



Useful PR contacts for FftF members

Gardening & Floristry Media

The Garden (RHS)

Contact: garden.editor@rhs.org.uk

Notes: Flag unique flower varieties, sustainable growing techniques.

Gardens Illustrated

Contact: gardens.illustrated@immediate.co.uk

Notes: High-end design, seasonal arrangements, British flowers.

The Florist Magazine

Contact: info@theflorist.co.uk

Notes: Emphasis artisan methods, flower varieties, and British-grown stories.

Fusion Flowers Magazine

Contact: editorial@fusionflowers.com

Notes: Floral artistry, industry trends, flower farmer profiles.

Lifestyle & Home Magazines

Country Living (UK)

Contact: countryliving@hearst.co.uk

Notes: Share seasonal farm life content, events, or slow flower stories.

House & Garden

Contact: hgletters@condenast.co.uk

Notes: Target with high-res photos of flower fields or styled bouquets.

Red Magazine

Contact: red@hearst.co.uk

Notes: Women-led farming businesses, local flower trends.

Sustainability & Eco Media

Ethical Consumer

Contact: editor@ethicalconsumer.org

Notes: Local supply chains, eco-packaging, pesticide-free practices.

Green Parent Magazine

Contact: editor@thegreenparent.co.uk

Notes: Natural living, family-run flower farms, children on the farm.

National & Local Press

BBC Local Radio

Contact: <https://www.bbc.co.uk/radio/stations>

Notes: Pitch ideas tied to community events or 'Pick Your Own' days.

The Guardian – Country Diary / Lifestyle

Contact: countrydiary@theguardian.com / features@theguardian.com



ITV News Regional Teams

Contact: <https://www.itv.com/news/contact-us>

Local Newspapers

Contact: <https://www.newsmediauk.org/>

Notes: Find local editors through the site.

Farming & Agricultural Media

Farmers Weekly

Contact: fw.editorial@markallengroup.com

Notes: Diversification stories, young farmers, small-scale flower growers.

The Field

Contact: editorial@thefield.co.uk

Notes: Heritage flower growing, rural business features.

NFU Countryside Magazine

Contact: editor@nfu-countryside.co.uk

Notes: Member success stories, rural entrepreneurship.