2024 MONTHLY REPORT

JANUARY

Park Seed®
Let's GROW Something GOOD

Jackson & Perkins®

Garden Media GROUP

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PR HIGHLIGHTS

An Exciting Kickstart to the Year

We are off to a great start with the successful promotion of new roses in key Garden Gate/ Horticulture magazine ad publications and the new Plants column in Horticulture magazine.

Additionally, we are happy to report that last month's holiday giveaway on GMG's Instagram was a success, with a total of **117 likes** and over **8.8K** impressions and **1.2K** engagements. Thank you for your participation!

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Library of Roses Campaign Launch

Our Library of Roses campaign is off to an excellent start, marked by the initial PR Web distribution this week.

Our coverage has reached a broad audience of ***48,800,000*** so far. Media contacts have already expressed gratitude upon receiving the press release and information reinforcing the positive reception. We plan to sustain this momentum by continuing targeted pitches throughout the month.

2024 Marketing Strategies

The Park Seed marketing strategy is coming together and we look forward to presenting it to the team.

This comprehensive plan will guide the team's marketing initiatives and align and influence our PR pitching strategy.

Furthermore, we are excited to start the Jackson & Perkins strategy development and anticipate a productive team brainstorm. We look forward to setting the stage for a successful and impactful strategy for 2024.

Media Hits 2024

Park Seed Overall Reach: ***5,581,198***
Jackson & Perkins Overall Reach: ***49,110,584***

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martha stewart

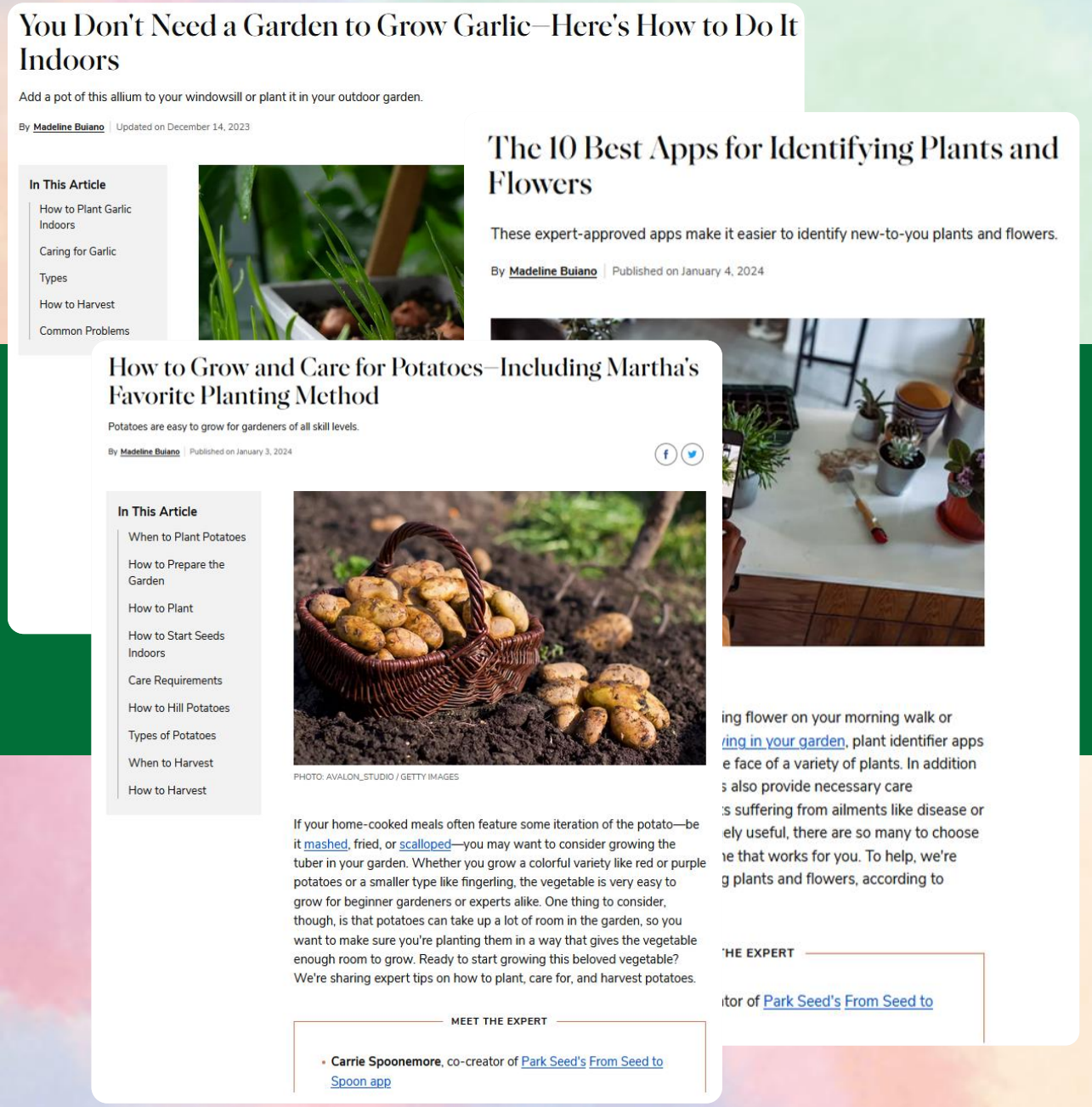
PS

Jan 2024 | Martha Stewart

Three stories on Martha Stewart. 10 Best Apps, Grow Potatoes & Garlic

PS OVERALL REACH: 8,371,794

Click to View!



