



horticulture.co.uk

HORTICULTURE *magazine*

2023 MEDIA KIT

Horticulture Magazine

THE UK'S FASTEST GROWING GARDENING AUDIENCE

OUR REACH

- **Online Users: 2.8 million (Jul 2022 - 2023, Source: Google Analytics)**
- Second-largest UK gardening publisher by audience (Source: SimilarWeb)
- Up to 650,000 user sessions per month and climbing (Source: Google Analytics)

2023 GROWTH

- Our digital traffic has grown **233%** on the same period in 2022.
- Our newsletter subscribers have increased by **65%** in 2023.
- Our fledgling YouTube channel has already gained more than 500 subscribers.



1K

social followers



323K

avg. monthly page
views



513

youtube subscribers



1.9K

email subscribers



CREATIVE PARTNERSHIPS

- ✓ We have established a working partnership with a small team of **RHS Master Horticulturists** – this team continues to fact-check and improve all of our website content.
- ✓ Our network of professional horticulturists has continued to increase – in 2023 we have interviewed and featured **more than 170 experts**.
- ✓ This year advice from our team of gardeners has been featured in The Guardian, BBC Gardeners' World, The Telegraph and more.

AS SEEN IN

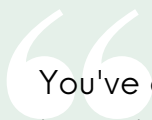
BBC



The Guardian

INSIDER

Testimonials



You've done a really good job in putting the feature together and I think the magazine is very helpful and well laid out.

Dave Zubraski

Garden Photographer



Your website is fabulous. Full of useful information.

Rosie Prosser

Corseside Plant Nursery

- Our audience are **active gardeners**. Often they discover our website when discovering how to care for a specific type of plant.
- **72% are based within the UK**. The next biggest locations are the United States (16%), Canada (3%), Ireland (2%) and Australia (2%).
- **71% of our audience are aged 35 or older**; 56% are aged 45 or older; 39% are aged 55 or older.



MOST VIEWED WEBPAGES

30 Common Garden Weed Types

by Chris Lee, Dan Ori, Danny Clarke

Hazelnut Tree Care & Growing Tips

by Elizabeth Waddington, Colin Skelly

How To Dry Chillies At Home

by Chris Lee, Colin Skelly

17 Types Of Thistles To Grow

by Elizabeth Waddington, Mollie Brown

AUDIENCE STATS

2.6m+

total sessions in
2023 so far

2.1m+

total users in 2023
so far

WHO ARE THEY?

52%

female

56%

45+ yrs old

AUDIENCE LOCATION

72%

united
kingdom

16%

united states

3%

canada

Rates

HORTICULTURE.CO.UK

We adhere to the **Coalition For Better Ads** guidelines for publishers.

We are also a **Mediavine Partner Publisher** – meaning that our display, native and video ads are managed exclusively through their marketplace.

We do offer some options for advertising separate from Mediavine – with options to engage with our audience through various means.



WEBSITE

2.6m+

total sessions in
2023 so far

2.1m+

total users in 2023
so far

£650 cost per month for
homepage banner
728 x 90 pixels

£300 cost per month for
homepage sponsorship
250 x 200 pixels

TBC cost per month for
custom engagements



NEWSLETTER

1,892

email subscribers

£200 cost per sponsorship
slot for each weekly
newsletter



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GET IN TOUCH

Please reach out to discuss any potential advertising partnerships.

We look forward to working with you.

Thomas O'Rourke

EDITOR IN CHIEF