

2011 HAMPTON COURT PALACE FLOWER SHOW MEDIA COVERAGE, JUNE/JULY 2011

EXECUTIVE SUMMARY

- Print coverage, (June-July) reached minimum 27,650,033 = 186 articles including, 28 National Press, 25 Key Regional Press, 113 Regional Press, 9 Consumer Magazines, 11 Trade Publications
- Television coverage, (July) = Over 3 hours
- Radio coverage (July) = Over 19 hours

Broadcast Coverage

- **5 July, BBC One Breakfast - show highlighted**
- **5 July, SKY News - Interviews on Press Day**
- **5 July, GMTV Lorraine Show – show highlighted**
- **7 July, BBC London Weather - show highlighted**
- **9 July, BBC Radio 4 The Today Programme – show highlighted**
- **9 July, BBC Radio 2 The Zoe Ball Radio Show – show highlighted**
- **BBC English Regions coverage 19 hours 15 minutes across 31 stations**

National Coverage (June – July)

Highlights included: The Independent (Circ: 176,681) The Times (Circ: 1,117,700) The Daily Mail (Circ: 2,047,206) Mail on Sunday (Circ: 1,927,791)

In addition a 10-page supplement in Daily Telegraph on 2 July (Circ: 622,719)

Key Regional Press Coverage (June- July)

Numerous double page spreads, front page images, major articles and big images. Highlights include: London Evening Standard previews, picture news stories and garden preview (Circ: 701,743) Richmond Twickenham Times, front page news story with images (Circ: 40,980) Surrey Comet double page supplement and review and images (Circ: 7,100) Peterborough Evening Telegraph (Circ: 15,506) Norwich Evening News (Circ: 18,923)

Online Press Coverage (June – July)

At least 102 stories were published on major news sites, over 63 on regional news sites and consumer sites. Highlights included: Telegraph online published 10 stories (1,663, 900 unique users per day) BBC News online published 4 stories, Evening Standard online – (136,937 unique viewers per day) Dailymail.co.uk – published 3 stories, Guardian online – Live blogging from the show Friday 8th July

BBC Television Programmes

2.5 hours of coverage

Average Audience: 1.5 million

Press attendance

Around 500 press requested passes to attend Hampton Court Palace Flower Show

Web

The 2011 RHS Hampton Court Palace Flower Show microsite attracted over 944,665 separate views