



RHS SHOW GUIDES 2021

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

SOCIAL STATUS

82% of visitors are ABC1

MEDIA COVERAGE

During the show week, the RHS Chelsea Flower Show 2019 had a total broadcast reach of over **497 million people** across TV and radio

From tickets on sale on 3 September to the last day of the show on 25 May, **1,862** print pieces were featured, reaching an audience of **332 million people**

During Press Day and Show Week (20-25 May), **1,431 pieces** were broadcast, reaching an audience of **497 million people**



ATTENDANCE

Total visitors to RHS shows each year *

564,877

23% Males 77% Females

*includes RHS Flower Show Cardiff, RHS Malvern Spring Festival, RHS Chelsea Flower Show, RHS Garden Harlow Carr Flower Show, RHS Hampton Court Palace Garden Festival, 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 MALVERN SPRING FESTIVAL - CANCELLED

5–9 May 2021

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.

2021 rates

Inside front cover	£1,470
Inside back cover	£1,340
Outside back cover	£1,700
Map page	£1,940
Double page spread	£1,600
Full page	£860
Half page	£470
Quarter page	£290



RHS CHELSEA FLOWER SHOW

21–26 September 2021

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.

2021 rates

Inside front cover	£4,310
Inside back cover	£4,200
Outside back cover	£4,720
Map page	£4,650
Double page spread	£5,000
Full page	£2,870
Half page	£1,550
Quarter page	£870



RHS GARDEN HARLOW CARR FLOWER SHOW

25–27 June 2021

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.

2021 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 GARDEN FESTIVAL

6–11 July 2021

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.

2021 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	£2,150
Half page	£1,100
Quarter page	£650



RHS FLOWER SHOW TATTON PARK

21–25 July 2021

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.

2021 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

4–8 August 2021

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.

2021 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

13–15 August 2021

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.

2021 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

7–12 September 2021

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.

2021 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 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

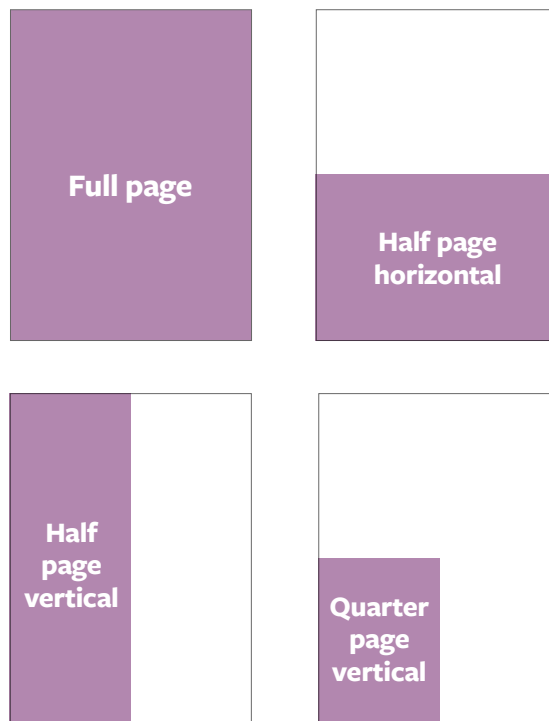
105 x 150

Quarter page vertical

105 x 70

Special positions

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



Copy deadlines 2021

Guides

RHS Chelsea Flower Show

RHS Hampton Court Palace
Garden Festival

RHS Flower Show Tatton Park

Deadline

6 August 2021

10 May 2021

10 June 2021

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

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

**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

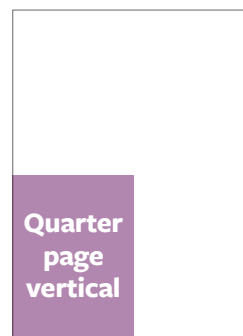
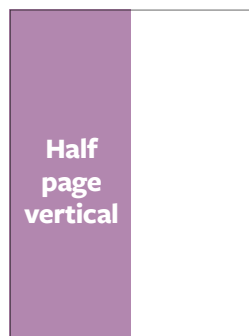
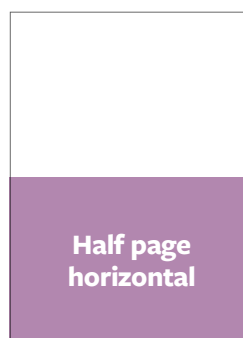
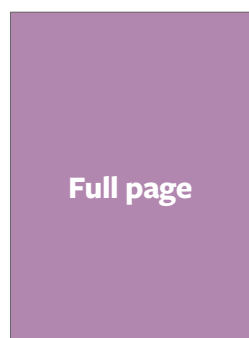
90 x 114

Quarter page vertical

90 x 55

Special positions

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



Copy deadlines 2021

Guides

	Deadline
RHS Garden Harlow Carr Flower Show	26 April 2021
RHS Garden Hyde Hall Flower Show	15 June 2021
RHS Garden Rosemoor Flower Show	6 July 2021
RHS Garden Wisley Flower Show	3 August 2021

Deadline

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