

ROYAL HIGHLAND SHOW

2020

Digital, Print & Banner Advertising



A. Fraser



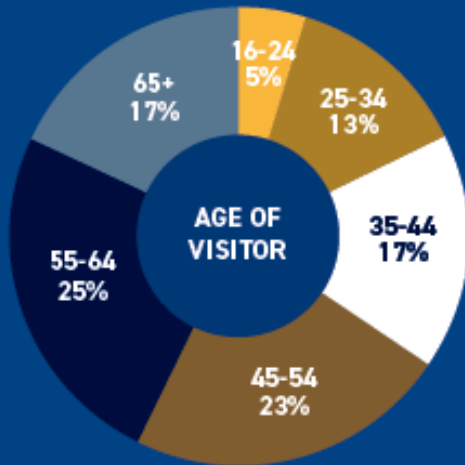
ROYAL
HIGHLAND
SHOW 2020
18-21 JUNE
PARTNER SINCE 1981
Royal Bank
of Scotland

The best of farming, food & rural life

2019 Royal Highland Show Visitor Profiles

Number of visitors in 2019:

195,400



VISITOR GENDER SPLIT



SOCIAL MEDIA FOLLOWERS

90.5k

19k

12.8k

55%
Urban

30%
Farming

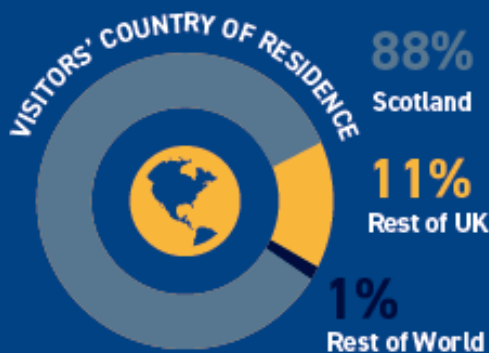
15%
Related Farming Industries

VISITORS' BACKGROUND



VISITOR'S AREA OF RESIDENCE

BORDERS	4%
CENTRAL	7%
DUMFRIES & GALLOWAY	3%
EDINBURGH/LOTHIAN	24%
FIFE	8%
GLASGOW/STRATHCLYDE	13%
GRAMPIAN	7%
HIGHLANDS	6%
PERTHSHIRE	3%
TAYSIDE	5%
NORTH EAST ENGLAND	2%
NORTH WEST ENGLAND	4%
YORKSHIRE	1%
IRELAND	4%
WALES	1%
REMAINDER OF UK	4%
MAINLAND EUROPE	1%
REST OF WORLD	1%



WHAT VISITORS SAID...

94%
said the show had a great atmosphere

78%
said compared to other events, the RHS is a higher quality

86%
are likely to recommend visiting the RHS

Digital Advertising

Main Ring

The Main Ring is the flagship arena at RHS, overlooked by the new Members' Pavilion which is due to open in March 2020 and will host members during the Show (over 15,000 potential audience).

Prestigious show jumping, light and heavy horse events and the daily Grand Parade of horses and livestock attracts large crowds. Trade stand exhibitors located at the Main Ring include household names in professional services (Savills, Turcan Connell) and food consumables (Marks & Spencer, Grahams Family Dairies, ABP).



195,400 visitors attended the Show in 2019, and we estimate 80% of these will visit the Main Ring at some point. The Main Ring audience at any one time, reaches 15,000 for high profile events such as the Grand Prix on Saturday, and the Grand Parade each day.

Main Ring events will be featured intermittently on other showground screens throughout the four days of the Show, offering wider visibility for Main Ring advertisers.

Scotland's Larder Live (Food Hall)

The screen will broadcast RHS information and food hall offers and activities. The Larder Live! hosts 114 exhibitors, the Scottish Cheese, Ice Cream and Artisan Bread Championships and the SLL Cookery Theatre, seating 120 with 8 x shows daily presented by chefs from all over Scotland, to some 960 spectators per day.

The average number of visitors to the food hall is estimated at least 40,000 over 4 days, including families with children and a cross section of the Show's visitor profiles, from across Scotland, UK and overseas.

