



# The Garden

2023 Media Pack



# The Garden

- Print Circulation **528,061** (ABC Jan – Dec 2022)
- 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 users per month and climbing
- All advertising within in *The Garden* print version is also replicated online.

# Audience

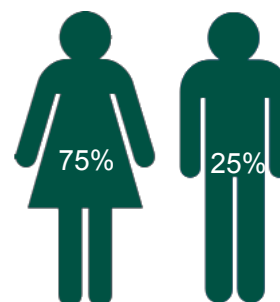
## Lifestyle statements

**Over 3 times** more likely than the national average to have savings & investments in excess of £100'000

**66.8%** of our membership agree with the statement "It's worth paying extra for quality goods"

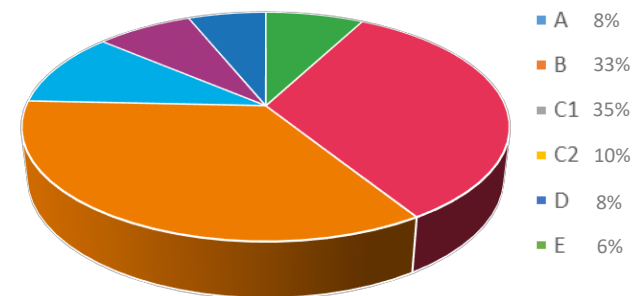
**Over twice** as likely than the national average to have spent £300 on their garden within the last 12 months

Current RHS Membership  
Source :GB TGI-2023 February (January 2022 - December 2022)-© Kantar



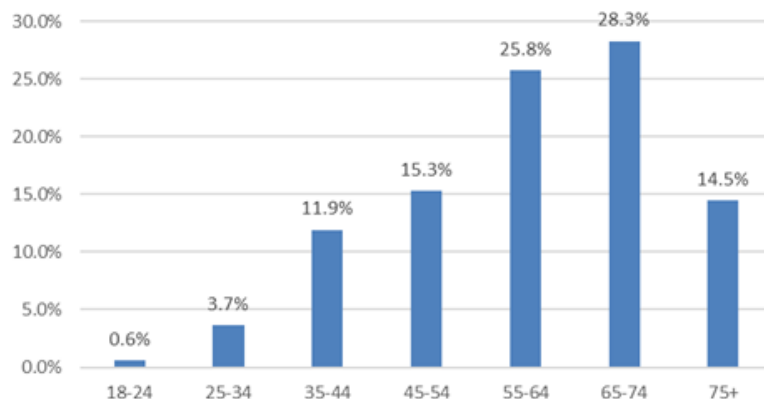
RHS Annual Member Survey 2022

## ABC1 profile 76%



Frequent Readers of The Garden  
Source :GB TGI - 2023 February (January 2022 - December 2022) - © Kantar

## Current RHS Member - Age distribution



RHS Membership data 2022

## Top 5 indexing mosaic profiles

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

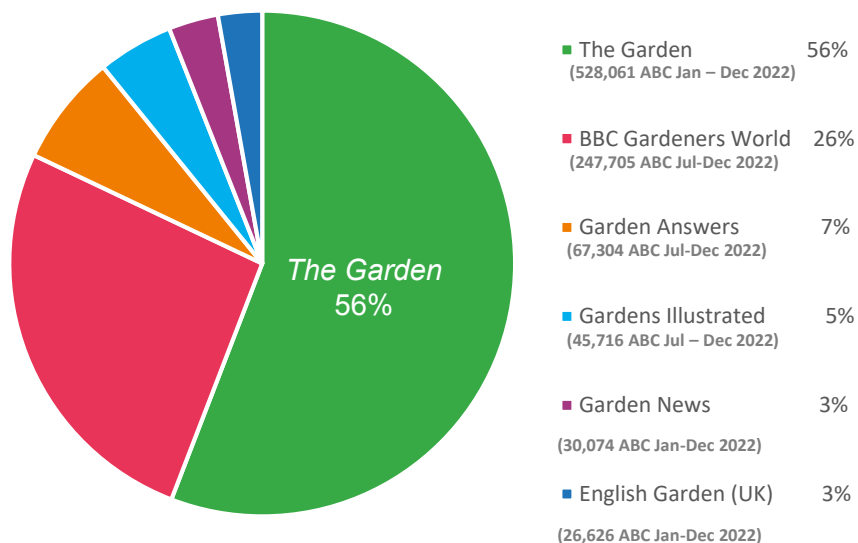
B06 Diamond Days	355
G26 Cafes and Catchments	282
063 Flexible Workforce	271
D14 Satellite Settlers	270
J41 Youthful Endeavours	265

Current RHS Membership  
Source :GB TGI-2023 February (January 2022 - December 2022)-© Kantar

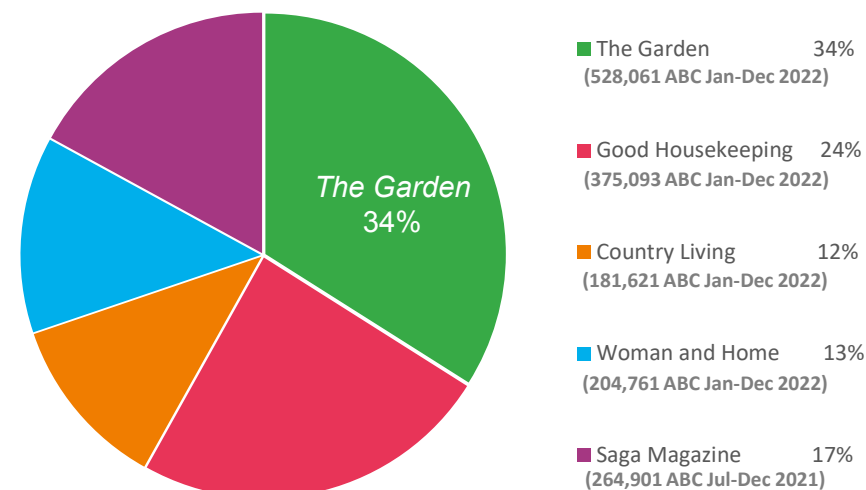


# Marketplace

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.

Full page

½ page  
horizontal

½ page vertical

¼ page



# Get in *touch*

## Display, Inserts & Digital

Tel: 0207 821 3072

Mob: 07889 078339

**Richard Stillman**

[richardstillman@rhs.org.uk](mailto:richardstillman@rhs.org.uk)

**Melissa Davis**

[melissadavis@rhs.org.uk](mailto:melissadavis@rhs.org.uk)

---

## Classified

Tel: 01733 294662

**Michelle Kent**

[michellekent@rhs.org.uk](mailto:michellekent@rhs.org.uk)

**Rita Nichols**

[ritanichols@rhs.org.uk](mailto:ritanichols@rhs.org.uk)

R.H.S Enterprises Limited, Registered Office 80 Vincent Square, London SW1P  
2PE. Registered in England and Wales, Reg. No. 01211648

