



RHS SHOW GUIDES 2025

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

In 2024, the RHS Chelsea Flower Show was featured in over **7,700** broadcast, print and online articles with a combined potential reach of over **12 billion**.

Over **650** 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 **13 hours** of coverage across its day and evening programmes during show week reaching millions of viewers.

RHS Hampton flower Show

Over **1,300** pieces of broadcast, print, and online coverage promoting RHS Hampton were achieved in 2024 with a potential reach of **2.7 billion** people.

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

130 press attended the show across the week.

RHS Tatton flower Show

In 2024, RHS Flower Show Tatton Park was featured in over **680** pieces of print and online coverage with a combined potential reach of **1.3 billion**.

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

88 press attended the show across the week.



ATTENDANCE

Total visitors to RHS shows each year *

429,681

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

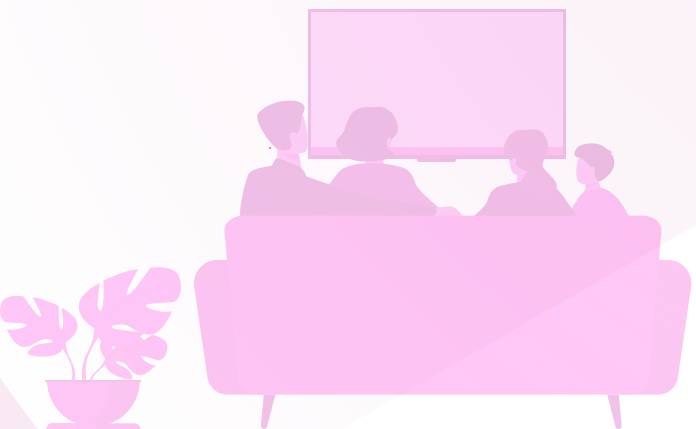
82% of visitors are ABC1

AGE

Core audience age for all shows

35-65 years

Mean age **55 years**





RHS Malvern Spring Festival

8–11 May 2025

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.

2025 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	£930
Half page	£510
Quarter page	£315



RHS Chelsea Flower Show

20–24 May 2025

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.

2025 rates

Inside front cover	£5,017
Inside back cover	£4,863
Outside back cover	£5,469
Map page	£5,380
Double page spread	£5,789
Full page	£3,308
Half page	£1,798
Quarter page	£1,015



RHS Hampton Court Palace Garden Festival

1–6 July 2025

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.

2025 rates

Inside front cover	£3,286
Inside back cover	£3,209
Outside back cover	£3,584
Map page	£3,374
Double page spread	£4,746
Full page	£2,492
Half page	£1,313
Quarter page	£762



RHS Flower Show Wentworth Woodhouse 2025

16–20 July 2025

RHS Flower Show Wentworth Woodhouse, 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 to enjoy

2025 rates

Inside front cover	£1,470
Inside back cover	£1,340
Outside back cover	£1,700
Map page	£1,825
Double page spread	£1,500
Full page	£770
Half page	£410
Quarter page	£230



RHS Garden Rosemoor Flower Show

15–17 August 2025

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.

2025 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

2-7 September 2025

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.

2025 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

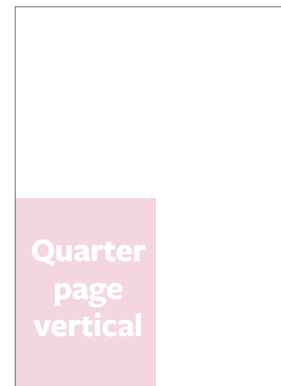
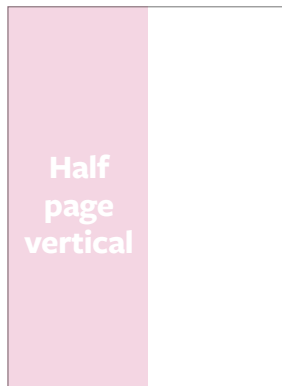
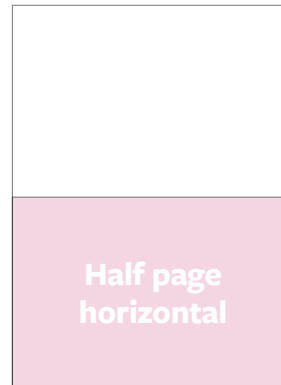
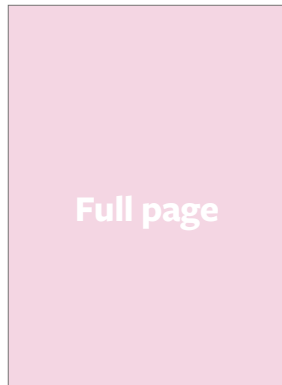
105 x 150

Quarter page vertical

105 x 70

Special positions

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



Copy deadlines 2025

Guides

Deadline

RHS Malvern Spring Festival

12 March 2025

RHS Chelsea Flower Show

25 March 2025

RHS Hampton Court Palace
Garden Festival

8 May 2025

RHS Flower Show Wentworth Woodhouse **27 May 2025**

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 230400**

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

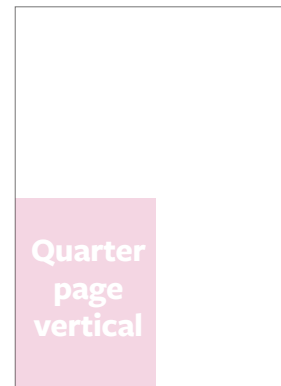
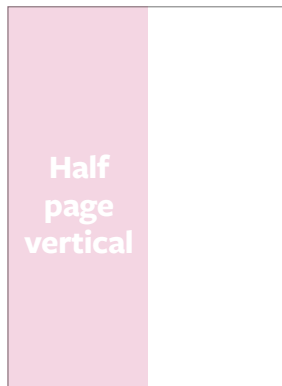
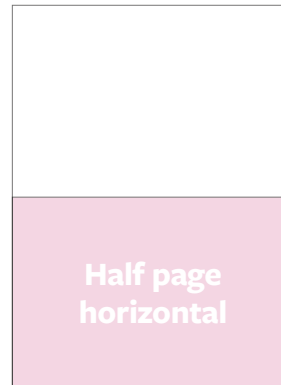
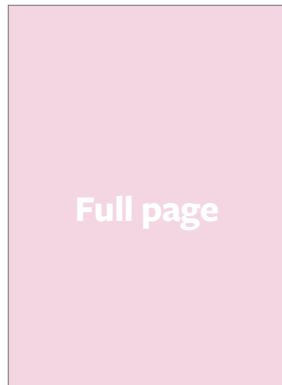
90 x 114

Quarter page vertical

90 x 55

Special positions

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



Copy deadlines 2025

Guides

RHS Garden Rosemoor Flower Show
RHS Garden Wisley Flower Show

Deadline

4 July 2025
8 August 2025

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