

# FLOWERS FROM THE FARM

Supporting British Flower Farmers

## Useful PR contacts for FftF members

### Gardening & Floristry Media

#### **The Garden (RHS)**

Contact: [garden.editor@rhs.org.uk](mailto:garden.editor@rhs.org.uk)

Notes: Flag unique flower varieties, sustainable growing techniques.

#### **Gardens Illustrated**

Contact: [gardens.illustrated@immediate.co.uk](mailto:gardens.illustrated@immediate.co.uk)

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

#### **The Florist Magazine**

Contact: [info@theflorist.co.uk](mailto:info@theflorist.co.uk)

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

#### **Fusion Flowers Magazine**

Contact: [editorial@fusionflowers.com](mailto:editorial@fusionflowers.com)

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

### Lifestyle & Home Magazines

#### **Country Living (UK)**

Contact: [countryliving@hearst.co.uk](mailto:countryliving@hearst.co.uk)

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

#### **House & Garden**

Contact: [hgletters@condenast.co.uk](mailto:hgletters@condenast.co.uk)

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

#### **Red Magazine**

Contact: [red@hearst.co.uk](mailto:red@hearst.co.uk)

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

### Sustainability & Eco Media

#### **Ethical Consumer**

Contact: [editor@ethicalconsumer.org](mailto:editor@ethicalconsumer.org)

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

#### **Green Parent Magazine**

Contact: [editor@thegreenparent.co.uk](mailto: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](mailto:countrydiary@theguardian.com) / [features@theguardian.com](mailto:features@theguardian.com)

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## 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](mailto:fw.editorial@markallengroup.com)

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

### The Field

Contact: [editorial@thefield.co.uk](mailto:editorial@thefield.co.uk)

Notes: Heritage flower growing, rural business features.

### NFU Countryside Magazine

Contact: [editor@nfu-countryside.co.uk](mailto:editor@nfu-countryside.co.uk)

Notes: Member success stories, rural entrepreneurship.