



**BRAND AWARENESS**

• **RETAIL**

• **DEMONSTRATE & EDUCATE**

• **FACE TO FACE**

**BBC**  
**Gardeners' World** **Live**  
*Special Edition*

Sponsored by:  **LEXUS**

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**26 – 29 August 2021 | Birmingham NEC**

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BBC Gardeners' World Live, will be back at the NEC this year in a slightly different Special Edition format. Due to Covid restrictions the event will take place outdoors and will feature a large BBC Good Food Market.

Retaining all the popular outdoor features including Garden trade exhibitors, Show Gardens, Beautiful Borders, Floral Marquee including My BBC Gardeners World Stage, Plant Village and Bandstand

Still one of the largest UK consumer events the show expects to attract a capped audience of 40k visitors in 2021

**[Click here to watch the 2019 show video, to get a feel for what the event will offer using password: idmreview](#)**



# BBC GARDENERS' WORLD BRAND FAMILY

**LIVE SHOW**  
100,000 visitors in 2019

**MAGAZINE**  
221k Circulation  
164k Subscribers



**TV PROGRAMME**  
3.6m Viewers



**ONLINE**  
7.3m Monthly UU (May 2020)  
9m Page Imps PCM



- \*NPS score **+45** (Industry benchmark +30)
- The show's campaign has a marketing and PR reach of **6 million**
- **£24 million** spend at and post-show with exhibitors and sponsors 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





**WHAT OUR VISITORS SAY:**

*'ALWAYS THE BEST SHOW OF THE YEAR!'*

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

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

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

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

*'SO MUCH TO SEE. LOTS OF INSPIRATION FOR ALL AGES!'*



**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 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**

*"WE HAVE EXHIBITED NATIONWIDE FOR ALMOST 7 YEARS ACROSS ALL MAJOR RHS SHOWS AND SMALLER INDEPENDENT SHOWS. WE HESITATED TO TRY BBCGW DUE TO EXISTING COMMITMENTS ELSEWHERE, HOWEVER IN 2019 WE BIT THE BULLET AND WENT FOR IT. WE ARE DELIGHTED TO SAY WE HAD A FANTASTIC SHOW, THE TEAM WERE A PLEASURE TO WORK WITH AND WE FOUND THAT ALMOST ALL OF THE CUSTOMERS WE SOLD TO WERE NEW CUSTOMERS THAT WE HAD NOT MET AT OTHER GARDEN/FLOWER SHOWS. I WOULD HAVE NO HESITATION IN RECOMMENDING THIS SHOW TO OTHER EXHIBITORS AND NEW BUSINESS OWNERS LOOKING TO GROW THEIR CUSTOMER BASE. WE LOOK FORWARD TO 2020 AND THE YEARS FOLLOWING."*

