

# The Irish Garden

Your direct route to Ireland's gardeners

MAGAZINE



ONLINE



The Irish Garden and [www.garden.ie](http://www.garden.ie) reach the **largest target group** of people interested in gardening in Ireland.

Whether they are enthusiasts or relatively new to gardening, they are **influential in advising** their family, friends, social groups and neighbours about gardening.

We offer a range of ways for you to **get your sales message to this valuable and influential audience**. Talk to us about which ones suits you best.

- Display & Classified Advertising
- Reader Giveaway & Competition
- News Updates
- Subscribers' Club Newsletter & Prize Promotion
- Garden.ie online advertising
- Garden.ie weekly email newsletter
- Garden.ie Preferred Partner Page

The performance of The Irish Garden in 2017 has been nothing short of phenomenal. In an industry where overall print circulations continue to decline, The Irish Garden has completely bucked the trend, recording year-on-year growth of 17%.

Widely regarded as the leading magazine in its category, the incredible growth in sales of The Irish Garden are testament to the premium quality of its content and the perennial popularity of its well known editor, Gerry Daly.

Paul McDonnell,  
Commercial Manager, Newsprint

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



*Gerry Daly*

# MAGAZINE



# The POWER of Magazines

## TRUST and ENGAGEMENT:

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 TV. Consumers rely on the thoughtful, well-researched opinions given by the media brands that they trust. This trust applies as much to the advertising as the editorial.

Magazines are engaging. And very importantly, there is **active engagement**. Reading is not a communal activity. In fact 68% of magazine reading is done alone. **It is the least distracted medium**, so audience attention is guaranteed. This engagement and affiliation with the brand, ensures that the advertising receives a high level of endorsement from the magazine's personality.

## INFLUENCE and INSPIRATION:

Magazines are influential. Influencers talk about what they read in magazines and **generate word of mouth** messages about the content.

- 66% of influencers, read magazines regularly;
- 49% of women indicated they often talk to other people about the things they read in a magazine;
- Younger women are even more inspired with 62% saying the same thing.

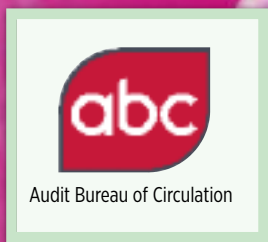
The advertising in magazine brands is influential.

- 75% of magazine readers generally like advertising and are receptive to it. They are engaged with the reviews and say they have a **major influence on their purchasing decisions**.

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 ads.

Another study by PPA confirmed that magazines are a very effective and hospitable place to advertise. There were huge similarities in the recall and influence of the advertising and the editorial. Audiences are just as likely to note or 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



## Make our customers your customers



## MEET MARY

**Mary is a typical visitor to the garden.ie website** at least once a month and my favourite sections are 'What to do now', 'What to grow' and 'Ask Gerry'. **I frequently buy The Irish Garden** magazine in the shops as I love the practical

content and overall appearance.

I own a medium size, suburban garden and have been gardening for less than **5 years**. I spend between 1 to 2 hours in the garden each week and currently spend between **€200 to €500 on**

**gardening each year**. I am the principal shopper in the household which has an overall income of between **€30,000 to €50,000**.

**Aged between 20 to 40**, I am a PAYE worker and my other interests include **travel, food and sport**.

ONLINE

# Garden.ie is the largest community of Irish gardeners online



Featuring an abundance of essential gardening knowledge, all fully searchable and carefully categorised to answer every gardening question. Our 'Ask Gerry' section has more than 4,200 answers to visitors' questions to date.

**13,000**

Garden.ie Club members receive a weekly email newsletter

**60,000**

visitors every four weeks

**350,000**

page impressions every four weeks



## MEET CAROL

**Carol is a typical subscriber to The Irish Garden magazine** with a third level education, a PAYE worker and the **principal shopper** in the household which has an annual income of over **€50,000**. I have been gardening for over **10 years** and own a medium-to-large size garden.

**Aged between 40 and 60**, I'm a **keen gardener** with 'enough to get by' knowledge. I very much enjoy the magazine, it's not just about tips and advice. The content is just right for my interest and ability.

I often tell people about my garden and **influence** their purchasing decisions. My main areas of interest are **flowers, shrubs, vegetables and my lawn**. I also use my garden for leisure and to relax, but also to **grow food**. I spend more than 3 hours per week gardening, buying plants regularly and spend an average of between **€500 to €1,000 on gardening each year**.

I visit garden.ie at least once a week, where I have a member profile set up. The site and magazine influence my purchasing decisions and I find the adverts in both quite useful. My other interests include **travel, food, interiors, health and beauty**.

# 2017 MAGAZINE

## Advert Rates & Publishing Schedule

	Rate	H x W mm	Issue	Advert Deadline	On-sale Date	Features
Inside front cover	€2,874		Jan/Feb 2017	6 December 2016	30 December 2016	GREENHOUSES
Outside back cover	€2,978		March	7 February	18 February	PAVING
Full page	€2,745	285 x 210	April	7 March	18 March	GARDEN MACHINERY
Double page spread	€4,935		May	4 April	22 April	GARDENS OPEN
Half page horizontal	€1,377	125 x 180	June	9 May	20 May	BLOOM
Half page vertical	€1,377	250 x 90	July	6 June	24 June	GARDEN FURNITURE & OUTDOOR LIVING
Quarter page	€755	125 x 88	August	4 July	22 July	AUTUMN BREAKS & GARDEN TOURISM
Eighth page	€375	60 x 88	September	8 August	26 August	BIRDS AND WILDLIFE
1/16th page	€149	66 x 45	Oct/Nov	5 September	23 September	GATES, FENCING & RAILINGS
			December	2 November	18 November	CHRISTMAS SHOPPING

# 2017 ONLINE Advertising Rates

Format	Price	Size (pixels)
■ Display ad (MPU) (site wide)	€500 per month	300 x 250
■ Leaderboard/Banner (site wide)	€500 per month	728 x 90
■ Button (site wide)	€250 per month	120 x 150
■ Visitor Channel Sponsor <i>Exclusive channel ad &amp; button site wide</i>	€500 per month	530 x 130
■ Supplier Guide Preferred Partner <i>Your own mini-website on Garden.ie</i>	€295 per year	
■ Email newsletter sponsor <i>Reaching 12,000 Garden.ie members</i>	€200 per week	

■ Series discounts available over several months.

■ PR opportunities available as part of an advertising package.

■ Combined magazine and online discounted packages available.

## CONTACT

Jane Donald and Lyn Collier | Advertising, PR Promotions and Marketing

Tel 086 825 9510 / 086 839 5179 / 01 294 7752 | E-mail [adverts@theirishgarden.ie](mailto:adverts@theirishgarden.ie)

