

**BBC**  
**Gardeners'**  
**World**Live


**BBC**  
**Gardeners'**  
**World**Fair  
*Spring | Autumn*







# BBC Gardeners' WorldLive

Sponsored by:  LEXUS

126,000 CONSUMERS  
3 SHOWS

## BBC Gardeners' World Live

30 years established and co-located with BBC Good Food Show Summer. One of the largest UK consumer events attracting over 90k visitors.

## BBC Gardeners' World Spring Fair

Launched in Spring 2021 attracting 20k garden enthusiasts

## BBC Gardeners' World Autumn Fair

Launched Sept 2022 attracting 16k hands on gardeners

Click here to watch the show videos  
using password: idmreview

BBC Gardeners'  
World Live



BBC Gardeners'  
World Fairs



# BBC GARDENERS' WORLD IS THE UK'S BIGGEST GARDENING BRAND...

...yet the most accessible and  
approachable.



The market and the brand has grown extensively over the last year.  
Since 2020:

- There are 3m new gardeners according to HTA research
- BBC Gardener's World Magazine has 30% more subscribers
- BBC Gardeners' World.com has seen an increase of 350% in web traffic
  - BBC Gardeners' World has seen 56% increase in viewers
  - 2 more BBC Gardeners' World Events have been launched

## MAGAZINE:

221k Circulation  
190k Subscribers

## WEBSITE:

7.3m UU  
9m Page Views PCM

## TV:

3.6m Viewers

## LIVE EVENTS:

3 locations  
126k Visitors





# BBC GARDENERS' WORLD SPRING FAIR

28 – 30 April 2023  
Beaulieu, Hampshire

Following a sell out launch in 2021 and 20% increase in visitors in year 2, our Spring Fair sponsored by Hillier, returns in 2023 to Beaulieu offering a great day out for gardeners with access not only to the Fair but to the extensive estate and gardens at Beaulieu.

The Fair presents high **quality nurseries** with displays and plants for sale, inspirational **Beautiful Borders**, **BBC Gardeners' World Magazine Stage**, a range of expert walks and talks in the **Beaulieu Gardens**, a **BBC Good Food market** and large range of **gardening exhibitors** for visitors to shop from.  
Plus, a bandstand with **live entertainment**

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20,000 visitors expected in 2023

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81% ABC1  
58 Average Age  
£1.2million spent with exhibitors\*

\*at show and post show with exhibitors, not including food, admission etc







# BBC GARDENERS' WORLD LIVE

15 – 18 June 2023  
NEC Birmingham

Our flagship show returns for a 31<sup>st</sup> year to the NEC in June 2023 celebrating all things gardening and providing useful and creative inspiration for our hands on gardeners to take home. Co-located with BBC Good Food Show Summer, visitors can access both shows with just 1 ticket

Our **Show Gardens, Beautiful Borders, Floral Exhibits** and **expert advice** offer ideas and attainable inspiration whilst the **Floral Marquee, Plant Village** and **gardening exhibitors** offer a shopping experience like no other. The bandstand with **live entertainment** plus live talks with **Monty Don** & other Gardeners' World TV Presenters makes for a great day out

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90,000 visitors at the 2022 event

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80% ABC1  
57 Average Age  
£224 spend per visitor\*

\*at show and post show with exhibitors, not including food, admission etc

# BBC GARDENERS' WORLD AUTUMN FAIR

1 – 3 September 2023  
Audley End House and Gardens,  
Essex

Following the incredible success of our inaugural Autumn Fair in 2022, we return to the stunning English Heritage site in 2023. A fantastic day out for magazine subscribers, English Heritage members and other keen gardeners to explore the show and all Audley End has to offer including the House and Capability Brown designed Gardens.

The Fair presents high **quality nurseries** with displays and plants for sale, inspirational **Beautiful Borders**, 1-2-1 expert gardening advice from **BBC Gardeners' World Magazine**, a **BBC Good Food market** and large range of **gardening exhibitors** for visitors to shop from.

Plus a bandstand with **live entertainment**

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**18,000 expected visitors in 2023**

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**81% ABC1**

**58 Average Age**

**£1.2million spent with exhibitors\***

\*at show and post show with exhibitors, not including food, admission etc







## WHAT OUR VISITORS SAY:

*A MUST DO EXPERIENCE FOR ANYONE  
INTERESTED IN ALL ASPECTS OF GARDENING  
AND A WONDERFUL DAY OUT*

*A BEAUTIFUL DAY OUT WITH LOTS OF LOVELY  
PLANTS AND EXCITING OPPORTUNITIES FOR THE  
GARDEN*

*FAMILY FRIENDLY AND A GREAT WAY TO GET  
CHILDREN INTERESTED IN GARDENING AND  
WILDLIFE*

*IF YOU LIKE GARDENING, YOU WILL LOVE IT*

*THE ULTIMATE PLACE TO SEE ANYTHING AND  
EVERYTHING GARDENING RELATED*

*BRILLIANT DAY OUT, WOULD WELL RECOMMEND  
TO BUDDING GARDENING FRIENDS*

*IT IS A SHOW THAT EVERY GARDENER MUST NOT  
MISS*

*I HAVE BEEN ATTENDING FOR SEVERAL YEARS  
NOW AND I AM ALWAYS TELLING MY FRIENDS TO  
ATTEND!*





## WHAT OUR EXHIBITORS & SPONSORS SAY:

*THE ORGANISATIONAL STANDARDS, ATTENTION TO DETAIL AND PROFILE OF THE SHOW ADDS UP TO AN EXCELLENT EXHIBITION FOR US TO PROMOTE OUR PRODUCTS TO A BROAD GARDENING AUDIENCE. THIS IS EXTENDED THROUGH THE FIRST-CLASS PR CAMPAIGN AROUND THE SHOW THAT REACHES A FAR WIDER AUDIENCE THAN PURE SHOW VISITORS. I CAN FIRMLY RECOMMEND BEING ASSOCIATED WITH BBC GARDENERS' WORLD LIVE.*

