RHS

RHS SHOW GUIDES 2027

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







Contact: Louise Bowering
Tel: 01733 294679
Email: louisebowering@rhs.org.uk

Visitors to RHS Shows

MEDIA COVERAGE

RHS Chelsea flower Show

In 2026, the RHS Chelsea Flower Show was featured in **over 15,000 broadcast**, print and online articles with a combined potential reach of over **1.3 billion**.

Over **630 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 **14 hours of coverage** across its day and evening programmes during show week reaching millions of viewers.

RHS Badminton flower Show

Over **640 pieces of broadcast, print, and online coverage** promoting RHS Badminton were achieved in 2026, with **612 million Online Unique Users** viewing digital content.

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

Over **100** press accredited to attend across the week

RHS Sandringham flower show

In 2026, RHS Sandringham Flower Show was featured in over 1,500 pieces of broadcast, print and online coverage with a online coverage attracting **2 billion unique users.**

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

Over **130** press accredited to attend the show across the week.







ATTENDANCE

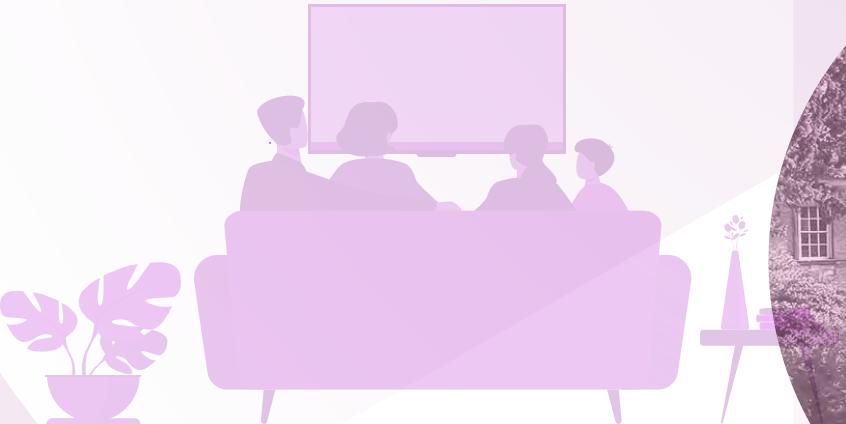
Total visitors to RHS shows each year *

417,269

23% Males 77% Females

*includes RHS Malvern Spring Festival, RHS Chelsea Flower Show, RHS Badminton Flower Show, RHS Sandringham 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

6–9 May 2027

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.

2027 rates	
Inside front cover	£1,700
Inside back cover	£1,554
Outside back cover	£1,974
Map page	£1,940
Double page spread	£1,764
Full page	£1,025
Half page	£563
Quarter page	£348



RHS Chelsea Flower Show

18–22 May 2027

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.

2027 rates	
Inside front cover	£5,268
Inside back cover	£5,106
Outside back cover	£6,000
Map page	£6,030
Double page spread	£6,600
Full page	£3,650
Half page	£1,888
Quarter page	£1,066



RHS Flower Show Tatton Park

21–25 July 2027

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.

2027 rates	
Inside front cover	£1,880
Inside back cover	£1,701
Outside back cover	£2,541
Map page	£2,268
Double page spread	£2,037
Full page	£1,050
Half page	£567
Quarter page	£326



RHS Rosemoor Garden Festival

TBA August 2027

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.

2027 rates

Inside front cover	£552
Inside back cover	£552
Outside back cover	£607
Map page	£662
Full page	£497
Half page	£277
Quarter page	£166



RHS Garden Wisley Flower Show

7-12 September 2027

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.

2027 rates

Inside front cover	£811
Inside back cover	£811
Outside back cover	£985
Map page	£985
Double page spread	£1,338
Full page	£708
Half page	£479
Quarter page	£309

RHS Flower Show Guide data sheet

Mechanical specifications

Type area (mm)

