

Horticulture & Gardening



Publication Date:
Date, 4th October 2015

Australia is known for its vast landscapes, picture perfect countryside and flourishing fauna and flora.

This feature will include all things horticulture and gardening. Whether it is the business of plant cultivation, the newest trends for successful plant growth, fertilizer and pest control along with gardening supplies and plant distribution, this feature will appeal to a variety of industries.

The Horticulture & Gardening feature will publish in The Age's M on 4th October 2015. Do not miss the opportunity to target a relevant and engaged audience.

Why Advertise?

- **8-in-10 (421,000)** M readers have done some gardening in the past 3 months.
- **1-in-3 (164,000)** M readers indicate they like to be kept up to date with the latest DIY and home improvement ideas.
- M Readers are **25%** more likely than other Victorians to be in the top spender category for Garden & Hardware, and **27%** more likely to be in the top spenders in the dwelling repairs and maintenance category.
- M readers are **56%** more likely than other Victorians to have used a Gardening service in the past week.
- Close to **6-in-10** M readers have been to a major Hardware/Gardening outlet in the past 3 months.
- Over **7-in-10 (374,000)** M Readers are homeowners or mortgagees.

Deadlines

Booking: Date 25th September 2015
Material: Date 30th September 2015

For advertising enquires or more information, please contact:
(03) 8667 1017

*All space is subject to availability.
Early bookings are highly recommended.*



Source: *emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people 14+ only. Sunday Age L4W AV Base: VIC

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