**ROLAWN**

*BBC GARDENERS' WORLD LIVE  
BBC GARDENERS' WORLD SPRING FAIR*

*AS A BLACKSMITH I FOUND THIS SHOW VERY GOOD, WELL ORGANISED. HAVE ALREADY BOOKED FOR NEXT YEAR. 10 OUT OF 10*

**IRONWORK OF DISTINCTION**

*BBC GARDENERS' WORLD SPRING FAIR*

*"EXHIBITING AT BBCGWL WAS A GREAT OPPORTUNITY TO SHARE OUR PRODUCTS AND SERVICES WHILST ENJOYING A WELL MANAGED AND ATTENDED EVENT, WE WILL BE BACK!"*

**LV BESPOKE**

*BBC GARDENERS' WORLD LIVE*





## OUR VISITOR DEMOGRAPHIC:

The BBC Gardeners' World brand has had the pleasure of interacting with more gardeners over the lockdown period. The Fairs will be targeted to engage both loyal and emerging gardeners.

### **Emerging Showcase Gardeners:**

Aged 36-65

Household income £70k+

Managerial roles/families with children

Live in detached houses in better  
neighbourhoods

Technologically advanced

### **Affluent Senior Gardeners:**

Aged 66+

Household income £50-149k

Well off retirees

Live in spacious detached houses  
Significant assets and generous pensions



## OUR SOCIAL FOLLOWING ...

Our activity is highly engaging and content driven like our events.

**BBC**  
**Gardeners'**  
**World**Live

A combined reach of:

**BBC**  
**Gardeners'**  
**World**Fair  
*Spring | Autumn*



46.3k followers



63.4k followers



39.4k followers





## WHY JOIN US ...

Meet engaged gardeners **face to face**

**Build brand awareness** – a great platform to showcase your brand and influence consumer buying habits

**Boost sales** – our visitors are keen to shop

**Build on your connections and client database**

**Launch new products** – a great opportunity to gain valuable customer feedback


**Media and marketing coverage** – each event is supported by a comprehensive marketing and PR campaign







# BBC Gardeners' WorldLive

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## EXHIBITING AT GARDENERS' WORLD LIVE

Talk to us about the best way for your brand to meet our visitors.

### GARDEN TRADE

- Indoor Shell Scheme
- Indoor Space Only
- Outdoor Marquee (3m x 3m)
- Outdoor Space Only
- Bespoke Sponsorship Opportunities

Every exhibitor is listed in the event Showguide (free to every visitor) and in the exhibitor list on [bbcgardenersworldlive.com](http://bbcgardenersworldlive.com).

*Get in touch to find out more*

### FLORAL

For Floral Opportunities including Show Gardens, Beautiful Borders, Floral Marquee and Plant Village, please contact Lucy Tremlett





**BBC**  
**Gardeners' World Fair**  
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## EXHIBITING AT GARDENERS' WORLD FAIRS

Please talk with the team about your objectives so we can advise on the best way to engage with our visitors

### GARDEN TRADE

- Outdoor Marquee 3 x 3
- Small Business Outdoor Marquee 3 x 3 (application only)
- Space Only (min. 15 sqm)

### FLORAL

#### Horticultural Exhibitor Marquee

Display and retail

- 3m x 3m
- 4m x 4m
- 6m x 3m

### Beautiful Borders

A "mini" Show Garden exemplifying how to use a small space and create an inspirational display

- 3m x 3m Square Border
- 6m x 1.5m Rectangular Border



## BRAND IMPACT

We have helped deliver successful bespoke campaigns for many brands over the years.

BBC Gardeners' World Events are rich in editorial content that offers huge opportunities for brands to impact and engage a valuable audience

Depending on objective and budget there are many editorial assets brands can invest in and make an impact by being part of:

The Floral Marquee

The Show Gardens

Beautiful Borders

BBC Gardeners' World Theatre

BBC Gardeners' World Magazine Stage

Bandstand

Houseplant Market

Gardeners' Restaurant/ English Tea Garden

Demo Features

VIP/ Luxe Lounges

Bespoke solutions





# BRAND IMPACT AND VALUABLE LEVELS OF ENGAGEMENT:

In recent years brands have had incredible engagement levels by sponsoring theatres, presenting walk through gardens and retailing. See some case studies below:

Click on each image below to watch the live case studies for each of these brands.

Using password: **idmreview**



**Lexus Headline Sponsor**



**eBay Beautiful Border Sponsorship**



**Marshall's Show Gardens Supplier & Sponsor**



**M&S retail Space and Sparks Lounge**



**John Lewis Home Solutions Garden**



**Inspired Villages and Legal & General GWL Theatre Sponsorship**

**M&S retail Space and Sparks Lounge**





TAKE A LOOK AND SEE WHY  
OUR VISITORS ATTEND  
BBC GARDENERS' WORLD LIVE



EXPERT ADVICE...



SHOPPING...



GARDEN INSPIRATION...



**CONTACT US ...**

**GARDEN TRADE  
STAND & SPONSORSHIP OPPORTUNITIES:**

**Joe Connolly**

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**Emily Cloke**

Head of Commercial – Gardening Division

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**FLORAL OPPORTUNITIES:**

**Lucy Tremlett**

Horticultural Show Manager

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