



THE ENGLISH GARDEN

MEDIA INFORMATION 2026



FROM THE EDITOR

For more than a quarter of a century, *The English Garden* has celebrated the country's most beautiful gardens, and guided readers with expert, trusted advice and inspiration. Exclusive photography of the finest gardens and intelligent, in-depth content are at the very heart of *The English Garden*. The gardens we feature may be historic or contemporary, but they are always quintessentially English – a noted point of difference from our competitors. Our readers strive for an impressive garden, and to this end they invest for the long term, favouring quality brands and products.

The title has undergone significant digital investment. A brand new website was unveiled in 2024 and theenglishgarden.co.uk now offers a notably enhanced mobile experience: load times are 25% faster, it has better visibility in Google and a more user-friendly design. All of this means better engagement and longer dwell time. Lastly, we continue to work with our key retail partners to ensure the title is front and centre at newsstand, particularly during peak gardening months.

Clare

CLARE FOGGETT



IMAGE: ANNA CHMIELEWICZ/TOTT



READERSHIP

OUR AUDIENCE

Following the title's acquisition by Telegraph Media Group, we partnered with the Insight & Analytics team to undertake the most comprehensive reader profiling to date. The results were testament to the loyalty of our readers and the trust they place in our content:

- 34% of readers read every single issue.
- 25% of readers have consumed the title for more than five years (rising to 40% in North America).
- Their #1 reason for reading is finding inspiration and ideas.
- Annual subscribers make up 75% of all readers
- Over 50% of readers are aged 60+ with time and money to invest in their garden
- They are more affluent than our closest magazine competitors, with 65% of purchasers classed as being of 'high' or 'very high' affluence*

*Sources: loyalty cards/Frontline/CMC reader profiling research - Jul-Sep '23

DISTRIBUTION

- Strategically promoted at leading newsstands, including M&S, Waitrose & Partners, WHSmith, Booths, Sainsbury's and Tesco.
- Selected independent newsagents and retailers.
- Major events, including RHS Chelsea and Hampton Court flower shows.
- Delivered to luxury hotels nationwide, including most 4* and 5* hotels in London, and widely available on bespoke media libraries.
- Widely consumed on Readly and Apple News.

ADVERTISING OPTIONS

The English Garden is the perfect vehicle to promote high-quality, premium brands, products, and services to an affluent and discerning audience. Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