You Don't Need a Garden to Grow Garlic—Here's How to Do It Indoors

Add a pot of this allium to your windowsill or plant it in your outdoor garden.

By Madeline Buiano | Updated on December 14, 2023

In This Article

- How to Plant Garlic Indoors
- Caring for Garlic
- Types
- How to Harvest
- Common Problems

The 10 Best Apps for Identifying Plants and Flowers

These expert-approved apps make it easier to identify new-to-you plants and flowers.

By Madeline Buiano | Published on January 4, 2024

How to Grow and Care for Potatoes—Including Martha's Favorite Planting Method

Potatoes are easy to grow for gardeners of all skill levels.

By Madeline Buiano | Published on January 3, 2024

In This Article

- When to Plant Potatoes
- How to Prepare the Garden
- How to Plant
- How to Start Seeds Indoors
- Care Requirements
- How to Hill Potatoes
- Types of Potatoes
- When to Harvest
- How to Harvest

PHOTO: AVALON_STUDIO / GETTY IMAGES

If your home-cooked meals often feature some iteration of the potato—be it mashed, fried, or scalloped—you may want to consider growing the tuber in your garden. Whether you grow a colorful variety like red or purple potatoes or a smaller type like fingerling, the vegetable is very easy to grow for beginner gardeners or experts alike. One thing to consider, though, is that potatoes can take up a lot of room in the garden, so you want to make sure you're planting them in a way that gives the vegetable enough room to grow. Ready to start growing this beloved vegetable? We're sharing expert tips on how to plant, care for, and harvest potatoes.

MEET THE EXPERT

- **Carrie Spoonemore**, co-creator of Park Seed's From Seed to Spoon app

Garden Gate®

Horticulture

J&P

Jan 2024 | Garden Gate / Horticulture

GMG advertorial in GG/Hort mags. Oxford Girl featured in Horticulture new plant story

JP OVERALL REACH: 310,584

Click to View!

Must-Have Plants for Your 2024 Garden

Enhance your garden with 2024's newest plant introductions. These disease-resistant, vibrant shrubs and roses come highly recommended by expert gardeners. Whether you have a sprawling garden or a charming balcony, this year's lineup will revive your space and add color, hardiness, and appeal. Your 2024 gardening a

SCAN ME!

CHAMPAGNE DREAMS
ZONES 5-9

Champagne Dreams is a new Floribunda rose with delicate hues resembling fine champagne. Prized for its consistent bloom and bold display of color, this rose is ideal for borders or mass planting as a hedge. Add elegance to your garden with these enchanting double blooms.

EASY BEE-ZY™ KNOCK OUT®
ZONES 4-11

Perfect for garden beds or containers, **Easy Bee-zy™ Knock Out®** boasts superior disease resistance, early flowering, continuous reblooming, and a compact habit. Bright yellow blossoms attract pollinators to your garden and last from spring to frost.

AUTUMN MOO
ZONES 7-10

Growing to 4' wid
Autumn Moonst
bi-color foliage c
enchanting spell,
semi-double bloo
evergreen shrub i
summer, and fall.

ENGLISH CORAL
ZONES 5-9

The sophisticated **English Coral** is a new Grandiflora rose with large, cup-shaped, double flowers in a stunning shade of coral. This unique rose is hardy, has a subtle fruity fragrance, and is perfect for creating long-lasting cut flower arrangements.

ORANGE GLOW™ KNOCK OUT®
ZONES 5-11

Orange Glow™ Knock Out® delivers flower power like no other with luminous and abundant orange flowers that bloom repeatedly from spring to frost—plant individually, in a group, or mixed with other perennials, shrubs, or roses.

HERITAGE™ B
ZONES 5-7

The new **Better B**
scientifically bred
boxwood collecti
varieties range fro
choices suited fo
to a low-spreadin
ground covers.

NEW PLANTS

OXFORD GIRL CLIMBING ROSE
ROSA 'ATHY369HA'

Bred in New Zealand by Mike Athy, Oxford Girl is a new Jackson & Perkins release with strongly scented roses that repeat from late spring to late fall. It can be trained onto a trellis, arbor, fence or other support. It is considered by Jackson & Perkins to be its most disease-resistant introduction in more than a decade. It is only available in North America direct from the company.

