



THE ENGLISH GARDEN

MEDIA PACK | 2023

Celebrating the beauty of English gardens

For more than a quarter of a century, *The English Garden* has celebrated the country's most beautiful gardens, and guided readers with expert, trusted advice and inspiration. Exclusive photography of the finest gardens and intelligent, in-depth content are at the very heart of *The English Garden*. The gardens we feature may be historic or contemporary, but they are always quintessentially English – a noted point of difference from our competitors. Our readers strive for a timeless, impressive garden, and to this end they invest for the long term, favouring quality brands and products.

The English Garden enters 2023 on the back of two years of increased interest in gardening, the nation's gardeners continuing to delight in their outdoor spaces and invest in them. Reflecting that, our readers are more engaged than ever: In 2022, annual subscribers **made up 66% of all subscribers**. In addition, we continue to invest in retail promotions at newsstand.

Likewise, digital traffic continues to grow. We have quadrupled the frequency of emails to our highly engaged database, leading to **60% growth** in online traffic from email, and our email database has **grown by 35%**.



Clare

Clare Foggett
Editor

TOTAL
COMBINED
REACH OF
OVER
610,000



Our Audience

Our Reach

56,147 Total Circulation (ABC Jan-Dec 2021)

40,786 Subscribers (ABC Jan-Dec 2021)

170,000 Print Readership

440,000 Digital Reach

Our Audience

Every year UK households spend around £7.5billion on garden goods and £2.4billion on the services of gardeners and landscapers.

Our highly discerning audience is:

- More engaged than ever before, with annual subscribers making up 66% of all subscribers.
- Influenced by the engaging editorial and sumptuous printed pages of the magazine.
- Predominantly 55+ and has the time and money to invest in their garden.
- Is more affluent than that of its closest magazine competitors, with 65% of purchasers classed as being of 'high' or 'very high' affluence.*

*Source: loyalty cards/Frontline



Distribution

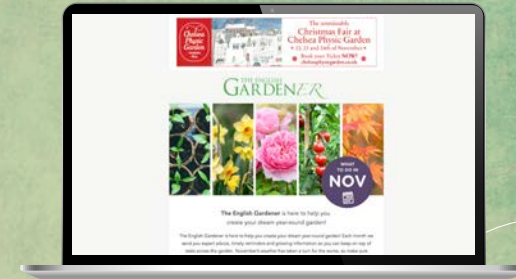
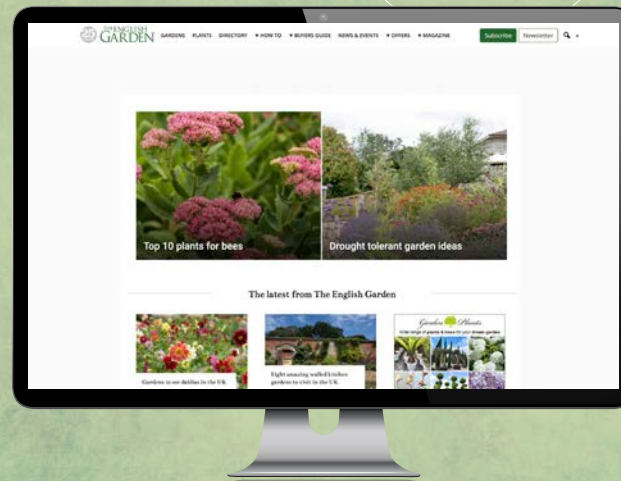
- Strategically promoted at leading newsstands, including M&S, Waitrose & Partners, WHSmith, Booths, Sainsbury's and Tesco.
- Selected independent newsagents and retailers.
- Major events, including RHS Chelsea and Hampton Court flower shows.
- Distributed to influential members of:
The National Garden Scheme (NGS), Society of Garden Designers (SGD), The English Gardening School, Capel Manor College, KLC School of Design and Inchbald School of Design.
- Delivered to luxury hotels nationwide, including most 4* and 5* hotels in London, and widely available on bespoke media libraries.
- Widely consumed on Readly.

Creative Partnerships

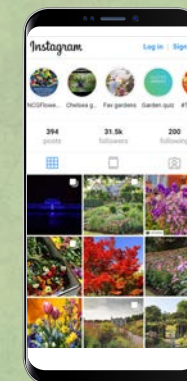
We are delighted to work with key partners within the industry to create high-quality content that brings a product, service or venue to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.