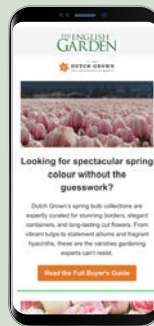
DISPLAY



FARMER GRACY

Discover our new collection at www.farmerg Macy.co.uk

ONLINE ADVERTORIAL



BESPOKE SOLUS EMAIL

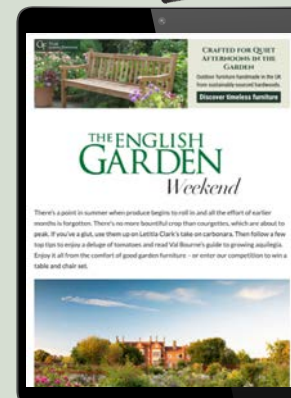
ADVERTORIAL



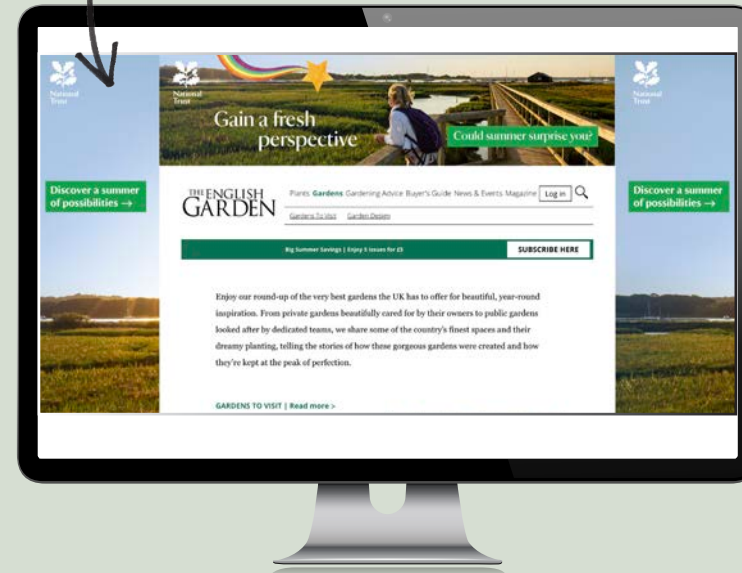
COVER SPONSORSHIP



NEWSLETTER BANNER



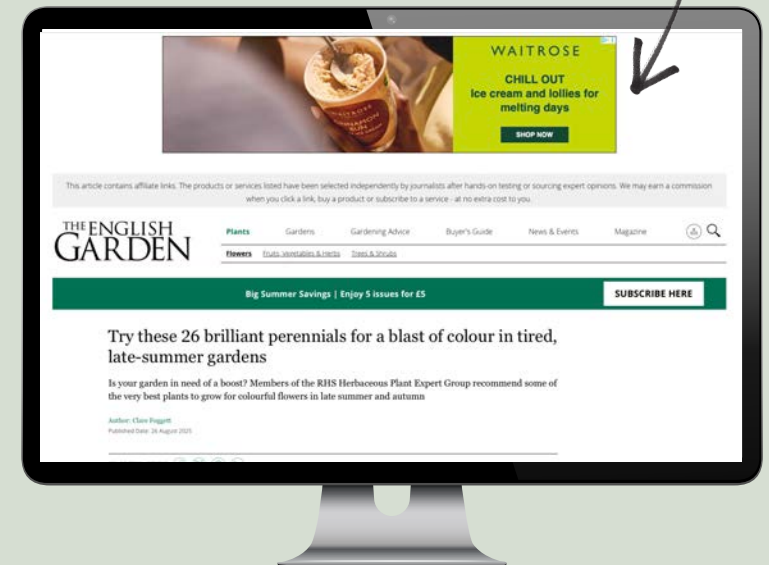
RESKIN

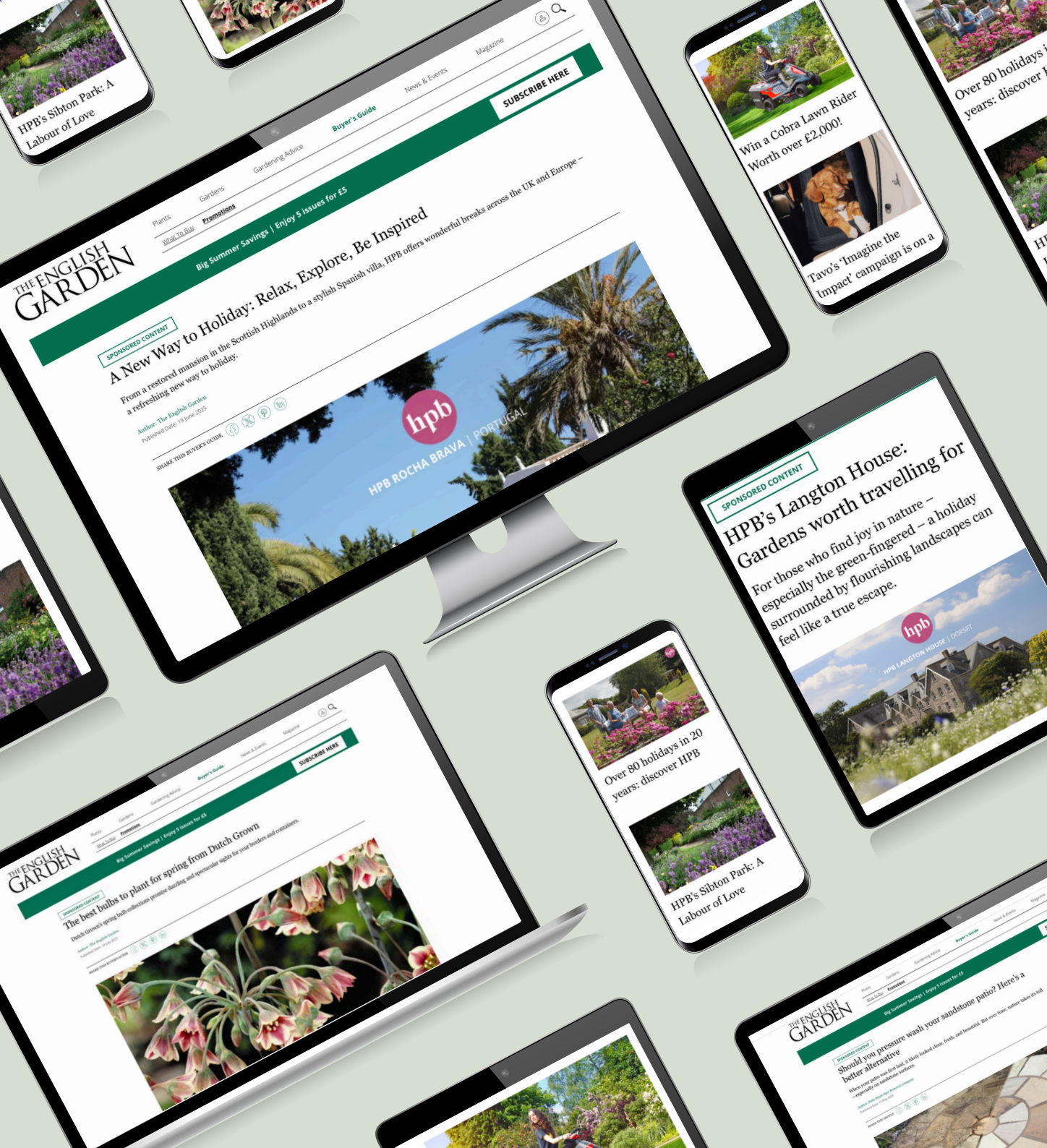


SOCIAL MEDIA POST



BILLBOARD





‘IN FOCUS’ PACKAGES

The English Garden’s innovative ‘In Focus’ digital packages are designed to help commercial partners reach our valuable audiences effectively and easily. A typical In Focus Classic package delivers around 1,000 unique users to each page of commercial content.

IN FOCUS CLASSIC	IN FOCUS EXTRA	IN FOCUS PREMIUM
Single page advertising feature	Up to 3 pages of commercial content	Client hub; 5 pieces custom content
Editorially enhanced	Editorially created	Editorially created
Homepage slot 1 month	Homepage slot 2 months	Homepage slot 3 months
Up to 600 words, 3 images	Up to 800 words, 4 images	Up to 1,000 words, 5 images
2 social media posts	Video unit inclusion	6 social media posts
1 newsletter slot	Competition (plus prize)	Videos + competitions
	2 newsletter slots	1 week homepage takeover
	1 newsletter takeover	2 newsletter takeovers
	1 e-solus newsletter	4 newsletter slots
	10k display ad impressions	1 e-solus newsletter
	4 social media posts	25k display ad impressions
		Rich media integration / bespoke build + execution*

