

BBC
Gardeners'
WorldLive

BBC
Gardeners'
WorldFair
Spring | Autumn





BBC Gardeners' WorldLive

Sponsored by:  LEXUS

132,000 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 22k garden enthusiasts

BBC Gardeners' World Autumn Fair

Launched Sept 2022 attracting 20k 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...

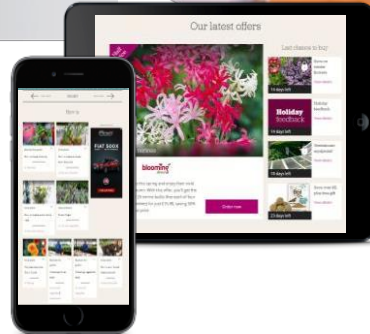
...yet the most accessible and
approachable.

LIVE EVENTS

3 Events
128,000 visitors
30 year heritage

MAGAZINE

32 years as market
leading title
860K Readers PCM
190K Subscribers



ONLINE

4m page
Impressions PCM
1.5m unique users

TV PROGRAMME

54 years as the nation's
favourite gardening show
2.3m Weekly Viewers



There are also 3m new gardeners since 2020 according to HTA research

BBC GARDENERS' WORLD SPRING FAIR

3 – 5 May 2024
Beaulieu, Hampshire

Now in it's 4th year our Spring Fair sponsored by Hillier returns to Beaulieu offering a great day out for hands on 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 **Showcase Gardens & 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**

22,000 visitors expected in 2024

82% ABC1
57 Average Age
£3.8million spent with exhibitors*

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





BBC GARDENERS' WORLD LIVE

13 – 16 June 2024
NEC Birmingham

Our flagship show returns to the NEC in June 2024 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 on the **BBC Gardeners' World Live Stage with Monty Don & other Gardeners' World TV Presenters**, and the **House Plant Stage** for tips and expert advice makes for a great day out

90,000 visitors

80% ABC1
57 Average Age
£278 spend per visitor*

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

BBC GARDENERS' WORLD AUTUMN FAIR

30 August – 1 September 2024
Audley End House and Gardens,
Essex

Following the incredible success of our first two years at Audley End, we return to the stunning English Heritage site in 2024. 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.