Type of plant: Repeat-blooming climbing rose

Size and habit: Oxford Girl grows ten feet tall and four feet wide. If grown without a support, the arching canes will make a fountain shape.

Exposure: Full sun

Growing notes: Noted as a good option for a new rose grower, Oxford Girl asks for only full sun and moist, well-drained, average to rich soil. Avoid pruning any climber for the first two years; then prune out twiggy growth and the oldest, woodiest canes every three to four years. Encourage the heaviest bloom by training some canes horizontally; they will put out more side shoots, and in turn, more roses. Zones 5–9.

CISION®
PRWeb

J&P

Jan 2024 | PRWeb

‘Library of Roses’ story syndicated on the wire

JP REACH: 48,800,000

Click to View!

Jackson & Perkins® Enchanting 'Library of Roses' Blends Timeless Classics with Blooming Brilliance

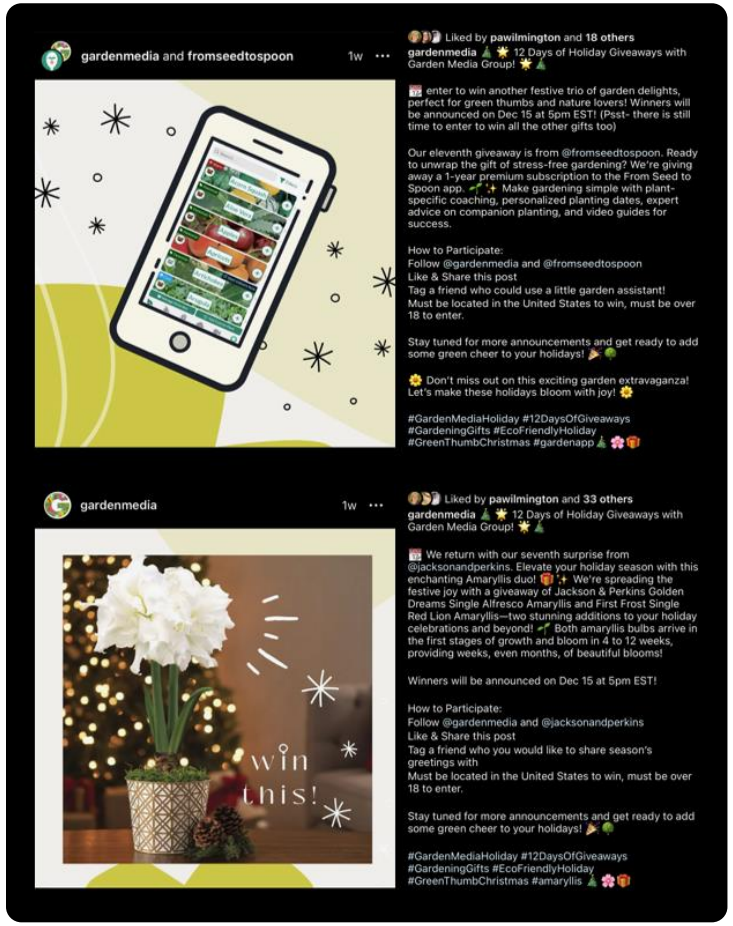
NEWS PROVIDED BY
Garden Media Group
10 Jan, 2024, 17:00 ET

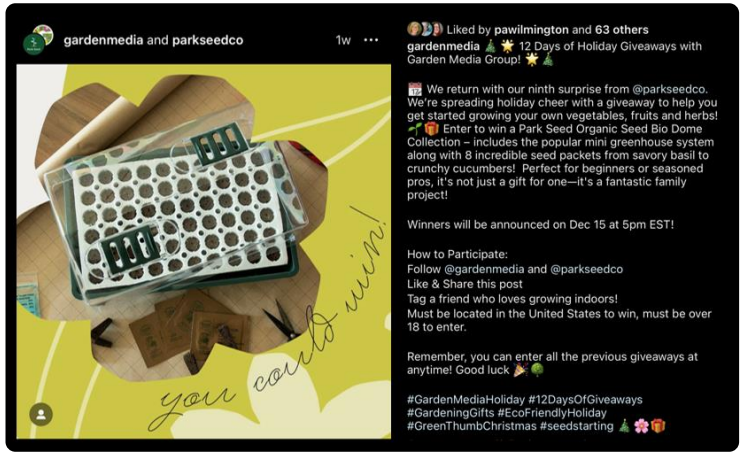
SHARE THIS ARTICLE

English Coral grandiflora rose

A new rose collection blending historic elegance and modern innovation

GMG's '12 Days of Holiday Giveaway'





The Park Seed post received 64 likes, the From Seed to Spoon post received 19 likes, and the J&P post received 34 likes.

GMG's Instagram *saw an increase* in traffic during the contest with over **8.8K impressions and 1.2K engagements**

Impressions	Engagements
8,879 ↗66%	**1,292** ↗295.1%

Thank You!

Katie & Jennifer

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