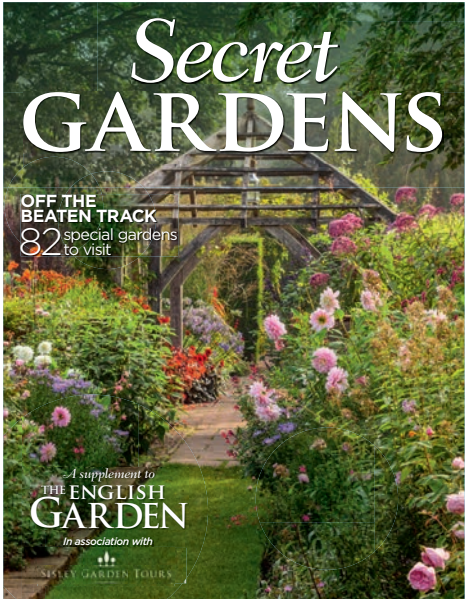
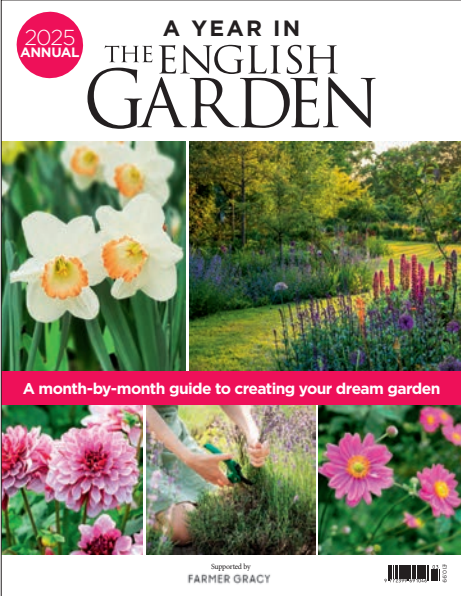
RECENT EXAMPLES

Tavo, Dutch Grown, HPB
The Patio Blackspot Removal Co.

2026 EDITORIAL CALENDAR

2026 - UK	AD DEADLINE	ON SALE
January	12 November 2025	28 November 2025
February	15 December 2025	26 December 2025
March	14 January 2026	30 January 2026
April	11 February 2026	27 February 2026
Spring + front gardens supplement	11 March 2026	27 March 2026
A YEAR IN THE ENGLISH GARDEN	31 March 2026	15 April 2026
May	8 April 2026	1 May 2026
June + gardens to visit supplement	6 May 2026	29 May 2026
July	3 June 2026	3 July 2026
August	17 July 2026	31 July 2026
September	14 August 2026	28 August 2026
October	18 September 2026	2 October 2026
November	16 October 2026	30 October 2026
December	16 October 2026	30 October 2026

2026 - US	AD DEADLINE	ON SALE
March	12 November 2025	28 November 2025
May	16 December 2025	26 December 2025
July	16 January 2026	30 January 2026
September	13 February 2026	27 February 2026
November	13 March 2026	27 March 2026
January 2027	17 April 2026	1 May 2026



COMBINED REACH: PRINT & DIGITAL

PRINT	
Print Circulation	49,000
Print Readership	150,000
WEBSITE	
Digital reach	1,800,000
Monthly average users	95,000
Monthly average page views	155,000
EMAIL	
Email subscribers	26,000
Average open rate	15%
SOCIAL MEDIA	
Social Media followers	264,000

RATE CARD

Please contact the team to discuss bespoke and creative solutions tailored to your needs and budget.

PRINT RATES

DISPLAY	
Double page spread	£6,015
Outside back cover	£4,340
Inside front cover	£4,090
Inside back cover	£3,720
Full page	£3,225
Half page	£1,740
Quarter page	£1,025
ADVERTORIALS	
Double page spread advertorial	£7,515
Full page advertorial	£4,030
INSERTS	
Inserts (per thousand)	POA

DIGITAL RATES

WEBSITE	
Reskin	£2,650
Online advertorial	£1,010
Competition	£1,060 + prize
Double MPU	£1,010
MPU	£585
Billboard	£795
Leaderboard	£795
Social media post	POA
EMAIL	
Newsletter advertorial	£795
Newsletter leaderboard	£505
Bespoke solus email	£110 per 1,000

ADVERTISING CONTACTS

Portfolio Manager: Warren Wilkinson warren.wilkinson@chelseamagazines.com +44 (0)7939 213151

Advertising Manager: Astrid Elsen astrid.elsen@chelseamagazines.com +44 (0)7701 223652

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.