

2011 RHS FLOWER SHOW TATTON PARK MEDIA COVERAGE, JUNE/JULY 2011

EXECUTIVE SUMMARY

- Print coverage, (June-July) reached minimum 8,224,401 = 132 articles including, 6 National Press, 15 Key Regional Press, 97 Regional Press, 4 Consumer Magazines, 10 Trade Publications
- Television coverage, (July) = Over 2 hours
- Radio coverage (July) = Over 30 hours

Broadcast Coverage

- **20-24 July, BBC Breakfast – 8 weather bulletins focusing on the highlights at the show and an interview with Bob Sweet in the entertainment section**
- **20 July, ITV Granada Reports ran a preview on press day**
- **20-24 July, BBC North West – daily coverage and interviews throughout the show**
- **21-22 July, BBC RHS Flower Show Tatton Park - one hour highlights on each day**
- **22 July, Gardeners' Question Time from RHS Flower Show Tatton Park at 15.00 which lasted 45 mins and was repeated on Sunday 24th**
- **Cbeebies**
- **BBC English Regions coverage - 30 hours 35 minutes**

National Coverage (June – July)

Highlights included: The Daily Telegraph including full page by Cleve West (Circ: 628,338) Daily Mail (Scotland) (Circ: 2,070,000) Daily Express (Circ: 623,603) The Times (Circ: 449,810) The Independent (Circ: 185,035)

Key Regional Press Coverage (June- July)

Highlights include: Crewe & Nantwich Guardian (Circ 34,287) Manchester Evening News 10 cuttings including full page on Barbara Hammond's garden at Tatton (Circ 153,724) Liverpool Daily Post, double page spread (Circ 8,868) Liverpool Echo (Circ 87,200) Yorkshire Post & Yorkshire Evening Post (Circ 43,095) Stockport Times (Circ 50,437) 12 page preview pieces for the Newsquest Cheshire Titles incl. The Crewe & Nantwich Guardian

Online Press Coverage (June – July)

Highlights included: Telegraph online (2,188,745 unique users per day) Daily Express online (2,152,908 unique users per day) Daily Mail online (average 4,300,000 unique users per day) Independent online (10,000,000 unique users per month) BBC online (12,886,624 unique users per day) Manchester Evening News (58,826 unique viewers per day) Liverpool Echo (695,160 unique users per month) Greatbritishlife.co.uk (120,000 unique users per month)

BBC Television Programmes

2 hours of coverage

Average Audience: 1.9 million

Press attendance

Around 200 press requested passes to attend RHS Flower Show Tatton Park

Web

The 2011 RHS Flower Show Tatton Park microsite attracted over 558,780 separate views over June and July