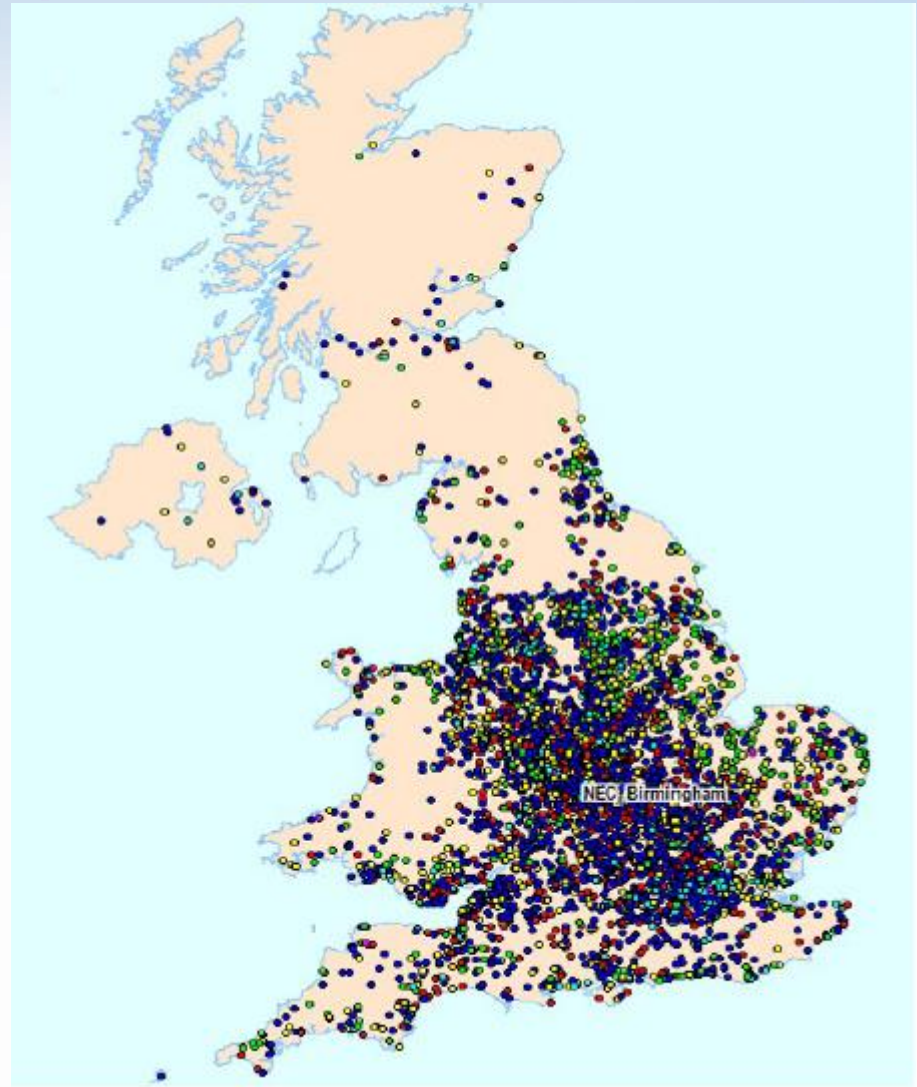
**THE PATIO BLACK SPOT REMOVAL COMPANY**




## Where do our visitors come from?:

BBC Gardeners' World Live attracted **100,000** visitors to the NEC in 2019, an impressive spread from across middle England. Whilst in 2021, the expected audience is 40,000 the spread of where visitors travel from will likely be the same.

**55%** of the BBC Gardeners' World Live do not attend any other gardening shows



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

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**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





BBC  
**Gardeners'  
World** Live

Sponsored by:  LEXUS

**CORE DEMOGRAPHIC  
FOR MEDIA TARGETING**

**SHOWCASE  
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



# BBC Gardeners' World Live

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## EXHIBITING AT GARDENERS' WORLD LIVE

### Stand Types Available

- Outdoor Marquee (3m x 3m, 4m x 4m or 6m 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](http://bbcgardenersworldlive.com).

*Get in touch to find out more*





# BBC Gardeners' World Live

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## 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

My BBC Gardeners' World Stage

English Tea Garden

Demo Features


Bandstand

Bespoke solutions



Floral Marquee

# BBC Gardeners' World Live

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Show Garden

## SPONSORSHIP OPPORTUNITIES

Be it a feature partner, or your own activation, a bespoke branded feature or product supply - we'll find the right solution that match perfectly with your objectives and budget.

All packages are subject to BBC Studios approval



Beautiful Borders



Bespoke Feature



Band Stand



Product Supply

## 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**



**John Lewis Home Solutions  
Garden**



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



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



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



Niwaki



Oakdale



TESCO



VegTrug™




Wyevale garden centres



BIG HEDGE CO.



# BBC Gardeners' World Live

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





The logo for BBC Gardeners' World Live. It features the BBC logo in a small box above the word "Gardeners'" in a bold, dark green font. Below "Gardeners'" is the word "World" in the same font, and "Live" is written in a larger, lighter green font to the right of "World".

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

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