Highland Hall

The Highland Hall houses 1100 cattle during the 4 days of the Show. The target audience includes over 350 hundred livestock exhibitors and their teams, who will be in the hall preparing cattle across the 4 days, with an average dwell time of several hours. At certain times during each day the hall is also open to the general public, including the farming community and families with children, with average dwell time estimated at 30 minutes. The number of visitors to the hall over 4 days is estimated to be at least 20,000.



East & West Gates



The two main entry gates to the Showground will feature screens for the first time in 2020, showing welcome messaging, details of Show activities and offering advertising opportunities, which will be seen by thousands of Show visitors.

MacRobert Shearing Theatre

The Shearing Theatre houses 6 x 70-inch Digital Screens, broadcasting live feed and results. Audience includes sheep famers, families and young people. The theatre seats 400 and has capacity for a further 200 people standing. There are nine competitions over the course of the four days, with the biggest taking place on Sunday.



Cattle Rings – New for 2020



For the first time in 2020, there will be 3 screens serving the 7 Cattle Rings, where 30 cattle competitions featuring c. 1000 cattle will take place over the four days of the Show. Screens will display results and other information, as well as subscribers' advertisements.



Sheep Rings – New for 2020

Two screens will be available across the four sheep rings at RHS 2020, where 29 competitions featuring 2000 sheep will take place over the four days of the Show.



Cost of Digital Screen Advertising & Sponsorship at RHS 2020

Location	Screen	Level	Programme	Audience	Screen Sponsorship	Advertising
Main Ring*	12m x 8m No audio	Premium	Main Ring events RHS content Results	Equestrian & livestock General public Families 60,000+	£5000 p.a.	£1500 per 20 second ad
Scotland's Larder Live*	10.5m x 3m No audio	Premium	SLL events RHS content	General public Farming community families	£5000 p.a.	£1500 per 20 second ad
Highland Hall*	2m x 3.5m Back to back No audio	Standard	Results & scheduling RHS content	Livestock exhibitors General public Families c. 20,000	£3000 p.a.	£1000 per 20 second ad - loop
East & West Gates*	5.12m x 2.88m No audio	Standard	Welcome Public announcements RHS content	All visitors to the Show c. 195,000	£3000 p.a.	£1000 per 20 second ad
MacRobert Shearing Theatre	7 x 70" LED TV screens No audio	Standard	Results Schedules RHS content	Livestock exhibitors Farming community General public Families	£2500 p.a.	£750 per 20 second ad
Cattle Rings	3 x 2m x1m No audio	Standard	Results Schedules	As above	£2500 p.a.	£500 per 20 second ad
Sheep Rings	2 x 2m x1m No audio	Standard	Results Schedules	As above	£2000 p.a.	£500 per 20 second ad
<p>*Multi-screen packages are available on request. All content required to be submitted in accordance with RHS screen content guidelines issued at time of booking. For further details please contact Emma Herd at 0131 335 6275 or sponsorship@rhass.org.uk</p> <p>COSTS APPLICABLE TO RHS 2020 TRADE STAND EXHIBITORS AND SPONSORS ONLY.</p>						

Print Advertising

RHS 2020 Advertisements	Programme Circulation 11,000	Catalogue Circulation 3,000
Inside front cover	£2,895 full colour +VAT	£1,385 (fc) +VAT
Inside back cover	£2,810	£1,385 (fc)
Full page	£1,470	£1,230 (fc) £645 (mono)
Half page	£1,135	£74 (fc) £405 (mono)
Quarter page	£665	-

**Copy deadline is 18th May 2020. Please contact Geerings Ltd directly.
Telephone: 01233 658611 or Email: jim.skwarek@geeringsprint.co.uk**

Banner Advertising

Location	Cost	Location	Cost
Main Ring	£750	Forestry	£400
Cattle/Sheep Rings	£300	Avenue 15 th /16 th or 13 th	£400
Jumping Ring 6	£500	Thistle Ring	£300
Discounts Available: 10% off when you purchase 2 Banners 15% off when you purchase 3 Banners			
Banner Size: 6 meters in length by 800 mm in depth (RHS standard)			

**If you are interested in any of the above advertising options
Please contact the Sponsorship Team.**

Email: Sponsorship@rhass.org.uk

Telephone: 0131 335 6275