



Royal
Botanic Garden
Edinburgh



PRINT MEDIA PACK 2023

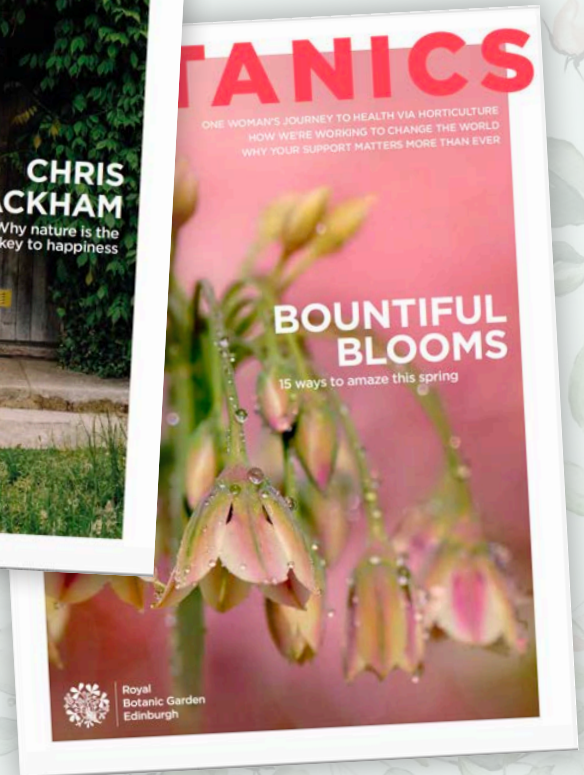
BOTANICS: OVERVIEW

The Royal Botanic Garden Edinburgh (RBGE) is a scientific organisation, renowned for the excellence of its plant research, horticulture and education. RBGE is active in more than 50 countries, and our mission is 'to explore, conserve and explain the world of plants for a better future'. Our vision is to create a world which values, protects and benefits from plants.

RBGE is also a leading visitor attraction. Our four Gardens: the flagship Royal Botanic Garden Edinburgh; Dawyck Botanic Garden in the Scottish Borders; Logan Botanic Garden in Dumfries & Galloway and Benmore Botanic Garden in Argyll attract over 900,000 visitors each year.

- Botanics magazine is published exclusively for RBGE members, reaching around 10,000 members with a readership of around 21,000.
- The title provides access to a unique, dedicated and loyal readership, the majority of whom have been members for more than five years
- Published three times a year to coincide with the seasons Spring, Summer and Autumn/Winter
- A well-respected magazine in the process of a major re-design and re-launch, to tie with significant RBGE developments

Average readership of
21,000



BOTANICS MAGAZINE

is a much-loved member benefit of the world-leading Royal Botanic Gardens of Edinburgh. 2022 saw a wholesale relaunch with a new, fresh design, informative and inspiring features and a focus on sustainability.

To advertise in Botanics magazine contact Alison Fraser
Email: alison.fraser@thinkpublishing.co.uk Tel: 0141 946 8708

