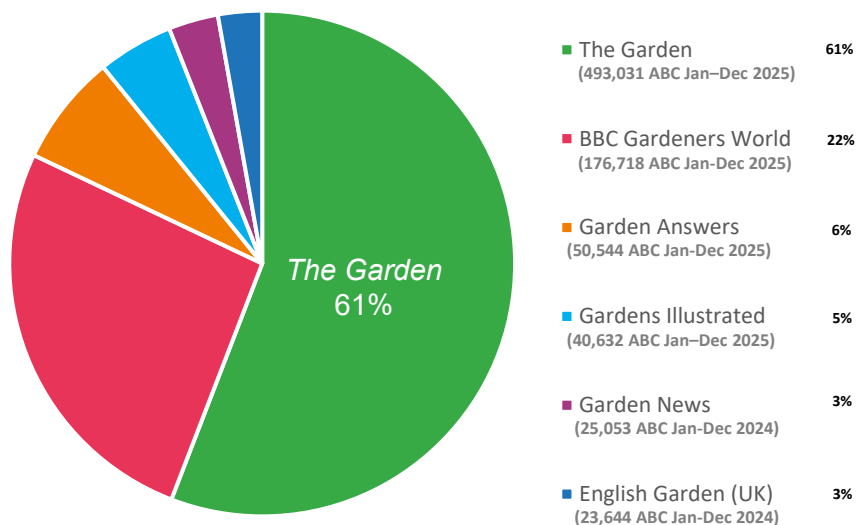
RHS members are significantly more likely to fall into these MOSAIC 7 UK types:

E18 Legacy Elders	292
A01 World-Class Wealth	288
J41 Youthful Endeavours	266
B05 Premium Fortunes	234
F23 Family Ties	234

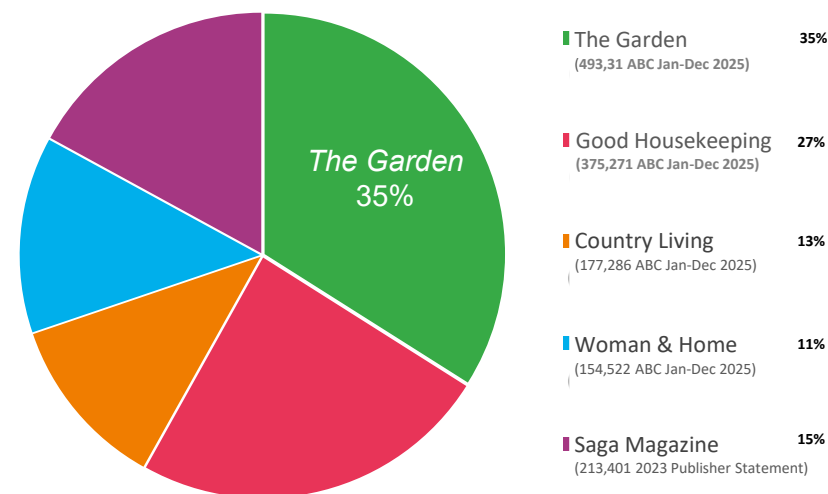
Current RHS Membership
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Marketplace

Representation of market share
Core Gardening Titles



Representation of market share
ABC1 Lifestyle Titles



80%

of RHS members
read *The Garden*
every month

81.3%

of RHS members
classify themselves as
having greater than
limited gardening
expertise.

Nearly a third of
RHS members
have been with us
for more than 10
years.

Rates and print specifications

Depth x Width	Type	Bleed	Trim	Rates
Double page spread	(2 x full page specs below)			£19,399
Full page	251mm x 186mm	282mm x 216mm	276mm x 210mm	£9,917
½ page horizontal	N/A	N/A	118mm x 186mm	£5,507
½ page vertical	N/A	N/A	251mm x 84mm	£5,507
¼ page	N/A	N/A	118mm x 84mm	£2,960

Classified Advertising

3cm x 1 column (width 35mm) – advertising from £285.
 Series discounts available on request.
 Minimum size 2cm x 1 column (width 35mm).
 Additional column cm: £95 per column cm.

Loose inserts

All inserts are priced individually.
 Rates from £75 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.
 Production email: rhsads@atgraphicsuk.com

Full page

½ page
horizontal

½ page vertical

¼ page



Get in *touch*

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