



# RHS SHOW GUIDES 2024

RHS show guides are a perfect souvenir for RHS members and their guests. Easy to carry and keep. Printed in full colour with colour-coded sections and show ground plans

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# Visitors to RHS Shows

## MEDIA COVERAGE

### RHS Chelsea flower Show

In 2023, the RHS Chelsea Flower Show was featured in over 10,000 broadcast, print and online articles with a combined circulation of over **950 million**

Over **700 members** of the media attend the show, from journalists and photographers to producers and bloggers

As the official RHS Chelsea broadcast partner, the BBC features **13 hours** of coverage across its day and evening programmes during show week reaching millions of viewers.

### RHS Hampton flower Show

Just under **1,000 pieces** of broadcast, print, and online coverage promoting RHS Hampton were achieved in 2023 reaching over 440 million people.

As part of our **BBC partnership**, the show was featured on **BBC 2 Gardeners' World** reaching the programmes huge dedicated audience.

**240 press** attended the show across the week

### RHS Tatton flower Show

In 2023, RHS Flower Show Tatton Park was featured in over **620 pieces** of print and online coverage reaching an average audience of **143 million people**.

As part of our BBC partnership, the show was featured on **BBC 2 Gardeners' World** reaching a huge dedicated audience.

**95 press** attended the show across the week.



## ATTENDANCE

Total visitors to RHS shows each year \*

# 437,431

23% Males 77% Females

\*includes RHS Malvern Spring Festival, RHS Chelsea Flower Show, RHS Hampton Court Palace Garden Festival, RHS Flower Show Tatton Park, RHS Garden Rosemoor Flower Show, RHS Garden Wisley Flower Show

## SOCIAL STATUS

82% of visitors are ABC1

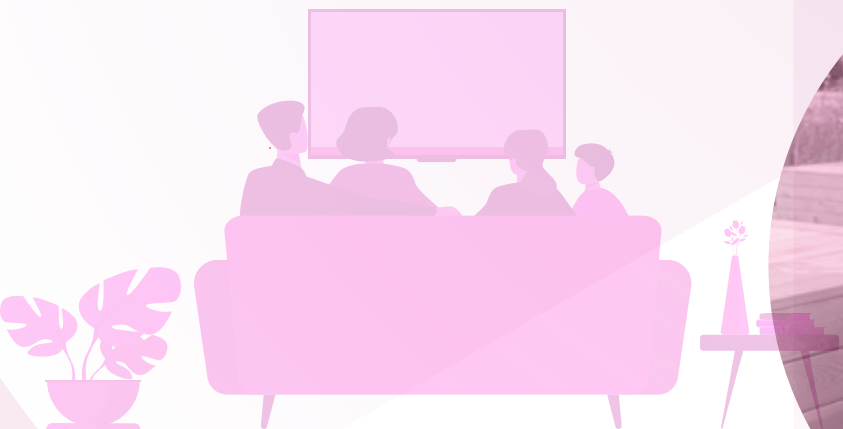
## AGE

Core audience age for all shows

# 35-65 years

Mean age

## 55 years





## RHS Malvern Spring Festival

**9–12 May 2024**

In a beautiful setting at the foot of the scenic Malvern Hills, this spectacular spring show has universal appeal and enjoys a national reputation as the friendliest gardening event of the year.

### 2024 rates

Inside front cover	£1,540
Inside back cover	£1,410
Outside back cover	£1,880
Map page	£1,940
Double page spread	£1,600
Full page	£886
Half page	£485
Quarter page	£300



## RHS Chelsea Flower Show

**21–25 May 2024**

The most prestigious horticultural event in the world, Chelsea Flower Show profiles the world's finest flowers and plants. Visitors flock to see the vibrant, beautiful displays. Chelsea kick-starts the British social season.

### 2024 rates

Inside front cover	£4,778
Inside back cover	£4,631
Outside back cover	£5,208
Map page	£5,124
Double page spread	£5,513
Full page	£3,150
Half page	£1,712
Quarter page	£966



## RHS Hampton Court Palace Garden Festival

**2–7 July 2024**

At the height of summer, Hampton Court Palace plays host to the world's largest annual horticultural show filled with inspiring displays, cutting-edge gardens and innovative conceptual gardens.

### 2024 rates

Inside front cover	£3,129
Inside back cover	£3,056
Outside back cover	£3,413
Map page	£3,203
Double page spread	£4,520
Full page	£2,373
Half page	£1,250
Quarter page	£725



## RHS Flower Show Tatton Park

**17–21 July 2024**

A unique mix of design ideas, horticultural excellence and wonderful shopping opportunities. Situated in Cheshire, Tatton Park caters for gardening enthusiasts from the North of England.

### 2024 rates

Inside front cover	£1,880
Inside back cover	£1,701
Outside back cover	£2,268
Map page	£2,541
Double page spread	£2,037
Full page	£1,050
Half page	£567
Quarter page	£326



## RHS Garden Rosemoor Flower Show

**16–18 August 2024**

The show highlights the very best the South West has to offer in nurseries, atmosphere and local fare, all set against the stunning background of the 26ha (65 acres) garden. Inspiring seasonal interest from the garden itself, especially the stunning Hot Garden, filled with waves of late seasonal colour.

