



RHS Media  
The Garden Magazine  
2017

# RHS Media The Garden magazine

The UK's largest circulating gardening title



## The UK's number 1 Gardening Magazine

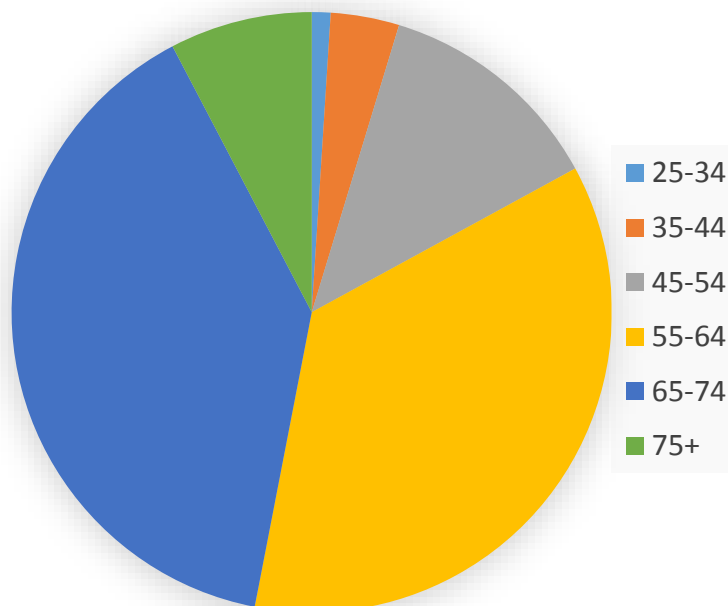
*The Garden* encapsulates excellence in horticulture. A magazine especially for RHS members, it reflects the standards and ethos of the Royal Horticultural Society as well as bringing insights and opinions from the wider horticultural world.

## Advertising Opportunities

- ✓ Double Page spread
- ✓ Full page
- ✓ ½ page horizontal/Vertical
- ✓ ¼ page
- ✓ Advertorial
- ✓ Classified
- ✓ Loose inserts
- ✓ Specials

The magazine is a key driver in recruiting and maintaining membership subscriptions. *The Garden* is 100% home mailed monthly, received by over 425,000 members.

## Reader age profile



### Contacts

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

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

71%  
Female  
29%  
Male

56%  
more likely to  
agree that  
advertising helps  
them decide on  
what products to  
buy

79%  
ABC1

**“It’s worth paying extra  
for quality goods”**

**75%** more likely to agree  
than the national average

**3 times**

more likely to have  
spent £300+ on plants  
in the last 12 months  
(Index 328)

Circulation

**425,115k**

(ABC Jan – Jun 2017)

#### Top 4 mosaic profiles

- Wealthy land owners Index 670
- Empty-Nest Adventure Index 614
  - Diamond Days Index 842
  - Premium Fortunes Index 854

50%  
retired

**70% agree**  
that The Garden  
Magazine is the  
greatest member  
benefit

# Rates and print specifications

Depth x Width	Type	Bleed	Trim	Rates
Full page	251mm x 186mm	282mm x 216mm	276mm x 210mm	£8,995
½ page horizontal	N/A	N/A	118mm x 186mm	£4,995
½ page vertical	N/A	N/A	251mm x 84mm	£4,995
¼ page	N/A	N/A	118mm x 84mm	£2,685
Double page spread				£17,595

**Full page**

**½ page  
horizontal**

**½ page  
vertical**

**¼ page**

## Classified advertising

3cm x 1 column (width 35mm) – advertising from £270.

Series discounts available on request.

Minimum size 2cm x 1 column (width 35mm).  
Additional column cm: £90 per column cm.

## 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.

## Loose Inserts

All inserts are priced individually. Rates from £65 per thousand. Further details POA