

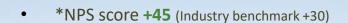


## 101,000 CONSUMERS

- BBC Gardeners' World Live is co-located with BBC Good Food Show Summer.
  - One of the largest UK consumer events attracting over 100k visitors.

Click here to watch the show video using password: idmreview





- The show's campaign has a marketing and PR reach of 6 million
  - £24 million spend at and post-show in 2019
    - Quality audience 86 % ABC1
      - Average age of visitors **56**

\* NPS is an industry benchmark for customer satisfaction and enjoyment
\*Combined spend at BBC Gardeners World Live & BBC Good Food Show Summer











## CORE DEMOGRAPHIC FOR MEDIA TARGETING

### AFFLUENT SENIORS

Aged 66+

Household income £50k-149k

Well-off retirees

Live in spacious detached houses

Significant assets and generous pensions





## CORE DEMOGRAPHIC FOR MEDIA TARGETING

#### SHOW CASE GARDENERS

Aged 36-65

Household income £70k+

Managerial roles

Families with children

Live in detached houses in better neighbourhoods

Technologically advanced



## OUR SOCIAL FOLLOWING...

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







44.5k followers

31.2k followers

29k followers





## EXHIBITING AT GARDENERS' WORLD LIVE

#### **Stand Types Available**

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

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

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







#### **BRAND IMPACT**

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

BBC Gardeners' World Live is 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

BBC Gardeners' World Theatre

The Demo Bench

Gardeners' Restaurant/ English Tea Garden

**Demo Features** 

VIP/ Luxe Lounges

Bespoke solutions

# Gardeners' World ive

SPONSORSHIP **OPPORTUNITIES** 

Sponsored by: (2) LEXUS





Show Garden (£25-70k)

















BRANDS WHO HAVE JOINED US AT BBC GARDENERS' WORLD LIVE...





























































Sponsored by: 🗸 LEXUS

#### 18 - 21 June 2020 | Birmingham NEC

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