Full page trim
240 x 170

Full page bleed
246 x 176

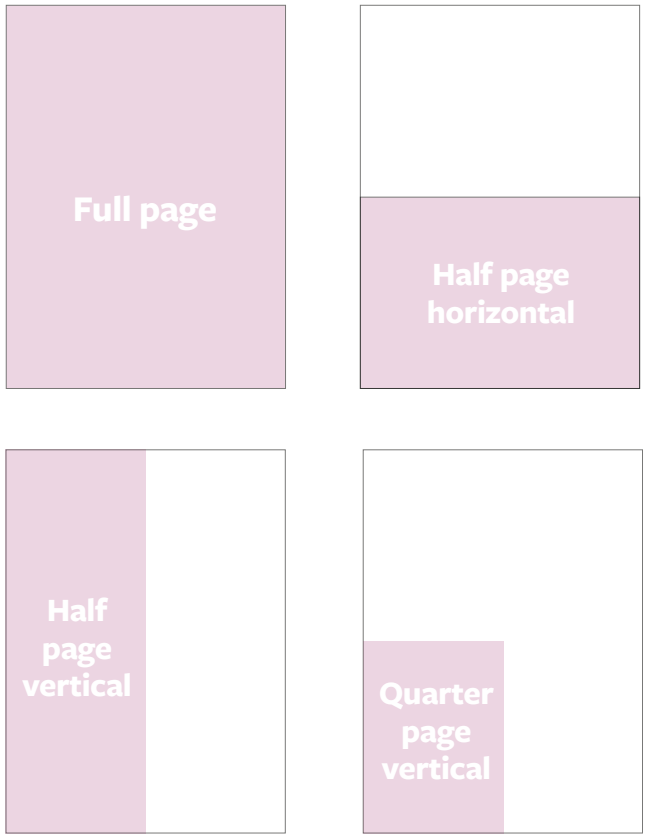
IFC & IBC
258 x 188

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 2027

Guides	Deadline
RHS Malvern Spring Festival	**12 March 2027**
RHS Chelsea Flower Show	**25 March 2027**
RHS Flower Show Tatton Park	**27 May 2027**

All vital matter should be at least 10mm from trim.
Please email advertisement as high-resolution CMYK PDF to:

rhsads@atgraphicsuk.com

If you need any further information please do not hesitate to contact our repro house on **01733 362702**

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

Contact: Louise Bowering. Tel: 01733 294679
Email: louisebowering@rhs.org.uk

R.H.S. Enterprises Limited, Registered Office 80 Vincent Square, London SW1P 2PE. Registered in England and Wales, Reg. No. 01211648

RHS

RHS Garden Show Guide data sheet

Mechanical specifications

Type area (mm)

Full page trim
210 x 148

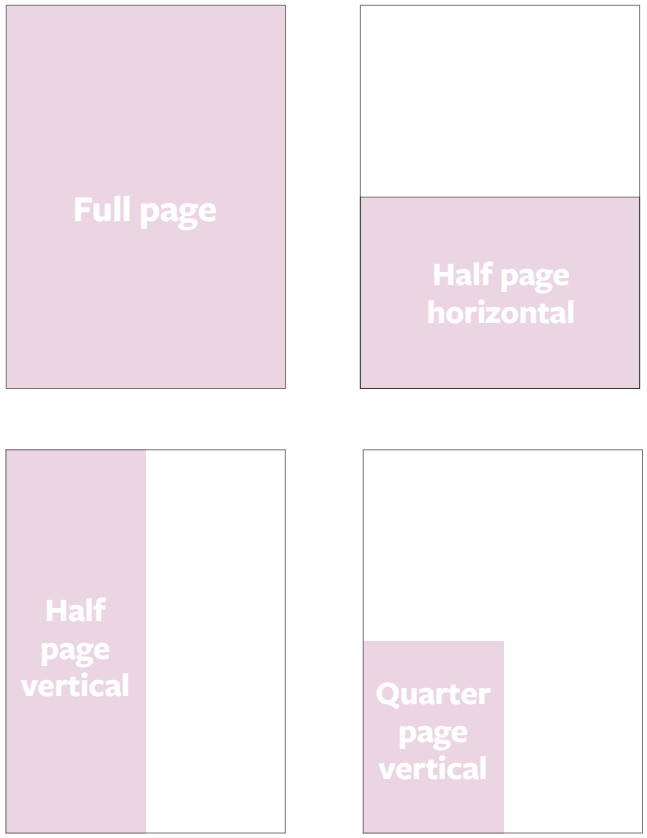
Full page bleed
216 x 154

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 2027

Guides	Deadline
RHS Rosemoor Garden Festival	**TBA**
RHS Garden Wisley Flower Show	**05 August 2027**

All vital matter should be at least 10mm from trim.
Please email advertisement as high-resolution CMYK PDF to:

rhsads@atgraphicsuk.com

If you need any further information please do not hesitate to contact our repro house on **01733 362702**

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

Contact: Louise Bowering. Tel: 01733 294679
Email: louisebowering@rhs.org.uk

R.H.S. Enterprises Limited, Registered Office 80 Vincent Square, London SW1P 2PE. Registered in England and Wales, Reg. No. 01211648