

# GARDENS

ILLUSTRATED





*The most influential and inspirational  
style guide to beautiful gardens*

---

“Renowned for its breathtaking photography, beautiful layouts and insights from leading experts, Gardens Illustrated offers an inspiring mix of outstanding gardens, design and plants. Now in its 24th year, the brand is well established as the most highly influential and inspiring style guide to all things horticultural. The industry’s respect for the magazine is reflected in the fact that I have been appointed a regular judge at the RHS Chelsea Flower Show and I was also listed by The Telegraph as one of the 30 most influential people in gardening. During my 11 years as editor, I have overseen a rise in the magazine’s circulation. My aim is that Gardens Illustrated continues to be as beautiful and useful as possible, and I hope that we can all grow together.”

*Juliet Roberts*

# *Our reach*

38.4k

circulation

74%

subscriber rate

139k

readership

40k

digital reach

32.2k

social media reach

Combined  
monthly reach

105k

GARDENS  
ILLUSTRATED



# *Our audience*

54

average age

20%

are garden designers /  
professionals - *a really  
unique audience*

72%

female

GARDENS  
ILLUSTRATED

# *Highly affluent*

Gardens Illustrated offers access to one of the most affluent magazine audiences you can reach and an environment in which the readers are deeply engaged

19%

in the highest  
social grade

92%

ABC1

£56k

average income  
per annum

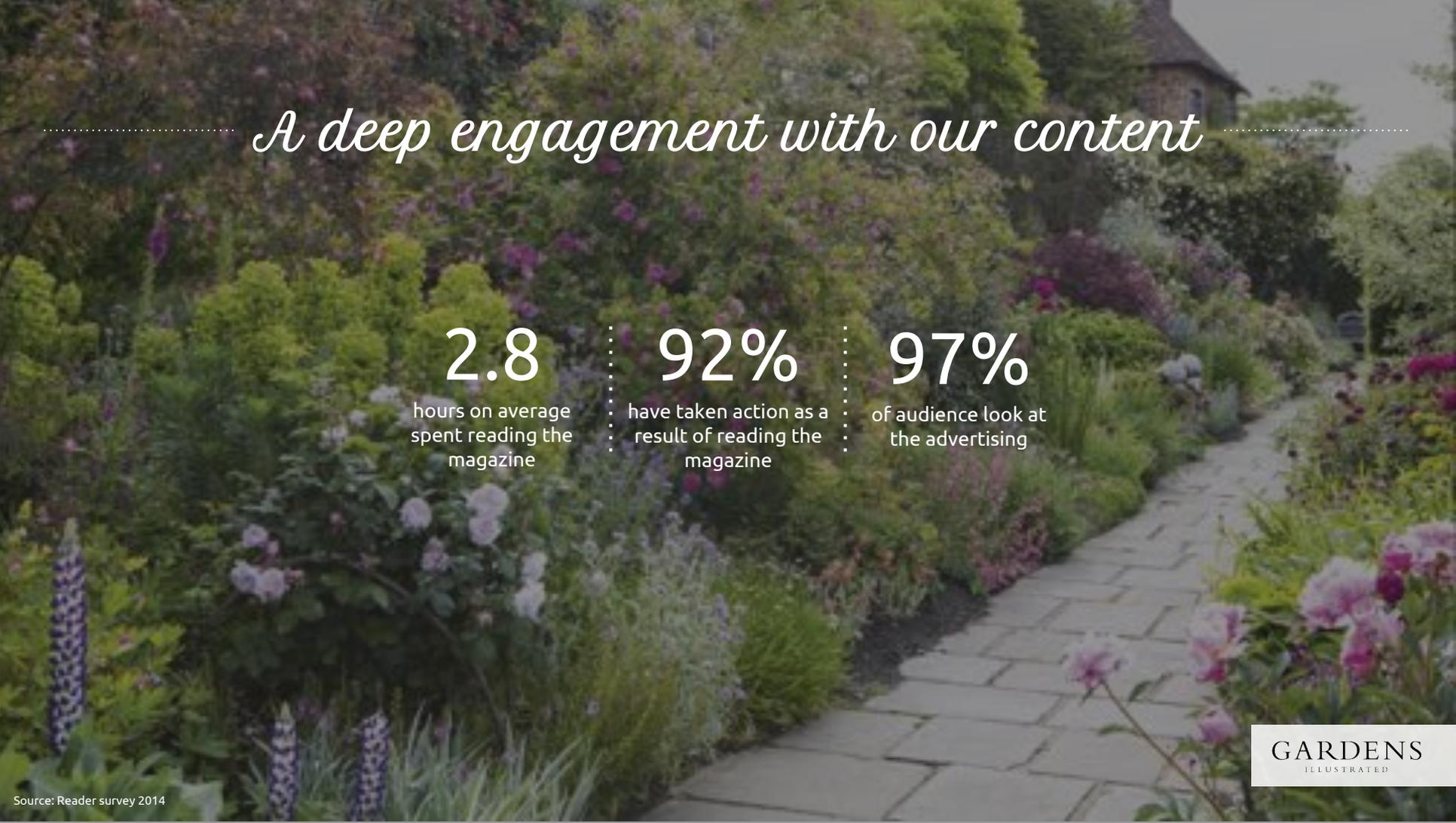
£477k

is the average cost  
of the main house

51%

own a holiday  
home overseas

**GARDENS**  
ILLUSTRATED



*A deep engagement with our content*

2.8

hours on average  
spent reading the  
magazine

92%

have taken action as a  
result of reading the  
magazine

97%

of audience look at  
the advertising

GARDENS  
ILLUSTRATED

# *True buying power in gardening*

Dedicated garden lovers, with large gardens and big spending power

81%

buy garden-related  
products online

78%

buy plants or  
bulbs online

20%

of readers have gardens  
bigger than an acre

GARDENS  
ILLUSTRATED

# *Cultured and educated*

Our readers love to immerse themselves in the arts, and further their knowledge and education



