



# RHS SHOW GUIDES 2026

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 2025, the RHS Chelsea Flower Show was featured in **over 10,000 broadcast**, print and online articles with a combined potential reach of over **12 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 Hampton flower Show

Over **1,250** pieces of broadcast, print, and online coverage promoting RHS Hampton were achieved in 2025 with a potential reach of 2.8 billion people.

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

**225 press** attended the show across the week

### RHS Wentworth Woodhouse flower show

In 2025, RHS Flower Show Wentworth Woodhouse was featured in over 542 pieces of broadcast, print and online coverage with a combined potential reach of **2.2 billion**.

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

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



## ATTENDANCE

Total visitors to RHS shows each year \*

# 406,393

## 23% Males 77% Females

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

## SOCIAL STATUS

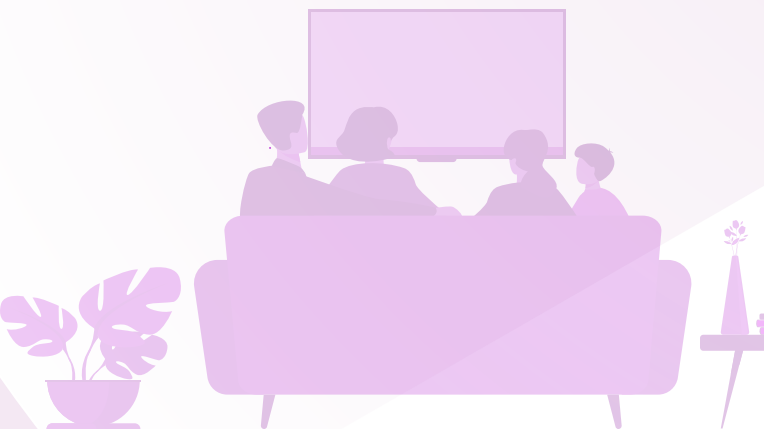
82% of visitors are ABC1

## AGE

Core audience age for all shows

# 35-65 years

Mean age  
**55 years**







## RHS Malvern Spring Festival

**7–10 May 2026**

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.

### 2026 rates

Inside front cover	£1,620
Inside back cover	£1,480
Outside back cover	£1,880
Map page	£1,940
Double page spread	£1,680
Full page	£976
Half page	£536
Quarter page	£331



## RHS Chelsea Flower Show

**19–23 May 2026**

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.

### 2026 rates

Inside front cover	£5,268
Inside back cover	£5,106
Outside back cover	£5,742
Map page	£5,649
Double page spread	£6,078
Full page	£3,473
Half page	£1,888
Quarter page	£1,066



## RHS Badminton Flower Show

**8–12 July 2026**

Set within the beautiful South Gloucestershire countryside, RHS Badminton Flower Show is a day out for all the family, with unique gardens, talks and tips, children's activities, floral installations, markets, stalls and lots of tasty food and drink for everyone to enjoy.

### 2026 rates

Inside front cover	£1,640
Inside back cover	£1,510
Outside back cover	£1,880
Map page	£1,940
Double page spread	£1,850
Full page	£980
Half page	£510
Quarter page	£290



# RHS Sandringham Flower Show

21–26 July 2026

RHS Sandringham Flower Show, set within the stunning grounds of the royal family’s Norfolk estate. This vibrant event celebrates the beauty and resilience of coastal gardening. Visitors can also enjoy delicious food, soak up the summer atmosphere, and relax to live music on the festival stage.

## 2026 rates

Inside front cover	£1,640
Inside back cover	£1,510
Outside back cover	£1,880
Map page	£1,940
Double page spread	£1,850
Full page	£980
Half page	£510
Quarter page	£290



# RHS Rosemoor Garden Festival

21–23 August 2026

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.

## 2026 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

1–6 September 2026

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.

