



2023 Digital Media Pack



Platforms

RHS Enewsletter stats:

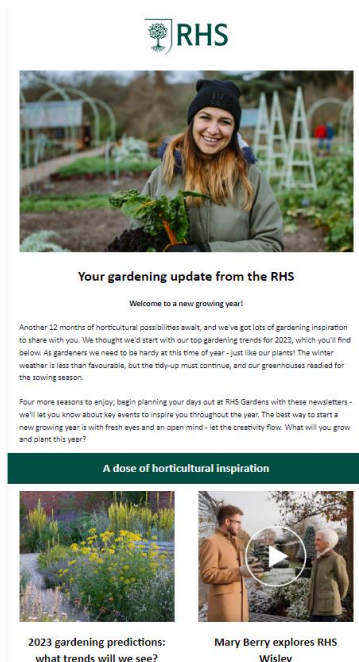
Over 750k Recipients monthly ⁽²⁾

> 45% Typical open rate ⁽²⁾

80% RHS content

Limited commercial messages

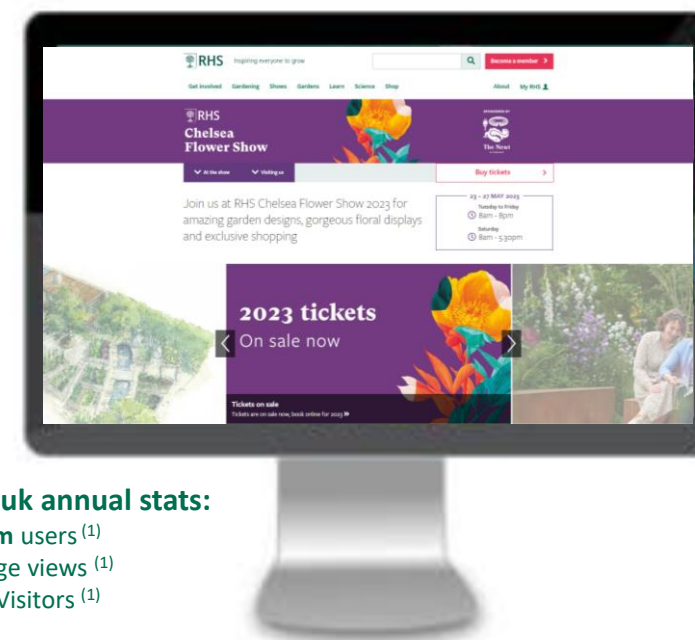
No other Solus 3rd party emails to database



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⁾

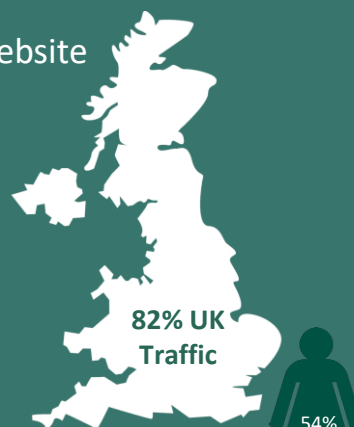
Sources:

- (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

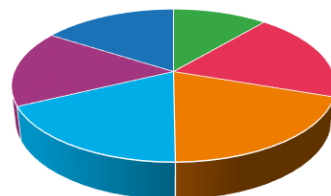
Audience

The UK's largest gardening website

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



Average Age Group 35-44



- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



57.7%



7.68%

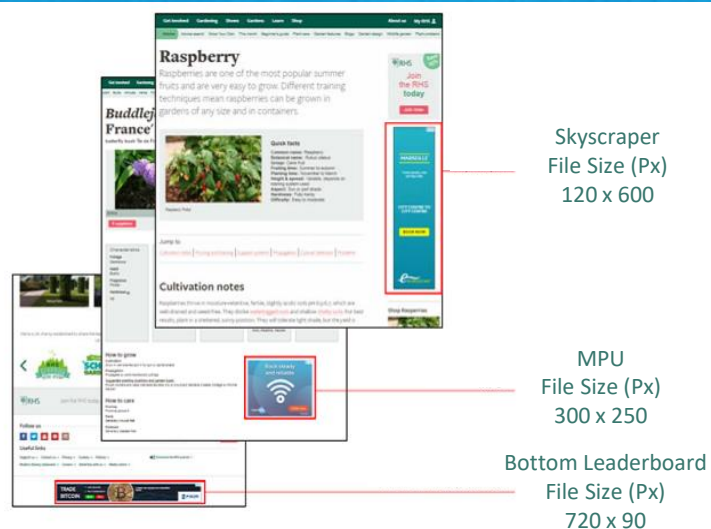


34.62%

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 |

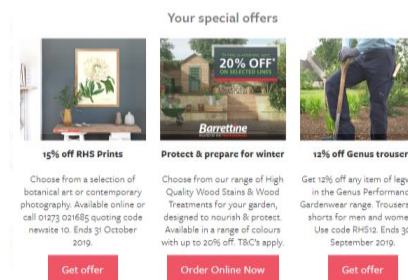
| | |
|----------------|---------------------------|
| Podcast | (Solus Pre-roll audio ad) |
| 10-30s | £3,500 |

| | |
|---------------------|-----------------|
| E-Newsletter | (Special offer) |
| Native advert | £3,500 |



Native advert 'Special offer'

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



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*

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