

A photograph of two gardening tools, a trowel and a fork, standing upright in dark, rich soil. The tools have light-colored wooden handles and stainless steel heads. The background is a blurred garden scene with green foliage and a clear sky. The text "Gardeners' World" is overlaid in white on the right side of the image.

Gardeners' World

**IMMEDIATE
MEDIA**^{CO}

A close-up photograph of a hand planting a small, light-colored seed into dark, rich soil. The soil is textured and appears moist. The hand is positioned in the upper right, with fingers gently holding the seed. The background is blurred, focusing attention on the planting action.

Gardeners' World

The Largest Specialist Title In The UK

A specialist focuses on one thing and does it incredibly well

Gardeners' World is the **biggest** and **best** known gardening brand in the UK

Our Media Channels



TV
2.3M Weekly
Viewers



Print
860K Readers
PCM



Web
1.5M UU
4M PT's PCM



Email
79,000 Subs
and 50% Open
Rate



Social
530,000
Followers



Live Event
£20 Million
Revenue
Generated

Demographic Profiles

BBC GW Print Audience

60%
Female

57 Years
Average age

70%
ABC1

£32,972
Average
Household
Income

68 mins
Average
Reading Time

gardenersworld.com

62%
Female

50 Years
Average Age

60%
ABC1

70%
Access via
Tablet/Mobile

**Ave Dwell
2:06 mins**




Digging A Little Deeper - Print

- **Judy, 57** is happily married with two grown up kids. She lives in an english suburb and **loves her garden** as It helps her unwind after long day working as a **health service manager**.
- **Financially secure** - Has a will, ISA and life insurance.
- Reads the **Telegraph** and **"T"** newspapers.
- **Travel** - Takes **4 breaks** per year and is planning on a round the world trip now that her youngest has left for uni.
- Goes **online shopping** for **clothes, jewellery, hotels and holidays** as well as health and beauty products.
- Drives to Waitrose in her BMW every week for **groceries**.
- **Hobbies** - Gardening, baking, home improvement, natural world; keeps fit walking and hiking.



Digging Into - Online

- **Alan, 42** is married and lives in the city
Works in HR and his garden is his sanctuary as he loves to grow fruit and veg.
- **Financially secure** - Has a will, ISA and life insurance.
- Reads the **Evening Standard** and **Guardian** newspapers.
- **Travel** - Loves to take skiing & golf breaks but to relax likes to take a cruise or multi-country tour.
- **Shopping** - Goes online for financial products, home decor and wine.
- **Hobbies and Interests** - Gardening, motorbiking, cooking, watching movies and playing the guitar.
- **Coming Up** - Plans to make major home improvements in the next two years.

An elderly couple is shown in a traditional Chinese courtyard, engaged in gardening. The man, on the left, wears a grey sweater and is focused on a task. The woman, on the right, wears a white cardigan and is smiling while holding a small potted plant. They are surrounded by lush greenery and traditional architecture in the background.

This generation is not old or grey - that is 70 plus these days.
They're optimistic and forward-thinking; there's no route map for this generation as there has never been a group like this before!



Effective Media Channels

- IM Private Marketplace
- Social
- Targeted Emailer's
- Digital & Print Advertorials
- Sponsorships
- Partnerships
- Mobile
- Competitions
- Pre-roll Video
- Print & Digital Display

Digital Response Package

Digital Advertorial

Gardeners' World
RadioTimes
and
goodfood

- Sits on GW.com
- Advertiser has 600-800 words for their message
- Video, pictures & links included
- 20% CTR

