

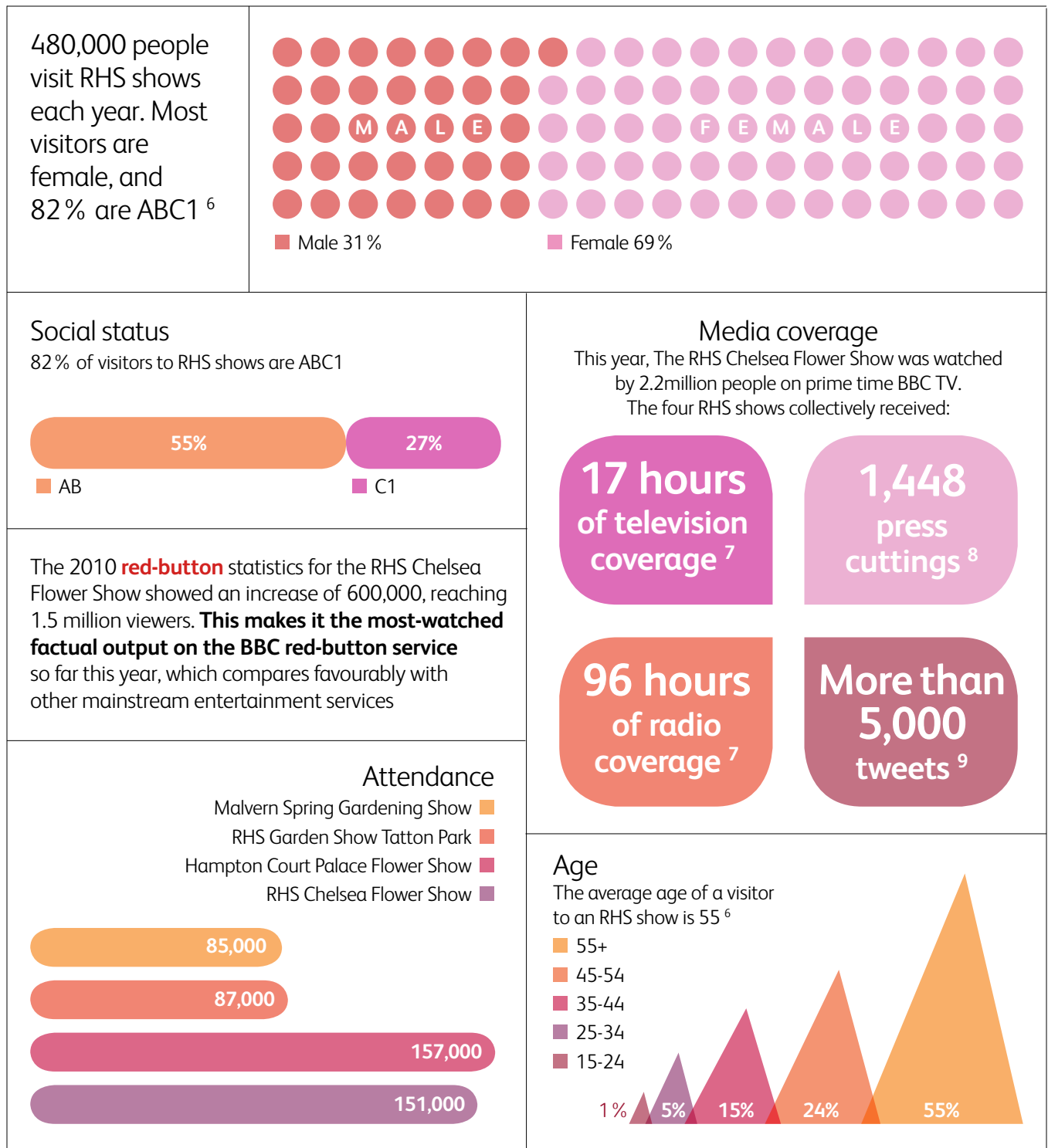
RHS show catalogues

RHS show catalogues are a perfect souvenir for RHS members and their guests. The A5 format is easy to carry and keep. Printed in full colour and perfect bound, with colour-coded sections and show ground plans

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Visitors to RHS shows

The RHS show catalogues offer the perfect platform to complement your marketing activity, projecting your company profile to a huge audience of dedicated gardeners



Sources: ⁶ RHS Shows Exit survey research 2010 ⁷ IMG Media and BBC ⁸ RHS Marketing ⁹ Vocus



Advertising rates

2011 rates for the RHS show catalogues

Malvern

Inside front cover	£1,470
Inside back cover	£1,340
Outside back cover	£1,700
Map page	£1,940
Double page spread	£1,030
Full page	£690
Half page	£360
Quarter page	£210
Eighth page	£160

Chelsea

Inside front cover	£3,930
Inside back cover	£3,850
Outside back cover	£4,300
Map page	£4,100
Double page spread	£4,050
Full page	£2,380
Half page	£1,230
Quarter page	£700
Eighth page	£420

Hampton Court

Inside front cover	£2,750
Inside back cover	£2,700
Outside back cover	£3,000
Map page	£3,860
Double page spread	£3,000
Full page	£1,660
Half page	£860
Quarter page	£500
Eighth page	£300

Tatton Park

Inside front cover	£1,650
Inside back cover	£1,500
Outside back cover	£2,000
Map page	£2,300
Double page spread	£1,260
Full page	£770
Half page	£410
Quarter page	£250
Eighth page	£180

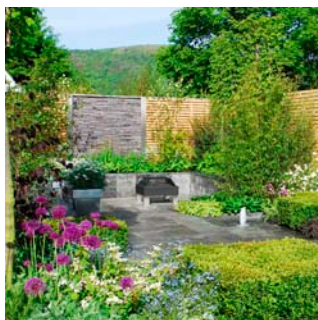
Mechanical specifications

Space	Type area (mm)
Full page	185 x 114
Full page bleed	216 x 152
Full page trim	210 x 146
Half page vertical	185 x 55
Half page horizontal	90 x 114
Quarter page vertical	90 x 55
Quarter page horizontal	42 x 114
Eighth page	42 x 55

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 as of January 2011

Dates for your diary

RHS flower show dates throughout 2011



Malvern Spring Show

12–15 May 2011

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



RHS Chelsea Flower Show

24–28 May 2011

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



Hampton Court Palace Flower Show

5–10 July 2011

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



RHS Garden Show Tatton Park

20–24 July 2011

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

Copy deadlines 2011

Catalogue

Malvern
Chelsea
Hampton Court Palace
Tatton Park

Deadline

22 March
5 April
19 May
9 June