RHS

The Garden

2025 Media Pack

The Garden

- Print Circulation **510,232** (ABC Jan – Dec 2024)
- 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.

Audience

Lifestyle statements

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

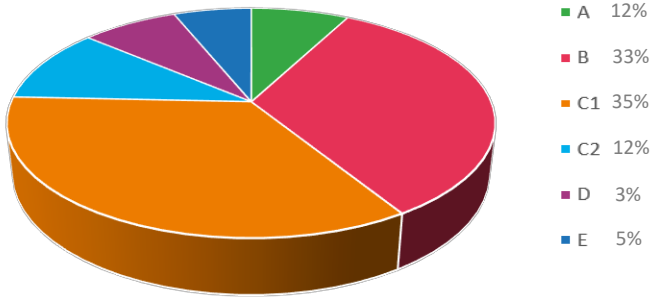
67.5% of our membership agree with the statement "It's worth paying extra for quality goods"

Over 3 times as likely than the national average to have spent £300 on their garden within the last 12 months

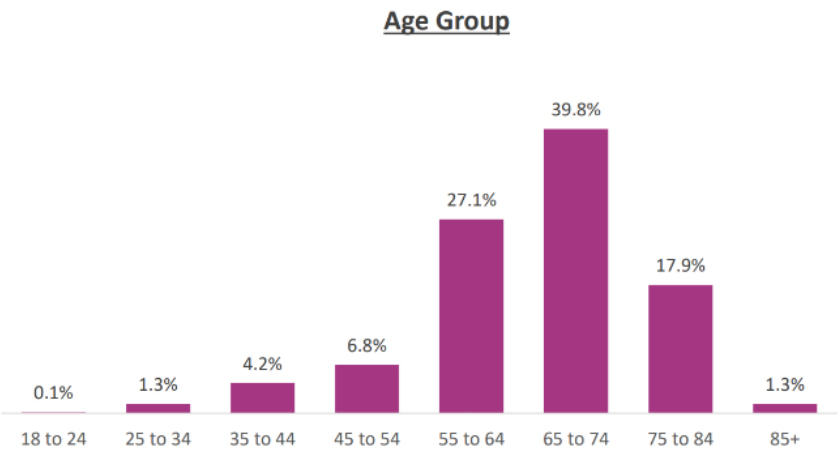
Current RHS Membership
Source :GB TGI-2025 February (January 2024 - December 2024)-© Kantar

ABC1 profile 80%

RHS Membership data 2024



Frequent Readers of The Garden
Source :GB TGI - 2025 February (January 2024 - December 2024) - © Kantar



RHS Membership data 2024

Top 5 indexing mosaic profiles

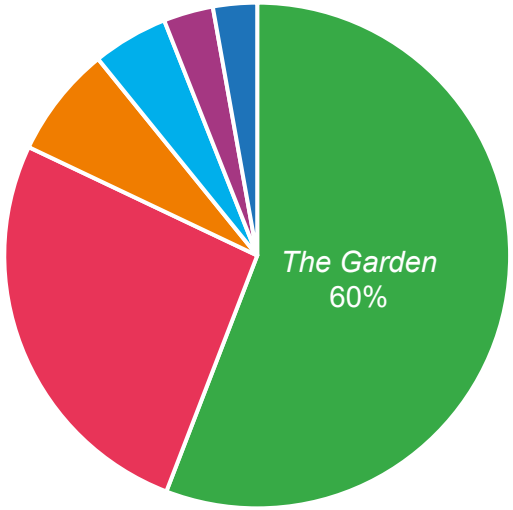
RHS members are significantly more likely to fall into these MOSAIC 7 UK types:

C10 Wealthy Landowners	603
C12 Scattered Homesteads	380
B07 Alpha Families	370
G26 Cafes and Catchments	332
N59 Large Family Living	278

Current RHS Membership
Source :GB TGI-2025 February (January 2024 - December 2024)-© Kantar