### 2024 rates

Inside front cover	£525
Inside back cover	£525
Outside back cover	£578
Map page	£630
Full page	£473
Half page	£263
Quarter page	£158



## RHS Garden Wisley Flower Show

**3–8 September 2024**

The spectacular yet intimate late summer Show in the picturesque setting of RHS Garden Wisley in Surrey. Browse, buy and get advice from around 40 exhibitors, including specialist nurseries, some of which are RHS Chelsea and Hampton Court Flower Show medal winners.

### 2024 rates

Inside front cover	£735
Inside back cover	£735
Outside back cover	£893
Map page	£893
Double page spread	£1,213
Full page	£641
Half page	£431
Quarter page	£294

# RHS Flower Show Guide data sheet

## Mechanical specifications

Type area (mm)

### Full page trim

240 x 170

### Full page bleed

246 x 176

### Half page vertical

220 x 70

### Half page horizontal

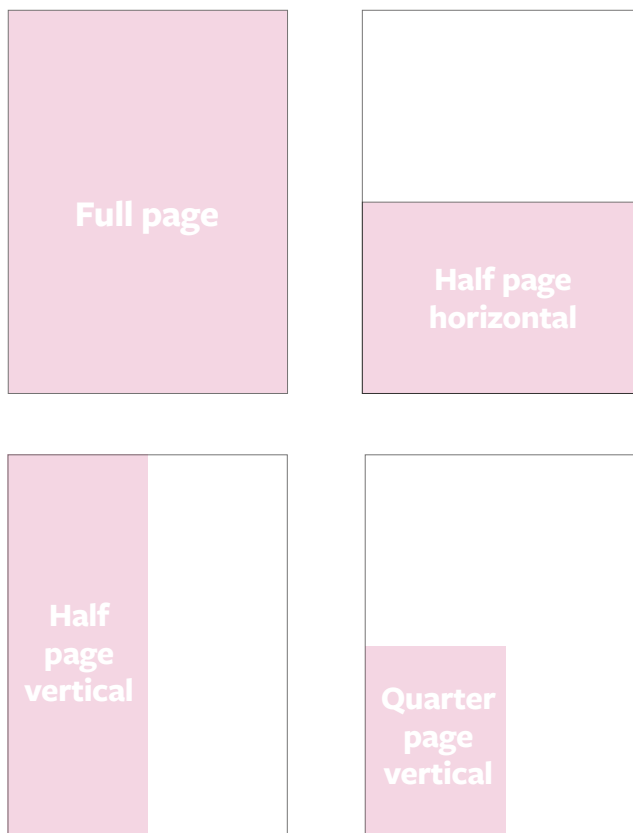
105 x 150

### Quarter page vertical

105 x 70

### Special positions

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Next to map



## Copy deadlines 2024

### Guides

### Deadline

RHS Malvern Spring Festival

**12 March 2024**

RHS Chelsea Flower Show

**2 April 2024**

RHS Hampton Court Palace  
Garden Festival

**10 May 2024**

RHS Flower Show Tatton Park

**27 May 2024**

**All vital matter should be at least 10mm from trim.**

Please email advertisement as high-resolution CMYK PDF to:

**[adproduction@rhs.org.uk](mailto:adproduction@rhs.org.uk)**

If you need any further information please do not hesitate to contact the Production Department on **01733 294670**

**Conditions of acceptance** Full details of conditions and cancellation dates are governed by the company's standard conditions. They are also supplied with acknowledgement of order. Agency commission 10%. All advertisement rates subject to 20% VAT

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**Email: [louisebowering@rhs.org.uk](mailto:louisebowering@rhs.org.uk)**

# RHS Garden Show Guide data sheet

## Mechanical specifications

Type area (mm)

### Full page trim

210 x 148

### Full page bleed

216 x 154

### Half page vertical

185 x 55

### Half page horizontal

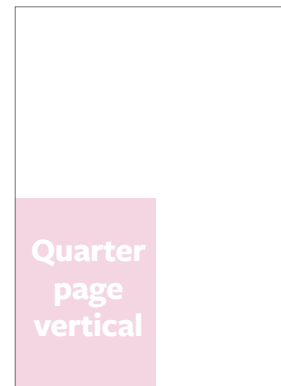
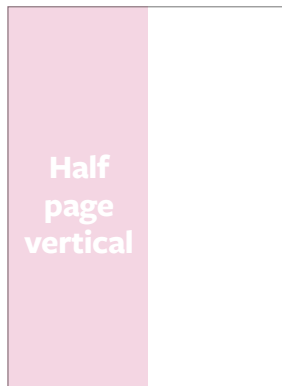
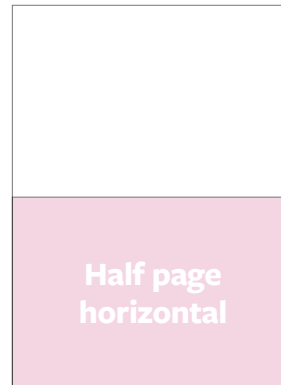
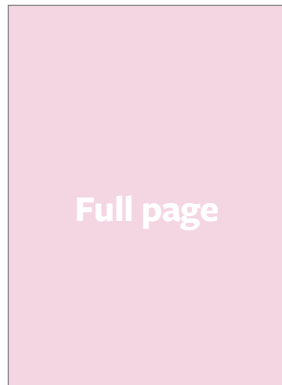
90 x 114

### Quarter page vertical

90 x 55

### Special positions

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Next to map



## Copy deadlines 2024

### Guides

RHS Garden Rosemoor Flower Show  
RHS Garden Wisley Flower Show

### Deadline

**5 July 2024**  
**9 August 2024**

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