79%

regularly eat out at new restaurants



47%

are members of the National Trust



62%

have taken/would take a course in garden design



66%

have taken/would take a course in horticulture



63%

enjoy visiting galleries and exhibitions

# *At home and abroad*

Gardens Illustrated readers love travel and days out, in the UK and further afield



87%

enjoy visiting nurseries  
and gardens as a  
pastime



91%

have travelled abroad  
in the past 12 months



47%

stay in a 4 star  
hotel or higher



£1,340

average cost per person  
of overseas holiday

GARDENS  
ILLUSTRATED

## *Creative opportunities*

---

Advertorial page	£5,400
Double-page spread (DPS)	£9,500
Reader events and offers	
Competition options in print & online	On request
Newsstand inserts	From £45 CPM
Subscriber inserts	On request
Belly banding, tip-ons & inserts available	

# Advertising rates

## Display

Double-page spread	£7,900
Full page	£4,200
Half page	£2,400
Quarter page	£1,600
Classified	£50 per SCC

*Series discounts available*

## Digital

Site takeover	£35 per 1k impressions
Rich media Double MPU	£30 per 1k impressions
Billboard	£30 per 1k impressions
Sponsorship of editorial newsletter advert zones	£1,000
Solus newsletters	£1,500
Hyperlinks on digital editions	from £50 per month
Side slide	£45 per 1k impressions

# Contact

---

**Heather Golden**, Portfolio advertising manager  
0117 314 8817 [heather.golden@immediate.co.uk](mailto:heather.golden@immediate.co.uk)

**Katie Gibbons**, Senior brand sales executive  
0117 933 8072 [katie.gibbons@immediate.co.uk](mailto:katie.gibbons@immediate.co.uk)

**Olivia Charlesworth**, Brand sales executive  
0117 9314 8631 [olivia.charlesworth@immediate.co.uk](mailto:olivia.charlesworth@immediate.co.uk)

**Max Spalton**, Classified sales executive  
0117 300 8530 [max.spalton@immediate.co.uk](mailto:max.spalton@immediate.co.uk)

**Laura Jones**, Group advertising manager  
0117 314 8760 [laura.jones@immediate.co.uk](mailto:laura.jones@immediate.co.uk)

[gardensillustrated.com](http://gardensillustrated.com) | [@gdnsillustrated](https://www.facebook.com/gardens-illustrated) | [facebook.com/gardens-illustrated](https://www.facebook.com/gardens-illustrated)