

# YOUR BEST ROUTE TO THE IRISH MARKET



Business to Consumer

Business to Business

**350,000**

PAGE IMPRESSIONS  
EVERY FOUR WEEKS

**13,000**

ONLINE SUBSCRIBERS

**21,000**

READERS

**8,000**

TRADE SUBSCRIBERS

**1,000**

TRADE SHOW  
VISITORS

print | events | online

The Irish  
**Garden**

IRELAND'S GARDENING COMMUNITY  
**Garden.ie**

**glas**  
Garden Landscape  
Amenity Sportsturf

**Growtrade**  
SERVING IRELAND'S HORTICULTURE INDUSTRY

# KEY PRODUCTS

PRINT

## The Irish Garden

- The Irish Garden is Ireland's top monthly gardening magazine.
- Get your sales message directly to this key target group.
- Circulation fully ABC audited.



ONLINE

## Garden.ie

- Ireland's home for gardening online. Average 100,000 impressions per month
- With a weekly email newsletter to 13,000 subscribers



EVENTS

glas  
Garden Landscape  
Amenity Sportsturf

in association with  
**Bord Bia**  
Irish Food Board

- The annual trade event for the garden landscape horticulture industry, supported by Bord Bia.
- 1,000 visitors and 140+ exhibitors



ONLINE

## Growtrade

SERVING IRELAND'S HORTICULTURE INDUSTRY

- Your route to horticulture, landscape and sportsturf professionals in Ireland.
- Twice-monthly newsletter with 4,000 subscribers



## THE TEAM

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The Irish Garden



**Peter Stears**  
EDITOR

Growtrade.ie



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BUSINESS MANAGER

Consumer



**Lyn Collier**  
BUSINESS MANAGER

Consumer



**Eamonn Maguire**  
ACCOUNT MANAGER

B2B & Events



**David Johnston**  
ACCOUNT MANAGER

B2B & Events



**Paul Byrne**  
SALES DIRECTOR



“As a regular and long-standing advertiser, The Irish Garden is our first choice for targeting discerning Irish gardeners. We are consistently very pleased with the number and quality of sales yields generated.”

**Owen Chubb, Gabriel Ashe**

“I am a long-term advertiser with The Irish Garden and Garden.ie and I recommend both of them highly. Customers tell me they often use Garden.ie as a reference, and believe in its authority.”

**John Maypothor, The Patio Centre**

“GLAS puts the business of horticulture and sportsturf firmly in the spotlight. The show has truly evolved to become the premier event in the horticulture calendar.”

**Carol Marks, Bord Bia**

“If you want to target a qualified audience in the retail, horticulture, landscape and sportsturf sectors then Growtrade is an essential marketing tool for your business.”

**Liam McMahon, Director NAD**

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