

STG *subTropical* Gardening

and landscaping in warm climates



**local advice for
local gardeners**

MEDIA KIT > 2009

Introduction

Our Community

subTropical Gardening is the only gardening title written as a journal for the public to keep and refer to over many months and years. As a reference it provides factual, practical and inspiring advice by qualified horticulturists for serious and novice gardeners.

Our strong relationships with garden clubs and readers has created household names for our contributors and trust in what is written in the magazine. Readers and contributors are our community and family.

The community extends from print into our website where additional content and information can be sourced. The fact that our contributors supply their own images creates a freshness and realism rarely seen in other gardening titles.

We welcome you to join in our community and the rewards that **subTropical Gardening** can bring to the public and your potential sales.



Paul Plant, Editor

Profile

subTropical Gardening magazine is a vibrant, elegant magazine catering for beginners through to passionate gardeners in the subtropics, tropics and warm climates. With its upmarket glossy presentation and unique layout combined with advice and information from well-known horticulturists, it ensures the magazine is collected as a reference source.

subTropical Gardening, now in its fourth year of production, is gathering an ever-increasing band of loyal supporters who just love the inspiration they find nowhere else.

National Flavour

subTropical Gardening is on sale through newsagents and selected retail stores. Our subscribers are located in all states and territories of Australia.

International Flavour

subTropical Gardening is now distributed to 12 countries.

Online Content

subTropical Gardening provides access to the public of content beyond our print publication via our website at www.stgmagazine.com.au

Contributors

subTropical Gardening has a host of local writers with local knowledge.

These are but a few...



subTropical Gardening is 100% Australian owned, published and printed in Australia...do you know if others are?

Our Readers

A Quick Snapshot

A recent survey of our readers showed that the majority of our readers are female, homeowners, above average income earners who regularly update their gardens and who purchase gardening products on a weekly basis:

- 76% of our readers are female and 24% are male
- 94% of our readers are homeowners with their own garden
- 44% of our readers have incomes above \$60,000 (AB Economic) with 23% of our readers having incomes above \$90,000
- 84% of our readers have no dependent children at home
- 98% of our readers are aged over 30, with 73% aged between 40 and 69
- 96% are DIY gardeners and landscapers
- 35% of readers are retired and 46% are in paid employment.



"Just a beautiful magazine. I loved it so much I am sending a gift to another gardening friend. It is so good to get a magazine that is all about the area we live in. Keep it going."

L Parsons

Trust

The three top reasons given as to how this magazine assists readers in their gardens:

- provides local information
- suitability of products
- ideas and inspiration.

Purchases

Summary of readers recent and intended garden purchases:

- 75% of readers buy gardening related products on a weekly basis
- 60% of readers spend on average more than \$50 per month on gardening products.
- The highest categories of garden purchases were growing media, fertilisers and sprays (61% of readers) followed by seeds, plants and bulbs (60% of readers).

Next planned holiday

- 68% of readers intent to take a planned holiday within the next year

Pet ownership

- 71% of readers own a pet, with 46% owning dogs, 23% owning a cat and nearly a quarter of readers owning fish

Frequency of garden updates

- 52% of our readers have updated their gardens within the last month, with nearly a third of readers spending over \$1,000 on their last update

Source: December 2006 survey

"I would just like to congratulate you on quality and presentation. It fills a much needed gap in information in our climate."

P Gillman

Benefits of Advertising with Us

- **subTropical Gardening** is 100% Australian
- **subTropical Gardening** provides focused target marketing
- Our readers do not tend to read other gardening titles
- **subTropical Gardening** is involved in many gardening events and societies meaning your advertising dollars penetrates to the consumer
- The strength of **subTropical Gardening** is its shelf-life and quality – it is kept and read over many years as a reference, unlike other publications.

Readers are very responsive to advertising:

- * 89% of our readers have bought or enquired about products advertised in subTropical Gardening magazine
- * 94% of our readers keep the magazine as a reference providing longevity of your advertisement.



subTropical Gardening online: www.stgmagazine.com.au
– multimedia exposure maximises your potential sales