



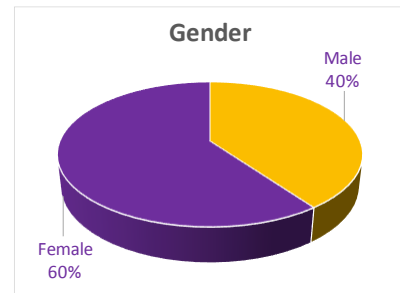
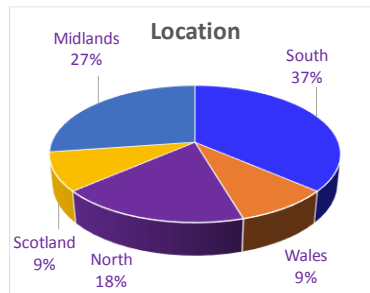
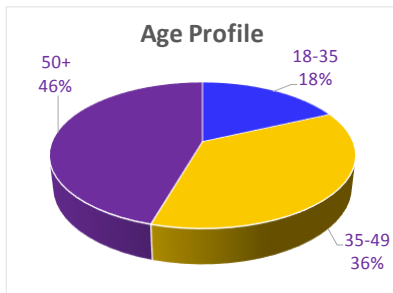
# Gardeners Club Media Factsheet

## The Gardeners Club is a free to join online special interest Club.

The Club format enables us to break through traditional email barriers and add a new dimension to normal permission based communications providing us with a receptive audience for your campaign. All of our Consumer Club databases are regularly cleansed and validated to ensure accuracy, they are all fully compliant with EU directives on direct marketing to consumers.

The Gardeners Club has its own website and is on Facebook and Twitter.

Membership c410,000



## Cost guidelines for the Gardeners Club

Cost depends on volume and the pricing model: CPM (Cost Per Thousand), CPA (Cost Per Action), CPC (Cost Per Click), CPL (Cost Per Lead) or a combination (hybrid model).

- CPM pricing ranges from £6 to £55 per thousand sent.
- For other pricing models, please contact us for a quotation.
- Our E-Local program is designed to support local businesses, priced at £495 to include email artwork preparation and emailing to 10,000 local consumer club members.

(Minimum pricing applies, prices quoted exclude VAT.)



## About Us

**Web-Clubs Ltd**, is an independent company launched in 2000. We offer a comprehensive service to both direct clients and to media agencies. Our services include:

**Consumer Clubs**, our 4 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

**B2B Club**, using our database of over 350,000 business decision makers we can generate new prospects for your company.

**Website Design**, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.

**Social Media**, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.

**Complementing Services**, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT advice.