## 2026 rates

Inside front cover	£772
Inside back cover	£772
Outside back cover	£938
Map page	£938
Double page spread	£1,274
Full page	£674
Half page	£456
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

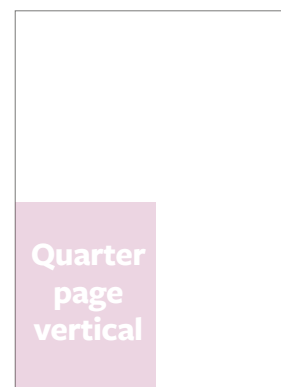
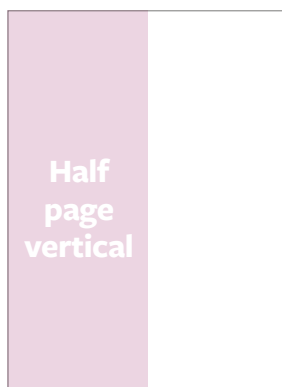
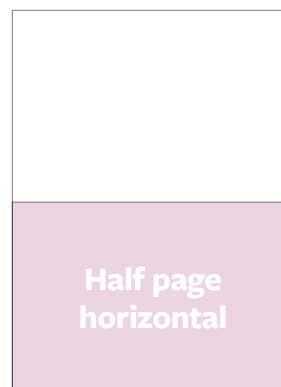
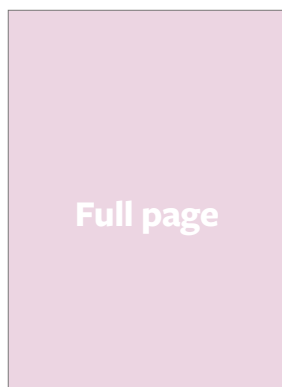
105 x 150

### Quarter page vertical

105 x 70

### Special positions

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



## Copy deadlines 2026

### Guides

### Deadline

RHS Malvern Spring Festival

**12 March 2026**

RHS Chelsea Flower Show

**25 March 2026**

RHS Badminton Flower Show

**12 May 2026**

RHS Sandringham Flower Show

**28 May 2026**

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

Please email advertisement as high-resolution CMYK PDF to:

**[rhsads@atgraphicsuk.com](mailto: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

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# RHS Garden Show Guide data sheet

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Type area (mm)

### Full page trim

210 x 148

### Full page bleed

216 x 154

### Half page vertical

185 x 55

### Half page horizontal

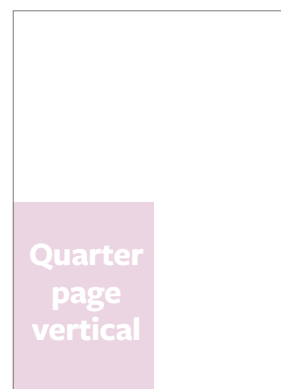
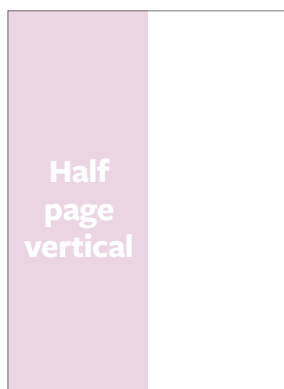
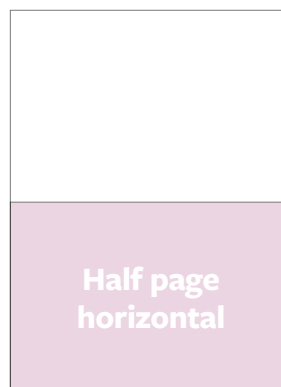
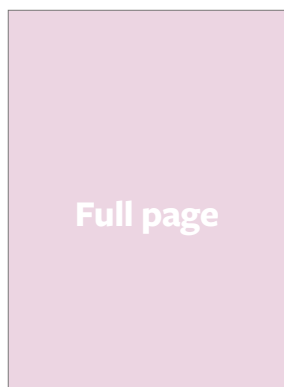
90 x 114

### Quarter page vertical

90 x 55

### Special positions

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



## Copy deadlines 2026

### Guides

### Deadline

RHS Rosemoor Garden Festival

**15 July 2026**

RHS Garden Wisley Flower Show

**29 July 2026**

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