



Join us at RHS Malvern Spring Festival



RHS

Celebrate, Educate and Inspire!

Spark conversation and grow your business by bringing your garden vision to life.

Join us in creating this world-leading garden festival and be part of four days that shape the gardening year. It's a fantastic opportunity to showcase your work at a prestigious event and to engage with multiple audiences.

“RHS Malvern Spring Festival is a wonderful celebration of plants and gardening.

It provides the perfect opportunity to promote design ideas, connect with like-minded people and inspire future generations.”

Jane Edwards

Head of Shows & Marketing

“I was a little daunted by my first show garden but the team at the Three Counties Showground and the RHS couldn't have been more supportive. From the judges selection panel to the introductory day, then from the construction to the show itself the whole process was so much fun! There's a real sense of community and camaraderie from all involved, designers, landscapers and the show team. It was an absolute joy and I can't wait for my next show garden there next year.”

Laura Ashton-Phillips

Show Garden Designer



RHS Malvern Spring Festival, with its stunning backdrop of the Malvern Hills, is a unique place to celebrate spring, gardening and design ideas



Show Gardens

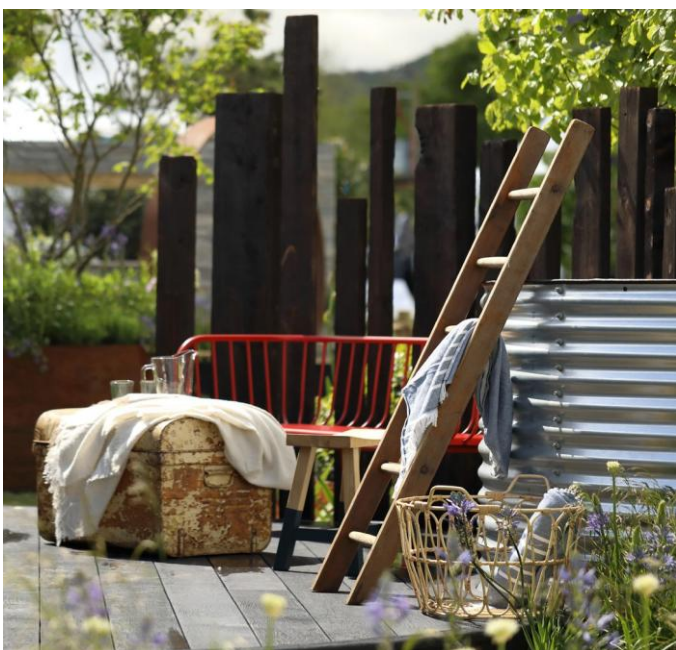


Show Gardens

Whether you're a first-time exhibitor or an experienced professional, RHS Malvern offers a unique opportunity to refine your craft, engage with a passionate audience, and make lasting connections as well as serving as a gateway to potential future connection, commissions and employment opportunities with a relevant and engaged audience.

Show Gardens provide the opportunity for seasoned designers and emerging talent alike to showcase their horticultural flair and creativity. An open brief, Show Gardens encourages originality, creativity and innovation.

Offering a welcoming and supportive environment, RHS Malvern provides the perfect foundation for launching your Show Garden journey. With its relaxed atmosphere, it allows designers to bring their creative visions to life while gaining valuable experience in a prestigious setting.



Reaching your market

RHS Malvern Spring Festival attracts a huge amount of media coverage worldwide.



Visitors

- RHS Malvern Spring Festival attracts **more than 100,000** visitors annually
- The RHS has **over 600,000** members with a high socio-economic profile
- Benefit from direct visitor promotional campaigns including advertising, press promotion, direct mail, leaflet drops and group marketing
- Your Festival Guide entry has ongoing value as visitors keep this for reference

Website and social media

- Facebook reached **579,344** people and received **70,000** engagements. Instagram reached **28,810** people
- Combined, RHS Malvern enjoys **over 60,000** followers
- The RHS website receives around **100 million** page views per year

Broadcast, print and online media

- As our official broadcast partner, the BBC will feature RHS Malvern Spring Festival on BBC Gardeners' World in 2025. In 2024 coverage was anchored at RHS Malvern Spring Festival and included pre-recorded coverage from key exhibitors and contributors as part of the show content
- Overall media audience coverage often averages **over 47.3 million** people. 2024 highlights included Live Midlands Today, Live ITV Central, and Live BBC West Midlands Weather.

