

Selections

Distributed with The Royal Horticultural Society's *The Garden Magazine* on 1st September 2010



Selections is a promotional supplement giving companies a unique opportunity to reach a targeted audience of over 325,000 households of the Royal Horticultural Society's members.

Distributed with the Royal Horticultural Society's *The Garden Magazine* – patron HM The Queen – this full-colour A5 supplement features a range of promotions, savings, added value offers, and ideas in response to consumer interest.

The average reader of *The Garden Magazine* being 'ABC1s' over 50 years old, any company advertising in **Selections** can be assured that they are reaching a select, targeted audience with a high disposable income.

SELECTIONS DISTRIBUTION

▶ The **Selections** supplements will be polywrapped to accompany the ABC-audited *The Garden Magazine* which is delivered to the Royal Horticultural Society members across the UK sent by post directly to their homes.

▶ **Selections** will reach the magazine's regular readership of over 325,000 households who are members of the Royal Horticultural Society.

▶ Royal Horticultural Society members comprise an audience with an AB profile of 42%.

▶ With an average age of 59 years, 49% of readers are retired with plenty of time – and money – to spend on their favourite pastime.

▶ A digital edition of **Selections** will be available at www.promotionalsupplements.com with the Royal Horticultural Society website adding value of 100,000 page impressions served by a banner campaign that will click through to **Selections**.

AT A GLANCE

- ▶ Circulation: 325,000 printed copies
- ▶ Delivered by post (named & addressed) to the Royal Horticultural Society's members with *The Garden Magazine*
- ▶ Full A5 colour page
- ▶ Adult readership: 625,505
- ▶ Male ratio: 30%; Female ratio: 70%
- ▶ Distributed on: 1st September 2010

TARGET SOCIAL DEMOGRAPHIC

AGE

- ▶ Age 15-24 5%
- ▶ Age 25-34 3%
- ▶ Age 35-44 7%
- ▶ Age 45-54 18%
- ▶ Age 55-64 31%
- ▶ Age 65+ 36%

SOCIAL GRADE

- ▶ AB 42%
- ▶ C1 29%
- ▶ C2 13%
- ▶ DE 16%

ADVERTISEMENT SIZES AND RATE CARD

1 full colour page **£4,950**

For premium positions please call media sales

A5 PAGE DIMENSIONS

Trim: height 210mm x width 148mm
 Type area: height 190mm x width 128mm
 Half Page: height 92mm x width 128mm

Files under 8MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com
 Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 8MB.

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Specifications & dimensions

ADVERTISEMENT SIZES

FULL PAGE DIMENSIONS :

A5 trim = height 210mm x width 148mm

Bleed = height 220mm x width 158mm

Type area = height 190mm width 128mm

HALF PAGE DIMENSIONS :

height 92mm x width 128mm

QUARTER PAGE DIMENSIONS :

height 92mm x width 62mm

NAMING FILES:

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention.

Publication name, month of insertion, year and name of advertiser. eg **RHS10_YOURCLIENTNAME**

DTP SPECIFICATIONS:

Please supply Adobe Acrobat PDFs set

up to PPA Standard file formats

[www.ppa.co.uk see pass4press section].

ONLINE SPECIFICATIONS FOR PDFS:

It is the client's responsibility to ensure URL links within artwork link through correctly to the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- ▶ Artwork MUST be supplied in PDF format - JPEGs, EPSs and TIFFs will not work
- ▶ URLs must include www at the beginning of the web address. For example: www.absolutepublishing.com
- ▶ Ensure the URLs fit onto one line
- ▶ Ensure URLs are text – do not convert text to an outline or a bitmap image as it will not be detectable
- ▶ Embed all graphics and fonts in the PDF.

FILE TRANSFER:

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