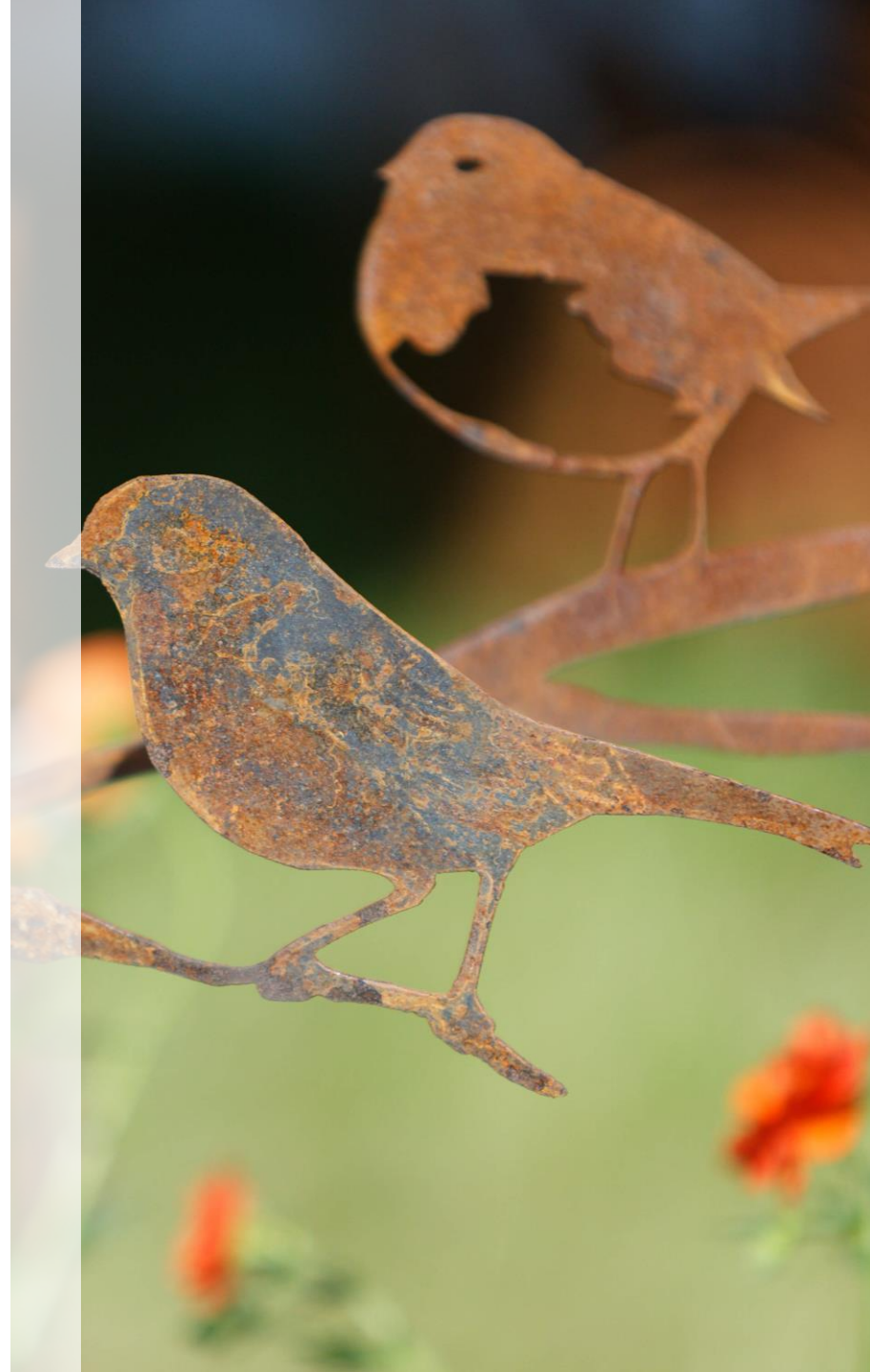
The Fair presents high **quality nurseries** with displays and plants for sale, inspirational **Beautiful Borders**, 1-2-1 expert gardening advice from **BBC Gardeners' World Magazine**, a **BBC Good Food market** and large range of **gardening exhibitors** for visitors to shop from.

Plus a bandstand with **live entertainment**

20,000 expected visitors in 2024

82% ABC1
61 Average Age
£3.2million 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 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.



A combined reach of:



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' World Live

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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.

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



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

Bandstand

Houseplant Stage & Market

Grow your own Stage

Gardeners' Restaurant/ English Tea Garden

Demo Features

VIP Lounge

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



**Regent Seven Seas Cruises
BBC Gardeners' World
Magazine Stage Sponsor**



**John Lewis Home
Solutions Garden**



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

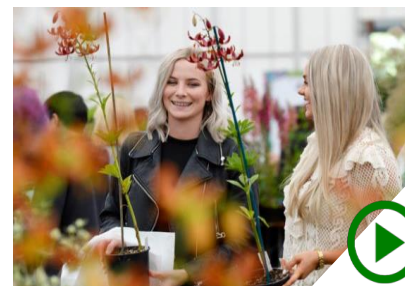




TAKE A LOOK AND SEE WHY OUR VISITORS ATTEND BBC GARDENERS' WORLD LIVE



EXPERT ADVICE...



SHOPPING...



GARDEN INSPIRATION...

CONTACT US ...

**GARDEN TRADE
STAND & SPONSORSHIP OPPORTUNITIES:**

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FLORAL OPPORTUNITIES:

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