

2023 Digital Media Pack





Platforms

RHS Enewsletter stats:

Over 750k Recipients monthly (2)
> 45% Typical open rate (2)
80% RHS content
Limited commercial messages
No other Solus 3rd party emails to database





Your gardening update from the RHS

Welcome to a new growing year

Another 21 months of horticultural possibilities swat, and we've got lots of gardening impiration to share with you, We thought we'd start with our to gardening tends for 2003, which you'll find below. As gardeners we need to be hardy at this time of year-just like our plants! The winter weather is less than favourable, but the tidy-up must combinue, and our greenhouses readfied for the zowing season.

Four more seasons to enjoy; begin planning your days out at RHS Gardens with these nevaletters - we'll liet you know about key avents to inspire you throughout the year. The best way to start a new growing year is with fresh eyes and an open mind - let the creativity flow. What will you grow and plant this year?

A dose of horticultural inspiration







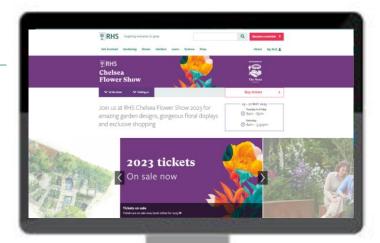
Mary Berry explores RHS Wisley





RHS Gardening Podcast:

Nearly 2 million downloads per year ⁽³⁾ 25k + Downloads per episode ⁽³⁾



RHS.org.uk annual stats: Nearly 28m users (1)

100m+ page views ⁽¹⁾
79% New Visitors ⁽¹⁾

Sources:

- (1) Google Analytics 1st Jan 31st Dec 2022
- (2) Enewsletter 1st party data Jan/Feb 2023
- (3) Megaphone data 1st Feb 2022 31st Jan 2023



Audience

The UK's largest gardening website

28m Users Annually
100m Page views
79% New visitors
2.18m Average session
71% Organic Search

82% UK
Traffic

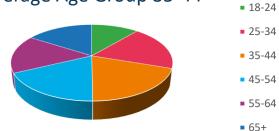




7.68%

34.62%

Average Age Group 35-44

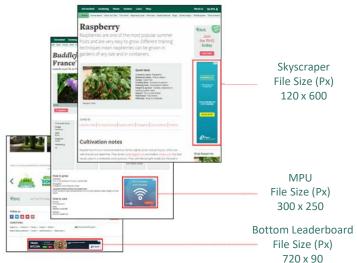


Top interests in Market Segment

- 1. Home & Garden/Home & Garden Services/Landscape Design
- 2. Apparel & Accessories/Women's Apparel
- 3. Travel/Hotels & Accommodations
- 4. Real Estate/Residential Properties/Residential Properties (For Sale)
- 5. Travel/Trips by Destination/Trips to Europe/Trips to the UK
- 6. Home & Garden/Home Décor
- 7. Real Estate/Residential Properties/Residential Properties (For Sale)/
 Houses (For Sale)/Preowned Houses (For Sale)
- 8. Apparel & Accessories
- 9. Home & Garden/Home Improvement
- 10. Home & Garden/Home & Garden Services



Specifications and rates



Rates

Digital Display (Price per thousand advert impressions)

MPU £25 SKY £15 **Bottom Banner** £10

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

E-Newsletter (Special offer)

Native advert £3,500





Native advert 'Special offer'

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



Campaign targeting options:

- **Campaign timings** (Including time of day)
- **Frequency capping** (Maximum number of times your advert is seen by one IP Address)
- **Specific pages or groups** of pages your advert appears on
- Specific geographical regions your advert appears in
- **Device which receives ads**





Get in touch

Tel: 0207 821 3072

Mob: 07889 078339

Richard Stillman richardstillman@rhs.org.uk

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