

RHS Show Guides

RHS show guides are a perfect souvenir for RHS members and their guests. The A5 format is easy to carry and keep. Printed in full colour with colour-coded sections and show ground plans

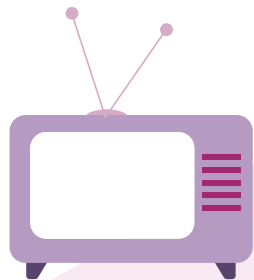


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Visitors to RHS Shows

SOCIAL STATUS

82% of visitors are ABC1



MEDIA COVERAGE

The RHS Chelsea Flower Show 2017 had a total broadcast reach of over 220 million people across TV and radio

92 hours
BBC regional radio coverage

1,408
Online features

266
Broadcast features

2,000
Print features

238
Features across the BBC



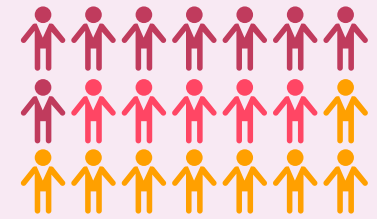
ATTENDANCE

Total visitors to RHS shows each year *

638,616

26% Males 74% Females

*includes RHS Flower Show Cardiff, RHS Malvern Spring Festival, RHS Chelsea Flower Show, RHS Chatsworth Flower Show, RHS Garden Harlow Carr Flower Show, RHS Hampton Court Palace Flower Show, RHS Flower Show Tatton Park, RHS Garden Hyde Hall Flower Show, RHS Garden Rosemoor Flower Show, RHS Garden Wisley Flower Show



AGE

Core audience age for all shows

35-65 years

Mean age

55 years



RHS Shows



RHS Flower Show Cardiff

13–15 April 2018

The Cardiff castle grounds in the heart of the city are transformed into a spring festival of horticulture. A rapidly growing vibrant show. The Show Gardens form the focal point of the 'must visit' spring event for gardeners.

2018 rates

Inside front cover	£720
Inside back cover	£720
Outside back cover	£820
Map page	£820
Double page spread	£1,200
Full page	£650
Half page	£330
Quarter page	£220



RHS Malvern Spring Festival

10–13 May 2018

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.

2018 rates

Inside front cover	£1,470
Inside back cover	£1,340
Outside back cover	£1,700
Map page	£1,940
Double page spread	£1,500
Full page	£800
Half page	£430
Quarter page	£250

RHS Shows



RHS Chelsea Flower Show

22–26 May 2018

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.

2018 rates

Inside front cover	£4,310
Inside back cover	£4,200
Outside back cover	£4,720
Map page	£4,650
Double page spread	£4,850
Full page	£2,800
Half page	£1,500
Quarter page	£850



RHS Chatsworth Flower Show

6–10 June 2018

Following the sell-out debut show at Chatsworth House in the heart of the Peak District, this Great British Flower Show returns in 2018 brimful with inspirational show gardens, glorious floral exhibits, innovative installations, sensory experiences and in celebration of local traditions.

2018 rates

Inside front cover	£1,870
Inside back cover	£1,700
Outside back cover	£2,250
Map page	£2,530
Double page spread	£2,150
Full page	£1,100
Half page	£530
Quarter page	£300



RHS Garden Harlow Carr Flower Show

22–24 June 2018

Enjoy the stunning surroundings of the most northerly of the RHS Gardens. Visitors can browse, purchase and pick up advice from more than 30 specialist nurseries and garden trade stands.

2018 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 Hampton Court Palace Flower Show

3–8 July 2018

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.

2018 rates

Inside front cover	£2,820
Inside back cover	£2,770
Outside back cover	£3,080
Map page	£3,860
Double page spread	£3,250
Full page	£2,050
Half page	£1,050
Quarter page	£620

RHS Shows



RHS Flower Show Tatton Park

18–22 July 2018

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.

2018 rates

Inside front cover	£1,700
Inside back cover	£1,540
Outside back cover	£2,050
Map page	£2,300
Double page spread	£1,840
Full page	£950
Half page	£510
Quarter page	£290



RHS Garden Hyde Hall Flower Show

1–5 August 2018

This floral extravaganza is set in the stunning surroundings of RHS Garden Hyde Hall. Browse, buy and obtain advice from more than 50 specialist nurseries and garden trade stands.

2018 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 Rosemoor Flower Show

17–19 August 2018

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.

2018 rates

Inside front cover	£450
Inside back cover	£450
Outside back cover	£500
Map page	£550
Full page	£400
Half page	£200
Quarter page	£100



RHS Garden Wisley Flower Show

4–9 September 2018

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.

2018 rates

Inside front cover	£630
Inside back cover	£630
Outside back cover	£790
Map page	£790
Double page spread	£1,050
Full page	£580
Half page	£380
Quarter page	£265

RHS Show Guide data sheet

Mechanical specifications

Type area (mm)

Full page trim

210 x 148

Full page bleed

216 x 154

Full page type area

185 x 114

Half page vertical

185 x 55

Half page horizontal

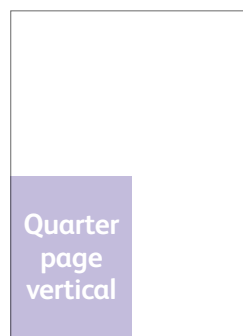
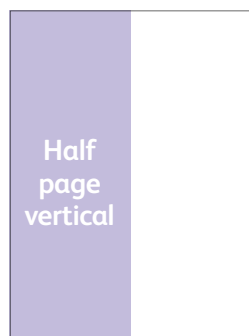
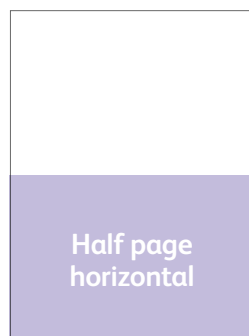
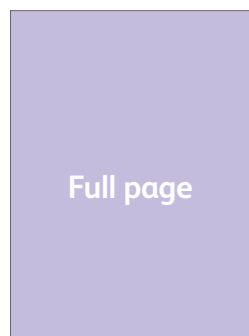
90 x 114

Quarter page vertical

90 x 55

Special positions

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



Copy deadlines 2018

Guides

RHS Flower Show Cardiff

RHS Malvern Spring Festival

RHS Chelsea Flower Show

RHS Chatsworth Flower Show

RHS Garden Harlow Carr Flower Show

RHS Hampton Court Palace
Flower Show

RHS Flower Show Tatton Park

RHS Garden Hyde Hall Flower Show

RHS Garden Rosemoor Flower Show

RHS Garden Wisley Flower Show

Deadline

9 March 2018

16 March 2018

3 April 2018

10 April 2018

27 April 2018

11 May 2018

1 June 2018

14 June 2018

6 July 2018

3 August 2018

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
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