500,000
traffic drivers
across GW.com
and IM Network

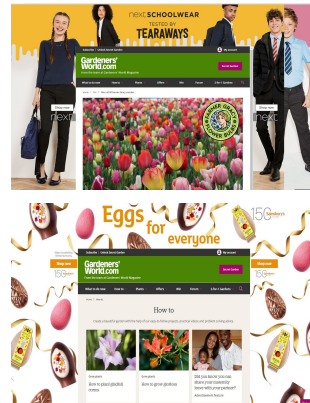
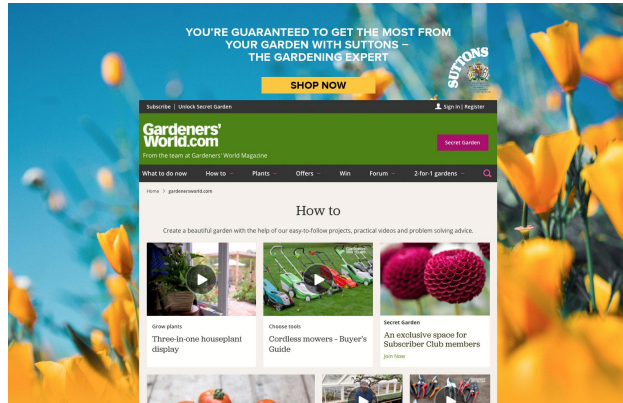
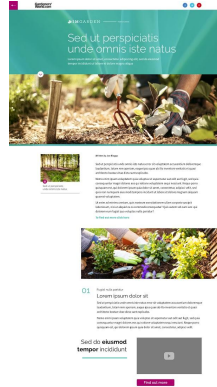
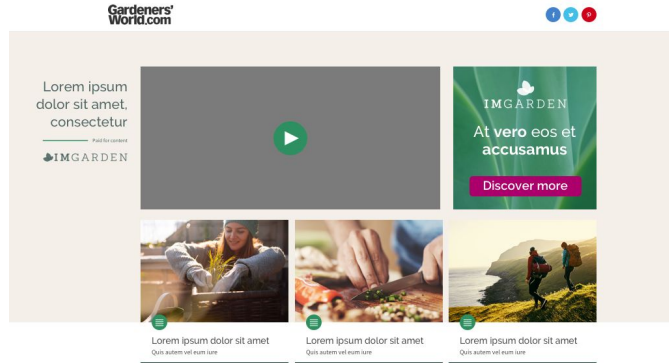
Native Traffic
Drivers

OUTCOME

Branded messaging
Links back to brand
Offer redemptions
Downloads
800,000 Imps
Minimum advertorial
1000 views with 20% CTR



Takeovers, Skins & Hubs



- Huge Impact
- Bespoke creative design and content
- **Hubs** have bespoke URL, are hosted on GW.com and can have as many content pages, links and videos as requested
- **Takeovers** - Branded Skin plus all Ad Units on page with multiple links
- **Skin** - Branded surround with single link to brand URL

BBC guidelines mean 2 days on 1 day off before starting again - Skins and Takeovers
BBC guidelines stipulate no copy on the side banners for skins

Partnerships & Sponsorships

Garden of the Year



10 months activity from March to December 2019

Sponsor logo on all print and digital features

Bespoke GOTY landing page on gardenersworld.com

Extensive coverage on social media activity including Facebook, Twitter, Instagram and Pinterest

Regular promotion via gardenersworld.com newsletter and e-subscribers weekly

1M MPU's, featuring the Competition Logo used to promote the competition

Sponsor has print and digital advertorial features

Calendar 2019



12 months activity from December 2018 to December 2019

Beautiful images capturing gardens and nature at their best

Sponsor logo on all pages and communications

Prime advertorial and offer space on all pages

Sits on 80% of readers walls, circa 160,000

72% have visited the sponsor website

2 For 1 Entry Guide



Launched in the May issue with a usual 50% increase in circulation

12 month shelf life – Engagement all year round

80% kept their 'Gardens to visit' 2for1 entry card

83% intend/plan to read the 'Gardens to visit' 2 for 1 entry guide, with a strong 50% of readers saying they will do so throughout the year

63% remember seeing one the following pages featuring Hayter/Toro, in the 'Gardens to visit' 2for1 entry guide



Gardeners' World growing print and digitally

Number 1 brand and on trend

Fantastic, responsive audience

Bespoke options to fit your needs

THANK YOU

**Gardeners'
World**

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MEDIA^{CO}**