www.rbge.org.uk



Royal Botanic Garden
Edinburgh

MEMBERS AND AUDIENCE

ENGAGEMENT

Rate the magazine as good or excellent

91%

Always prefer to read Botanics in print

79%

Of readers rate Botanics as an important part of their membership

70%

Of readers keep the magazine for future

20%

HOBBIES



Walking and outdoor activities: 74%



Gardening: 69%



Reading fiction or factual books: 68%



Visiting exhibitions or galleries: 62%



Visiting historic properties: 51%



Exhibitions and events: 43%



Wildlife and bird watching: 37%

EMPLOYMENT



70%

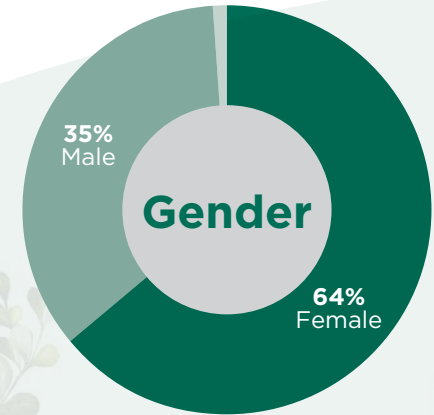
Are retired



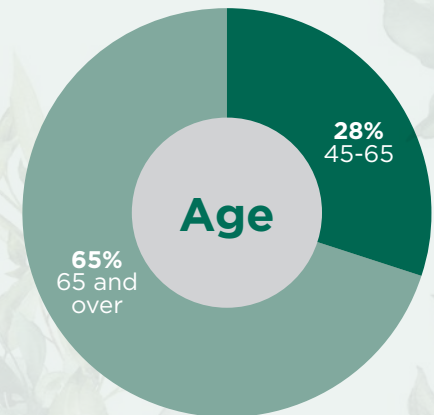
27%

are in work

1%
non-binary, or
prefer not to say

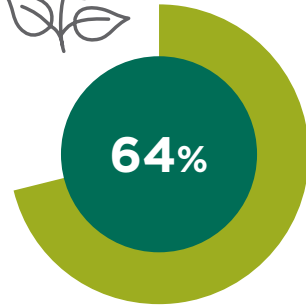


DEMOGRAPHICS





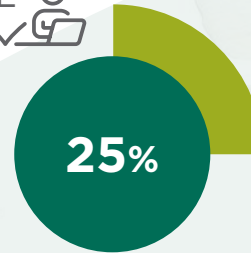
READER BEHAVIOUR, HOBBIES AND INTERESTS



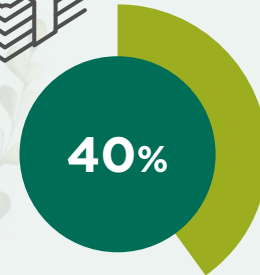
Visited one of the Royal Botanic Gardens of Edinburgh sites as a result of reading about it in the magazine



Visited an event or exhibition as a result of reading about it in the magazine



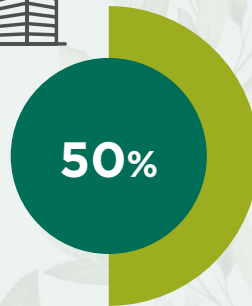
Donated to an appeal as a result of reading about it in the magazine



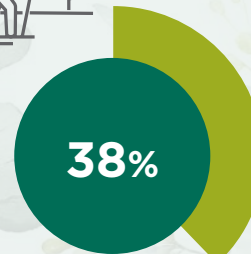
Spend over £1,000 on UK holidays each year



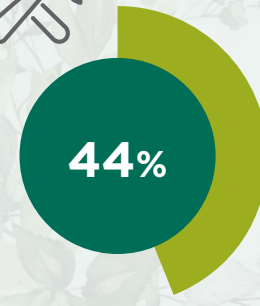
Enjoy self-catering UK breaks



Prefer city breaks



Prefer walking or hiking holidays



Spend over £500 on home improvement and DIY each year



RATE CARD

BOTANICS



ADVERTISING RATES

DPS **£3,800**

Full page **£2,000**

Half page **£1,200**

Quarter page **£700**

TECHNICAL SPECIFICATIONS

DPS **280 x 420mm plus 3mm bleed**

Full page (trim size) **280 x 210mm**

Full page (with bleed) **286 x 216mm**

Half page (vertical) **246 x 88mm**

Half page (horizontal) **121 x 180mm**

Quarter page **122 x 88mm**

Strip **60 x 180mm**

ARTWORK

PLEASE NOTE OUR PAGE SIZE IS 280mm X 210mm

Please supply artwork with **3mm bleed** on each edge and allow 5mm from each edge as a text-safe area. Also, allow 3mm each side of the gutter for text.

All artwork must be supplied as high-resolution **(300dpi) CMYK PDFs**, with all fonts embedded or created to outline.



INSERTS

Loose **£65/thousand**

MAXIMUM SIZE:

280mm x 210mm (outsert)

260mm x 190mm (insert)

Prices from **£65 per thousand** under 10g. Full or part run, including regional mailings, bound inserts/specials price on request.



PUBLICATION DATES

SPRING 23

Copy date: **24 Jan 23**

Mailing: **27 Feb 23**

SUMMER 23

Copy date: **9 May 23**

Mailing: **12 June 23**

AUTUMN / WINTER 23

Copy date: **22 Aug 23**

Mailing: **25 Sep 23**

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