

A radio ad campaign that will reach up to 4 million gardeners for only £1,500.

In-store radio advertising helps everyone. Suppliers and Garden Centres benefit from increased sales, customers benefit from the help with product choice.

That's why we've decided the best way we can help fellow GIMA members beat the recession is to make a **very special** offer exclusively to GIMA members for advertising on Garden Radio this spring season.

It's now clear that more people are intending to grow their own this year and spend time in their gardens. So we could be heading for a bumper spring. All you need now is that extra little help to make sure that when they visit their garden centre they buy your product instead of your competitors.

Ads on Garden Radio have been proven to deliver sales levels at least 10% higher than in stores without Garden Radio and have helped many products launch and increase market share in recent years.

Garden Centres that play Garden Radio love product ads on Garden Radio – they know they help sell more products for them.

Garden Radio increases sales.



Now we're making an exclusive GIMA recession busting offer for this spring on Garden Radio.

For as little as £1,500 the Garden Radio team will write, record and produce an ad for you and then broadcast it every day for a month in Garden Centres that already stock your products – plus we'll add on any extra centres you get extra distribution to as a result of running the Garden Radio campaign.

If you'd like to invest a bit more, for just £2,000 we will do all of the above, plus we will record an interview with you or your resident expert, extolling the virtues of your product and play that in-store, plus make it available on the internet for your own website and for your retailers to link to.

Beat the recession with Garden Radio – simply the best way to get your voice heard louder in key garden centres, nationwide.

For bookings and enquiries call Trevor Pfeiffer on 07973 504214 or trevor.pfeiffer@gardenradio.co.uk

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Think positive... be positive... be profitable