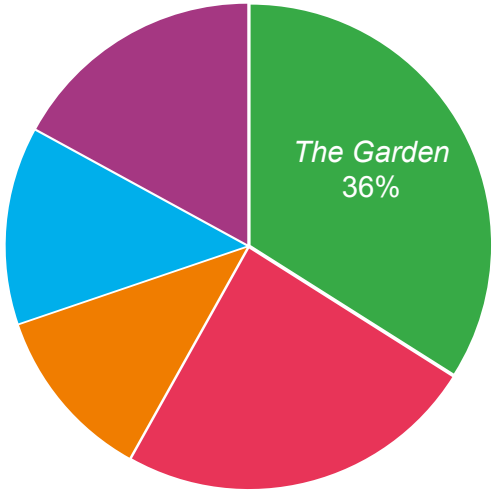
Marketplace

Representation of market share
Core Gardening Titles



- The Garden (510,232 ABC Jan–Dec 2024) 60%
- BBC Gardeners World (193,002 ABC Jan-Dec 2024) 23%
- Garden Answers (53,528 ABC Jan-Dec 2024) 6%
- Gardens Illustrated (41,010 ABC Jan–Dec 2024) 5%
- Garden News (22,976 ABC Jan-Dec 2024) 3%
- English Garden (UK) (23,644 ABC Jan-Dec 2024) 3%

Representation of market share
ABC1 Lifestyle Titles



- The Garden (510,232 ABC Jan-Dec 2024) 36%
- Good Housekeeping (370,395 ABC Jan-Dec 2024) 26%
- Country Living (176,507 ABC Jan-Dec 2024) 12%
- Woman & Home (161,379 ABC Jan-Dec 2024) 11%
- Saga Magazine (213,401 2023 Publisher Statement) 15%

80%
of RHS members read *The Garden* every month

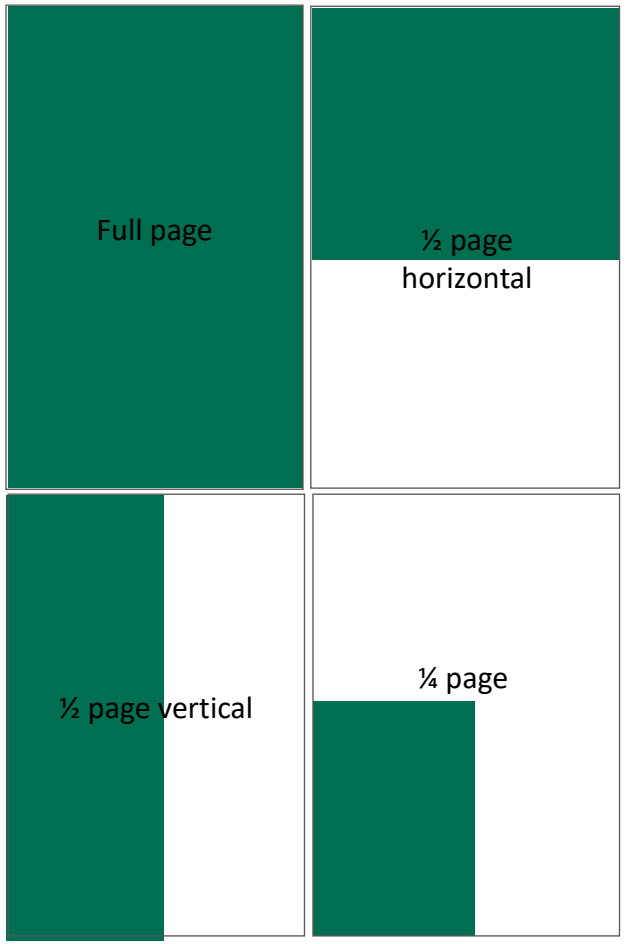
81.3%
of RHS members classify themselves as having greater than limited gardening expertise.

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

RHS Membership Survey 2024

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

RHS

Get in *touch*

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