13
UK issues a year -
offering inspiration
every month



23,000
Regular newsletter
subscribers



INSTAGRAM

200,000
The English
Garden's social
media channels'
reach

Advertising Rates

Display

Outside Back Cover: **£4,345**
 Inside Front Cover: **£3,905**
 Inside Back Cover: **£3,465**
 Double Page Spread: **£5,055**
 Full Page: **£3,245**
 Half Page: **£1,925**
 Quarter Page: **£1,025**

Creative Solutions

Cover wrap sponsorship **£16,000**
 Front cover logo sponsorship
 including mention in editors opening
 newsletter **£3500**
 Double Page Partner Feature: **£5,500**
 Full Page Partner Feature: **£3,495**

Classified

Gardens/Nurseries: **£295**
 Quarter Page: **£795**
 Eighth Page: **£405**
 Per column cm: **£35**

Inserts

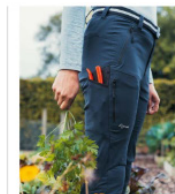
Distributed with the magazine in the
 polybag; POA (weight-dependant)

Beautiful & Useful

New plants, books, tools and creative designs, plus shopping inspiration

Throw in the Trowel

Burgon & Ball has been manufacturing high-quality garden tools since 1730, and the RHS-endorsed range is one of its most popular. This year it adds six new tools to the range, all designed to make garden tasks a little easier. A short-handled perennial spade, a small digging spade and a fork feature, along with three new trowels. The Groundbreaker trowel has a long, sharply pointed head to make slicing through ground easier, and the Planting trowel is shorter and wider, with the head angled to make digging easier. The weeding trowel is available with a serrated or smooth edge and has a notch at the end for reaching tap roots. From £12.99, burgonandball.com



The Perfect Cut

Garden clothing specialist Canvas has introduced a new trouser design. The Slim Leg Gardening Trouser has a slim silhouette and is especially for women. These stretch trousers feature a raised rear waistband to cover the lower back when bending over and built-in knee pads that can be lowered or rolled up when not needed.

170,000
 Magazine
 readership

Email Advertising

Newsletter

Sponsorship: **£1,000**

- Leaderboard banners and newsletter advertorial alongside editorial stories
- Distributed to 25,000 subscribers
- Average email open rate 40%, average click through rate 2%

Stand-alone Solus Email

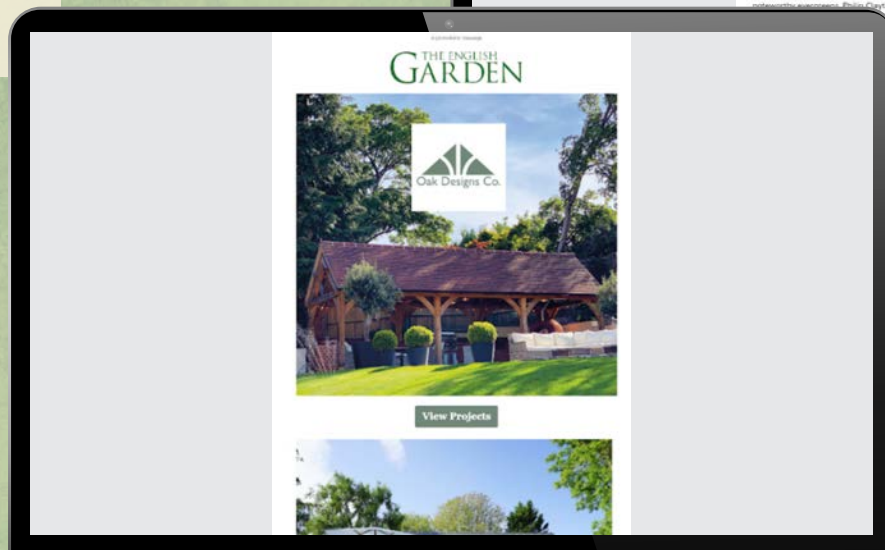
Sponsorship: **£2,500**

- Client will have 100% SOV on email format and can include advertorial text, imagery, video, banners and links
- Distributed to 15,000 subscribers
- Average email open rate 30%, average click through rate 5%

25,000
Newsletter
subscribers



15,000
Solus email
subscribers



Online Advertising

Website

Billboard, 10% share of voice for one month: **£1,500**

Half page, 10% share of voice for one month: **£1,200**

Skins, 10% share of voice for one month: **£1,200**

MPU, 10% share of voice for one month: **£1,000**

Digital reskin takeover, including billboard, skins, half pages and MPU: **£3,300**

Competition, hosted on website for one month and promoted on social and newsletters, including data capture: **£2,000 + prize**

