The Irish Garden

Your direct route to Ireland's gardeners

The Irish Garden and **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 one suits you best.



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

Gerry Daly

"The performance of The Irish Garden in 2015 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 it's 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, Newspread

Display & Classified Advertising

Reader Giveaway & Competition

News Updates & Style Essentials Editorial

Subscribers' Club Newsletter & Prize Promotion

Garden.ie Preferred Partner Page & e-mail Newsletter

2016 Advertising Rates (excl. VAT)

	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	
Half page horizontal	€1,377	125 x 180
Half page vertical	€1,377	250 x 90
Quarter page	€755	125 x 88
Eighth page	€375	60 x 88
1/16th page	€149	66 x 45

2016 Publishing Schedule

Issue	Advert Deadline	On-sale Date	Features
Jan/Feb 2016	5 December 2015	30 December 2015	GREENHOUSES
March	4 February	20 February	PAVING
April	4 March	20 March	GARDEN MACHINERY
May	8 April	24 April	GARDENS OPEN
June	6 May	22 May	BLOOM
July	10 June	26 June	PAINT AND WOODCARE
August	8 July	24 July	OUTDOOR LIVING
September	5 August	21 August	HOTELS AND BREAKS AWAY
Oct/Nov	9 September	25 September	BIRDS AND WILDLIFE
December	4 November	20 November	CHRISTMAS SHOPPING

Make our customers, your customers...



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.**



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**.

CONTACT

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

Tel 086 8259510 / 086 8395179 / 01 2947752 | **E-mail** adverts@theirishgarden.ie





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

2016 Advertising Rates (excl. VAT)

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 *Exclusive channel ad & button site wide*	€500 per month	530 x 130
■ Supplier Guide Preferred Partner *Your own mini-website on Garden.ie*	€295 per year	
■ Email newsletter sponsor *Reaching 12,000 Garden.ie members*	€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 / Lyn Collier | 086 8259510 / 086 8395179 / 01 2947752 | adverts@theirishgarden.ie