



RHS SHOW GUIDES 2023

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

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Visitors to RHS Shows

MEDIA COVERAGE

RHS Chelsea flower Show

As our official broadcast partner, the BBC features 13 hours of coverage across BBC1 and BBC2 with a total audience of over **2.2 million**.

Over **600** press attended the event in 2022, from journalists and photographers to broadcast and influencers.

2022 print and online press coverage reached over **1.4 billion people**.

Total broadcast media coverage reached over **625 million**.

RHS Hampton flower Show

As our official broadcast partner, the BBC features RHS Hampton Court on BBC 2 Gardeners' World. The one hour special in 2022 had **2.2 million viewers**.

Further broadcast coverage reached audiences of **85 million people**. Highlights included BBC The One Show, BBC Morning Live, ITV Good Morning Britain, Channel 4 News, Sky News and This Morning plus regional media including BBC radio, BBC London News and ITV London News.

Print and online coverage reached almost **150 million**, including The Guardian, Daily Telegraph, Saturday Telegraph, The Mail and Daily Express.

RHS Tatton flower Show

As part of our **BBC partnership**, the show is featured on **BBC 2 Gardeners' World** with an audience reach of **2.1 million** in 2022.

BBC regional radio broadcast live from the show with **11 stations** producing content, from Lancashire to Stoke.

Total broadcast coverage reached **37 million people**.

Extensive print coverage in national and regional press and consumer publications, reaching over **50 million people**.



ATTENDANCE

Total visitors to RHS shows each year *

473,806

23% Males 77% Females

*includes RHS Malvern Spring Festival, RHS Chelsea Flower Show, RHS Hampton Court Palace Garden Festival, RHS Flower Show Tatton Park, RHS Garden Rosemoor Flower Show, RHS Garden Wisley Flower Show



SOCIAL STATUS

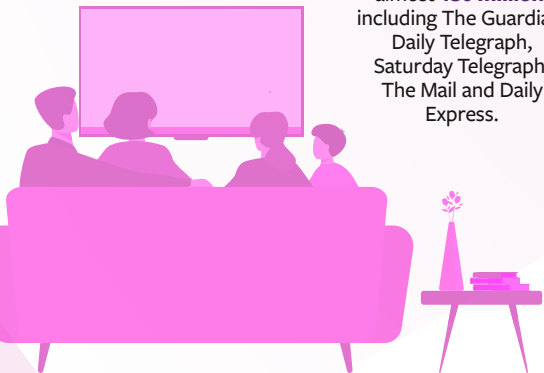
82% of visitors are ABC1

AGE

Core audience age for all shows

35-65 years

Mean age **55 years**





RHS Malvern Spring Festival

11–14 May 2023

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.

2023 rates

Inside front cover	£1,540
Inside back cover	£1,410
Outside back cover	£1,790
Map page	£1,940
Double page spread	£1,600
Full page	£860
Half page	£470
Quarter page	£290



RHS Chelsea Flower Show

23–27 May 2023

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.

2023 rates

Inside front cover	£4,550
Inside back cover	£4,410
Outside back cover	£4,960
Map page	£4,880
Double page spread	£5,250
Full page	£3,000
Half page	£1,630
Quarter page	£920



RHS Hampton Court Palace Garden Festival

4–9 July 2023

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.

2023 rates

Inside front cover	£2,980
Inside back cover	£2,910
Outside back cover	£3,250
Map page	£3,050
Double page spread	£3,420
Full page	£2,260
Half page	£1,190
Quarter page	£690



RHS Flower Show Tatton Park

19–23 July 2023

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.

2023 rates

Inside front cover	£1,790
Inside back cover	£1,620
Outside back cover	£2,160
Map page	£2,420
Double page spread	£1,940
Full page	£1,000
Half page	£540
Quarter page	£310



RHS Garden Rosemoor Flower Show

18–20 August 2023

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.

2023 rates

Inside front cover	£500
Inside back cover	£500
Outside back cover	£550
Map page	£600
Full page	£450
Half page	£250
Quarter page	£150



RHS Garden Wisley Flower Show

5–10 September 2023

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.