- TV broadcasting reached **over 11.4 million** people in 2024. Highlights included coverage on BBC Two, ITV News, ITV Central and BBC West Midlands.
- In 2024 print and online press had a combined circulation of around **23 million**
- **Over 100** press and key opinion leaders attend the event, from journalists and photographers to producers, vloggers and bloggers. Plus, local and national celebrities.

Radio coverage broadcast across up to five BBC English Regions radio stations, including BBC Radio York, BBC Radio Shropshire and BBC Radio Lincolnshire reached **over 2 million** listeners in 2024

- Extensive coverage in national and regional press and consumer publications including the Sunday Mirror, The Sun, The Lady, Landscape & Urban Design, Gardeners' World, Gardens Illustrated, Country Gardener, Cotswold Life and Midlands Living
- Regular features in RHS' The Garden magazine with a monthly circulation of **over 500,000**
- Special guest appearances at the festival in 2025 includes: Alan Titchmarsh CBE, Adam Frost, Frances Tophill, Rachel de Thame and Mark Diacono many of whom featured in magazine interviews and online news & lifestyle platforms in advance of.





The festival has a print and online audience of around 23 million

Our visitor profile

Age 55 and under: **30%**

Age 55 and over: **70%**

Female: **71%**

Male: **28%**

A visitor profile centred on the West Midlands and South West, but full national and international participation and press coverage, resulting in a forum to reach new clients and reinforce your brand values to existing customers.

Breakdown of visitor profile locations:

- West Midlands **30%**
- South West **25%**
- South East **16%**
- Rest of UK **29%**

All visitor profile information based on RHS Malvern Spring Festival



Exhibitor benefits

All garden space at the Festival is allocated free of charge, enabling you to dedicate your budget to realising your garden.



Key benefits

- Opportunity to showcase your work at a prestigious event
- Engage with multiple audiences
- Create immersive and lasting memories through a garden experience
- Promote your business, message or story
- Network with like-minded professionals and guests



Included within your garden package

- A editorial feature in the Festival Guide featuring your logo
- Promotional garden sign at the Festival
- A dedicated page on the RHS website and RHS Malvern website including links to your website
- Support from our in-house PR and marketing team to promote your presence at the Festival
- Opportunities to purchase advertising space and enhanced listings in our Festival Guide (distributed to 10,024), RHS Garden magazine (distributed monthly to the 600,000 RHS members) and on the RHS website



Exclusive opportunities only available to exhibitors

- Allocated complimentary tickets for your guests
- Festival tickets at a discounted rate

Contact us

Head of Shows & Marketing



Jane Edwards

Telephone: **01684 584938**

Email: jane.edwards@threecounties.co.uk

Show Manager



Kate Dufton

Telephone: **07749 810995**

Email: kate.dufton@threecounties.co.uk

Shows & Horticultural Executive



Charlie Gwynne

Telephone **07467 435816**

Email charlie.gwynne@threecounties.co.uk

Marketing Manager



Lindsay Kennedy

Telephone **01684 584919**

Email lindsay.kennedy@threecounties.co.uk

Online

Website rhsmalvern.co.uk

RHS website rhs.org.uk/shows-events/malvern-spring-festival

Facebook [@MalvernShows](https://www.facebook.com/MalvernShows)

Twitter [@MalvernShows](https://twitter.com/MalvernShows)

Instagram [@malvern.shows](https://www.instagram.com/malvern.shows)





Three Counties Showground

Malvern, Worcestershire WR13 6NW UK www.rhsmalvern.co.uk/compete Three Counties Agricultural Society Registered Charity No. 511868

The Royal Horticultural Society

80 Vincent Square London SW1P 2PE www.rhs.org.uk/gardenapplications RHS Registered Charity No: 222879/SCo38262

Information correct as of March 2025 and subject to change.