

The Irish Garden

MEDIAPACK 2020



- YOUR BEST ROUTE TO IRELAND'S GARDENERS

The Irish Garden magazine and **Garden.ie** reach the largest group of people interested in gardening in Ireland. Whether they are enthusiasts or new to gardening, they are also influential in advising their family, friends, social groups and neighbours about gardening.

We offer 7 ways for you to get your sales message to this valuable and influential audience.

Talk to us about which ones suits you best:

1. Display & Classified advertising in print & online
2. Advertorial in print and online
3. Preferred Supplier profile in print & online
4. Garden.ie Email Newsletter
5. Garden.ie Club Sponsorship
6. Gardens Open
7. Prizes, promotions & giveaways



*Gerry Daly, Editor,
The Irish Garden
& Garden.ie*

Gerry Daly

**"The Irish Garden is widely regarded as
the leading magazine in its category."**

Newsread



PRINT



DIGITAL



MOBILE



SOCIAL



MAGAZINE

OUR READERS ARE BUYERS AND INFLUENCERS



42,000
online
visitors each
month

28,000
magazine
readers

12,000

Garden.ie Club
members receive
a weekly email
newsletter

Reader profile

- PAYE worker aged 40 to 60
- Principal shopper in the household
- Own a medium-to-large size garden
- Annual income between €30,000 to €50,000
- Also use their garden for leisure, to relax and to grow food
- Other interests include travel, food, interiors, health and beauty
- Main areas of interest are flowers, shrubs, vegetables and lawn
- Spend an average of €500 to €1,000 on gardening each year
- Spend more than 3 hours per week gardening



TRUST

One of the unique characteristics of magazines is trust. What a magazine says really matters to its audience. In a survey by Condé Nast readers said their magazine was the most trustworthy source of information and three times more trusted than television.



ENGAGEMENT

Magazines are engaging. 68% of magazine reading is done alone. It is the least distracted medium, so audience attention is guaranteed.



INFLUENCE

Magazines are influential. Influencers talk about what they read in magazines and generate word of mouth. 75% of magazine readers generally like advertising and are receptive to it. Starcom in the US asked consumers to tear out 10 pages from their favourite magazines which they felt represented the essence of a magazine. 3 out of 10 pages were advertisements.



INSPIRATION

A study by PPA confirmed that audiences are as likely to recall the advertising as the editorial, both at 54%. They are also as likely to take action in response to advertorial stimulus as they are to editorial content (63% and 66% respectively).

Source: Magazines Ireland; PPA Magnify; ROI TGI; Conde Nast 21st Century Woman; NRS; FIPP

ONLINE



IRELAND'S GARDENING COMMUNITY
Garden.ie

The new-look Garden.ie website and email newsletter features an unrivalled wealth of tips, advice, news and information for gardening all-year round. Our **42,000 monthly visitors** are just one click away from your website. Talk to us today about how we can promote your business to Ireland's gardeners online on Garden.ie.

**COMBINED MAGAZINE AND
ONLINE DISCOUNTED PACKAGES**

2020 MAGAZINE

Advert Rates & Publishing Schedule

	RATE	H x W mm
Inside front cover	€2,874	
Outside back cover	€2,978	
Full page	€2,745	285 x 210
Double page spread	€4,935	285 x 420
Half page horizontal	€1,377	125 x 180
Half page vertical	€1,377	250 x 90
Quarter page	€755	120 x 85
Eighth page	€375	60 x 88
1/16 page	€149	63 x 42
Supplier File DPS	€2,000	
Garden Centre Profile DPS	€2,000	

ISSUE	ADVERT DEADLINES	FEATURES
Jan Feb	13 December	Greenhouses
March	04 February	Paving
April	10 March	Garden Machinery, Lawn care
May	14 April	Gardens Open
June	12 May	Bloom
July	16 June	Garden Tourism WAW
Aug	14 July	Garden Tourism Ancient East
Sep	11 August	Outdoor Rooms and Sheds
Oct Nov	15 September	Bird Care
Dec	10 November	Tree Surgeons, Christmas shopping

2020

ONLINE

Advertising Rates

Format	Price	Size (pixels)
Mini header ad (site wide)	€500 per month	285 x 90
Display ad (MPU) (site wide)	€500 per month	300 x 250
Leaderboard/Banner (site wide)	€500 per month	728 x 90
Garden.ie Club Sponsor	€500 per month	530 x 130
E-mail Newsletter sponsor	€200 per week	

**PREFERRED
SUPPLIER PROFILE**
**€295
PER YEAR**

- Series discounts available over several months.
- PR opportunities available as part of an advertising package.
- Combined magazine and online discounted packages available.

CONTACT

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FROM THE TEAM BEHIND

**The Irish
Garden**

IRELAND'S GARDENING COMMUNITY
Garden.ie

glas
Garden Landscape
Amenity Specialist

Growtrade
GROWING THE BEST IN THE GARDEN