2023 rates

Inside front cover	£700
Inside back cover	£700
Outside back cover	£850
Map page	£850
Double page spread	£1,155
Full page	£610
Half page	£410
Quarter page	£280

RHS Flower Show Guide data sheet

Mechanical specifications

Type area (mm)

Full page trim

240 x 170

Full page bleed

246 x 176

Half page vertical

220 x 70

Half page horizontal

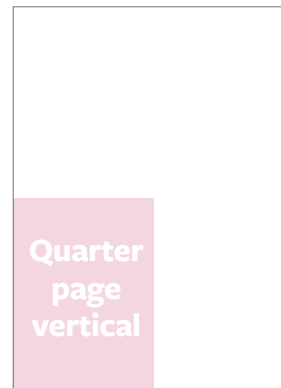
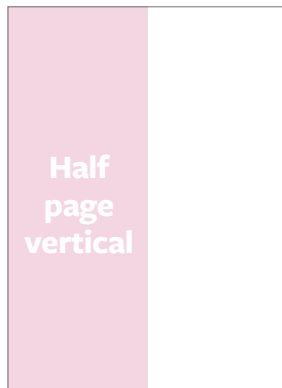
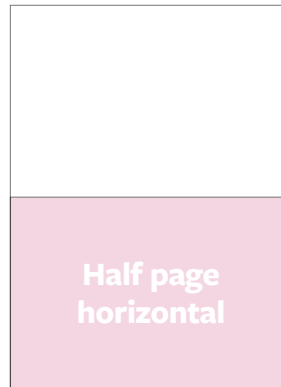
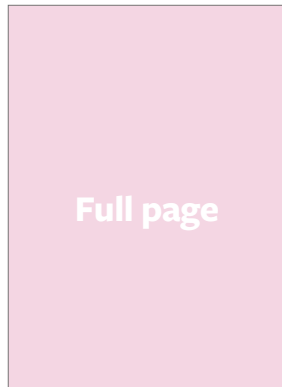
105 x 150

Quarter page vertical

105 x 70

Special positions

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



Copy deadlines 2023

Guides

Deadline

RHS Malvern Spring Festival

15 March 2023

RHS Chelsea Flower Show

30 March 2023

RHS Hampton Court Palace
Garden Festival

10 May 2023

RHS Flower Show Tatton Park

7 June 2023

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

Please email advertisement as high-resolution CMYK PDF to:

adproduction@rhs.org.uk

If you need any further information please do not hesitate to contact the Production Department on **01733 294670**

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

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

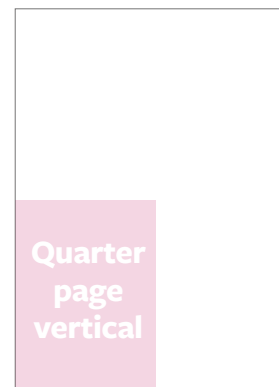
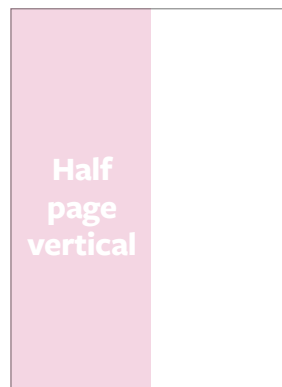
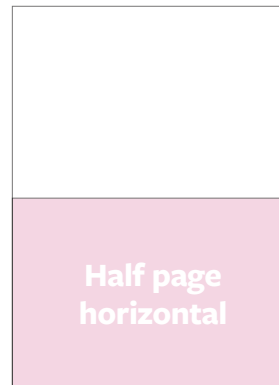
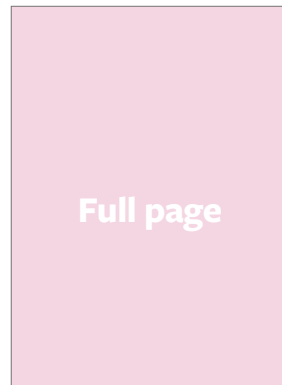
90 x 114

Quarter page vertical

90 x 55

Special positions

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



Copy deadlines 2023

Guides

RHS Garden Rosemoor Flower Show

RHS Garden Wisley Flower Show

Deadline

6 July 2023

10 August 2023

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