



The Garden

2024 Media Pack



The Garden

- Print Circulation **517,484** (ABC Jan – Dec 2023)
- 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 50'000 views per month and climbing
- All advertising within in *The Garden* print version is also replicated online.

Audience

Lifestyle statements

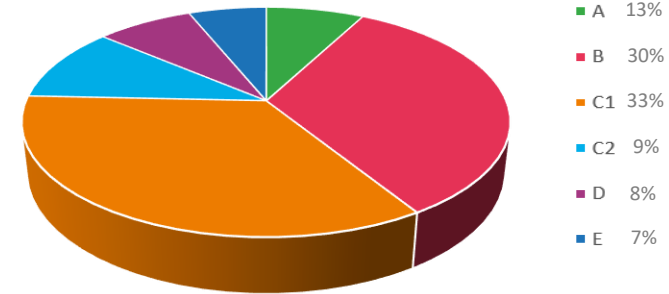
Nearly 2.5 times more likely than the national average to have savings & investments in excess of £100'000

Nearly 60% of our membership agree with the statement "It's worth paying extra for quality goods"

Nearly 2.5 times as likely than the national average to have spent £300 on their garden within the last 12 months

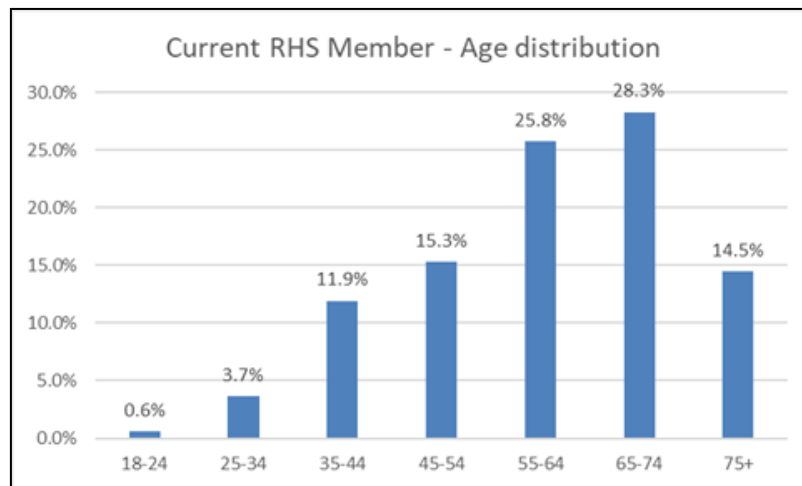


ABC1 profile 76%



Frequent Readers of The Garden
Source :GB TGI - 2024 February (January 2023 - December 2023) - © Kantar

Current RHS Membership
Source :GB TGI-2024 February (January 2023 - December 2023)-© Kantar



RHS Membership data 2022

Top 5 indexing mosaic profiles

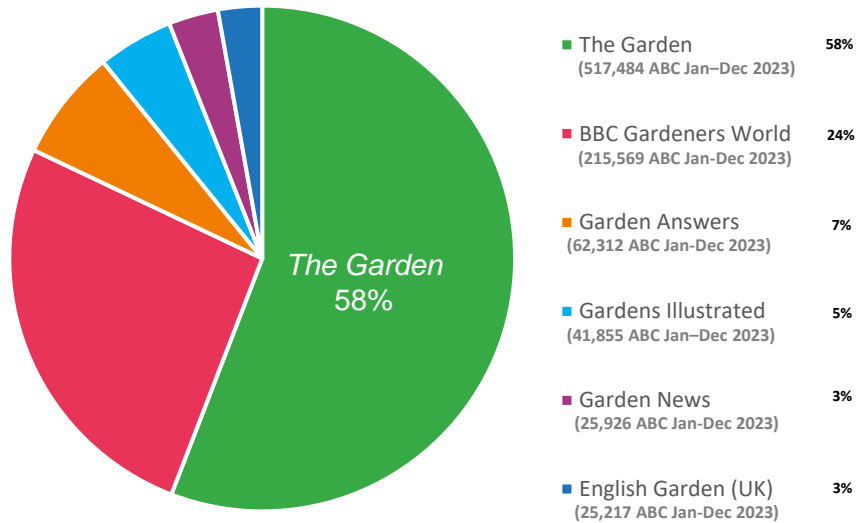
RHS members are significantly more likely to fall into these MOSAIC 7 UK types:

B06 Diamond Days	465
N58 Culture & Comfort	413
H34 New Foundations	350
B05 Premium Fortunes	323
A04 Metro High-Flyers	301

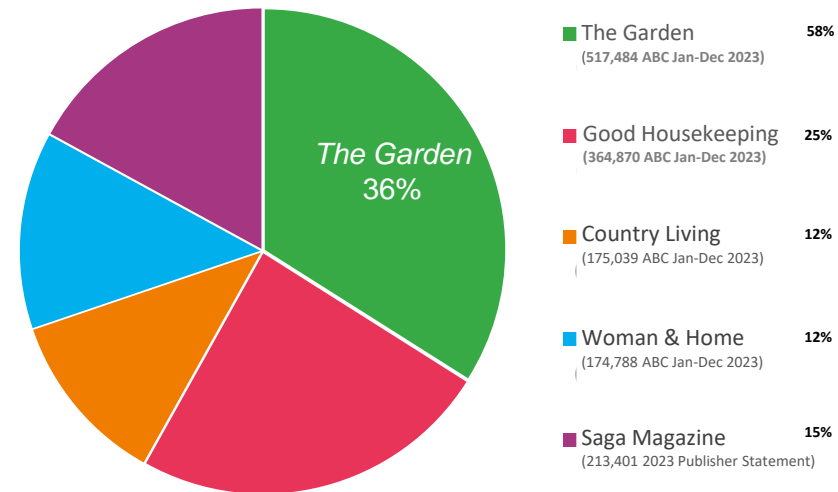
Current RHS Membership
Source :GB TGI-2024 February (January 2023 - December 2023)-© Kantar

Marketplace

Representation of market share
Core Gardening Titles



Representation of market share
ABC1 Lifestyle Titles



84%

of RHS members
read *The Garden*
every month

82%+

RHS members
classify themselves
as having 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

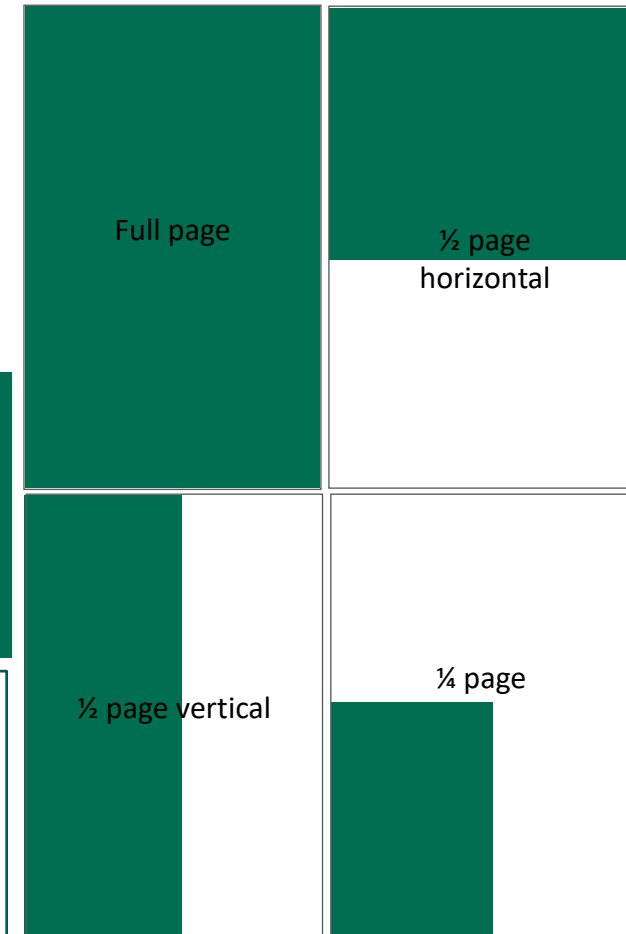
3cm x 1 column (width 35mm) – advertising from £285.
 Series discounts available on request.
 Minimum size 2cm x 1 column (width 35mm).
 Additional column cm: £95 per column cm.

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.





Get in *touch*

Display, Inserts & Digital

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