Online Directory: **£500**

Online Advertorial + Native

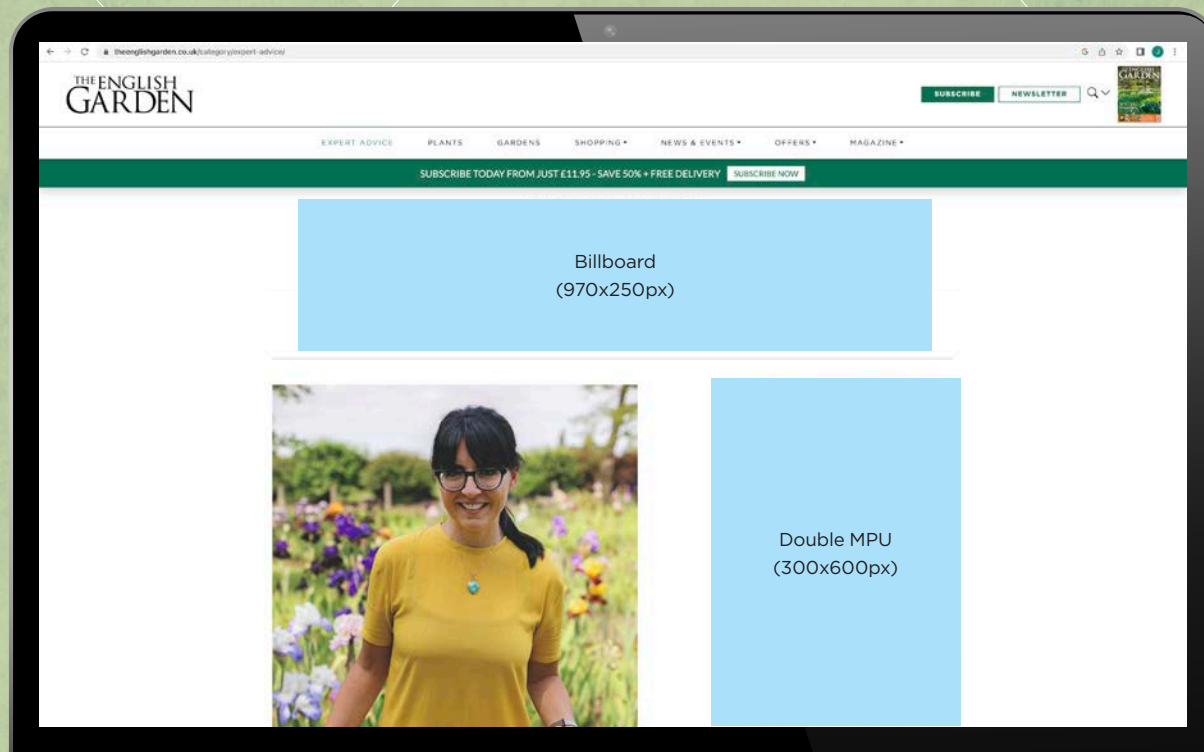
Promotion: **£1,500 per month**

Social Media Post: **£300 per post per platform**

2 million
Website visitors
per year

200,000
Total social
media followers

440,000
Digital
reach





UK

JANUARY 2023	FEBRUARY 2023	MARCH 2023	APRIL 2023	SPRING 2023	MAY 2024
ARTWORK WED 16 NOVEMBER 22 ON SALE WED 30 NOVEMBER 22	ARTWORK MON 12 DECEMBER 22 ON SALE WED 29 DECEMBER 22	ARTWORK WED 11 JANUARY ON SALE WED 25 JANUARY	ARTWORK WED 8 FEBRUARY ON SALE WED 22 FEBRUARY	ARTWORK WED 8 MARCH ON SALE WED 22 MARCH	ARTWORK WED 5 APRIL ON SALE WED 19 APRIL
JUNE 2023	JULY 2023	AUGUST 2023	SEPTEMBER 2023	OCTOBER 2023	NOVEMBER 2023
ARTWORK WED 3 MAY ON SALE WED 17 MAY	ARTWORK WED 31 MAY ON SALE WED 14 JUNE	ARTWORK WED 28 JUNE ON SALE WED 12 JULY	ARTWORK WED 26 JULY ON SALE WED 9 AUGUST	ARTWORK WED 23 AUGUST ON SALE WED 6 SEPTEMBER	ARTWORK WED 20 SEPTEMBER ON SALE WED 4 OCTOBER
					DECEMBER 2023
					ARTWORK WED 18 OCTOBER ON SALE WED 1 NOVEMBER

USA/CANADA

MARCH 2023	MAY 2023	JULY 2023	SEPTEMBER 2023	NOVEMBER 2023	JANUARY 2024
ARTWORK MON 21 NOVEMBER 22 ON SALE TUES 10 JANUARY	ARTWORK MON 16 JANUARY ON SALE TUES 7 MARCH	ARTWORK MON 20 MARCH ON SALE TUES 9 MAY	ARTWORK MON 22 MAY ON SALE TUES 11 JULY	ARTWORK MON 24 JULY ON SALE TUES 12 SEPTEMBER	ARTWORK MON 18 SEPTEMBER ON SALE TUES 7 NOVEMBER

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