



2024 Digital Media  
Pack





# Platforms

## RHS Newsletter stats:

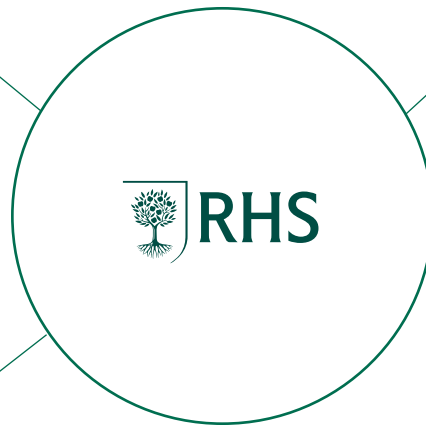
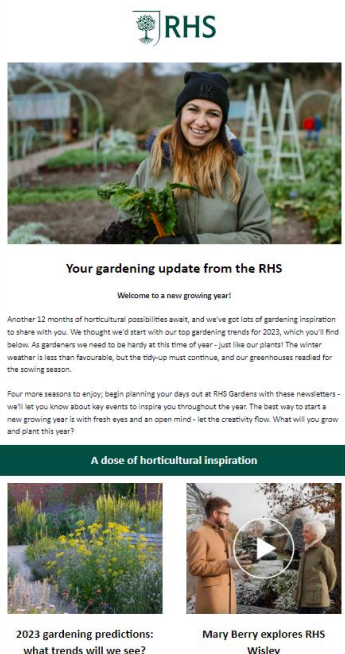
Over 700k Recipients monthly <sup>(2)</sup>

> 50% Typical open rate <sup>(2)</sup>

80% RHS content

Limited commercial messages

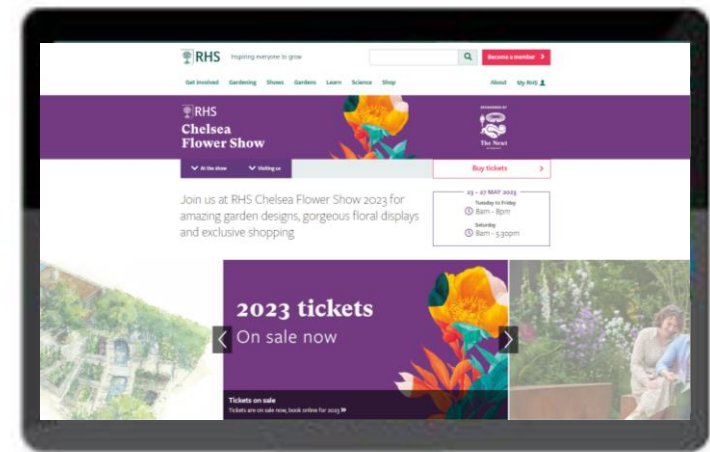
No other Solus 3<sup>rd</sup> party emails to database



## RHS Gardening Podcast:

Over 2.2 million downloads per year <sup>(3)</sup>

Up to 40k Downloads per episode <sup>(3)</sup>



## RHS.org.uk annual stats:

26m users <sup>(1)</sup>

115m+ page views <sup>(1)</sup>

88% New Visitors <sup>(1)</sup>

## Sources:

- (1) Google Analytics 1<sup>st</sup> Jan – 31<sup>st</sup> Dec 2023
- (2) Enewsletter 1<sup>st</sup> party data Jan/Feb 2023
- (3) Megaphone data 1<sup>st</sup> Jan 2023 – 31<sup>st</sup> Dec 2023

# Audience

The UK's largest gardening website

**26m Users Annually**  
**115m Page views**  
**88% New visitors**  
**3.15m Average session**  
**69% Organic Search**



61%

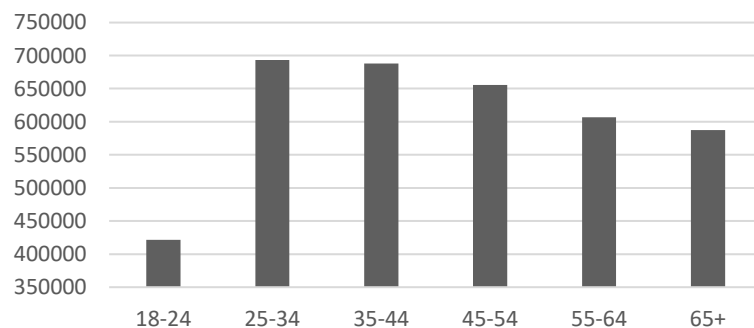


6%



31%

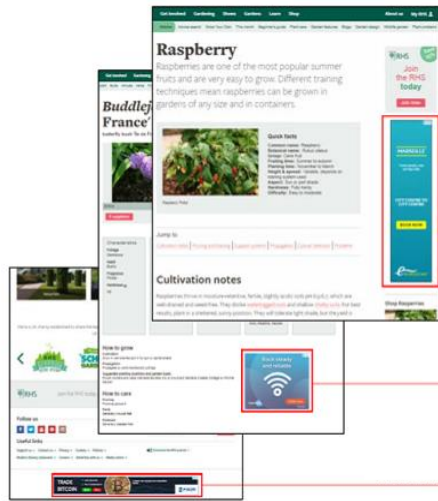
Age of Users



Top Interests

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

# Specifications and rates



**Wide Skyscraper**  
File Size (Px)  
160 x 600

**MPU**  
File Size (Px)  
300 x 250

**Bottom Leaderboard**  
File Size (Px)  
720 x 90

## Rates

Digital Display	(Price per thousand advert impressions)
MPU	£25
SKY	£15
Bottom Banner	£10

Podcast	(Solus Pre-roll audio ad)
10-30s	£3,500

E-Newsletter	(Special offer)
Native advert	£3,500




A visit to RHS Garden Wisley soon will be rewarded with beautiful late summer blooms.

## Native advert 'Special offer'

- One main image
- Title text
- Body text
- Button (2-3 words)
- URL

[Read more](#) [Read more](#) [Read more](#)


**Your special offers**



**15% off RHS Prints**

Choose from a selection of botanical art or contemporary photography. Available online or call 01273 201685 quoting code newsite10. Ends 31 October 2019.

[Get offer](#)




**20% OFF**

**Barretlane**

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&C's 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](#)

## 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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