Garden Media Group

Monthly Report

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ROSES and PLANTS

Garden Media GROUP

August 2024

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Highlights

New Knock Outs

Instagram influencer Gardener in Love created a social media reel and photographed images of Orange Glow to use for marketing purposes.

Consumer Press Stories

Highlights include mentions of Knock Out Roses on HGTV.com and a variety of hydrangeas on Country Living.com.

GMG 2025 Garden Trend Report

Scheduled presentation with Star team week of September 9th.

August 2024 Monthly Report

3 Top Tier* Placements

*placements with a 65+ Moz rank score. Moz Rank is a metric that measures the popularity and authority of a website based on the quality and quantity of its backlinks.

Pitch Topics:

- Rose Tips

JULY-AUGUST 2024

Placements: 3

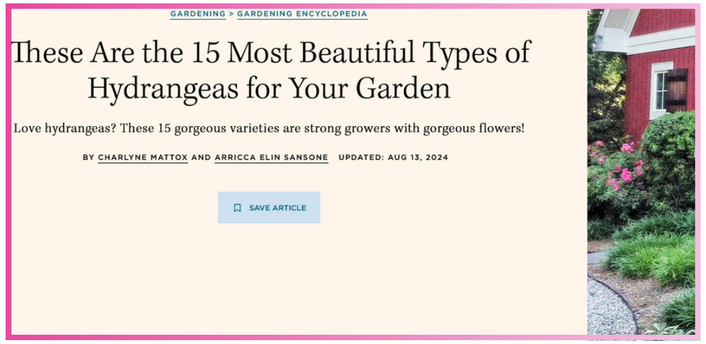
Placement Highlights:

HGTV

Knock Out roses included in HGTV's How to Prune Shrubs story.

CountryLiving

Star Roses plants included in Country Living's hydrangea story. Syndicated to Yahoo!



Market Comparison (Aug):

Consumer: 100%

Trade: 0%

* Syndicated placements from AP not included.

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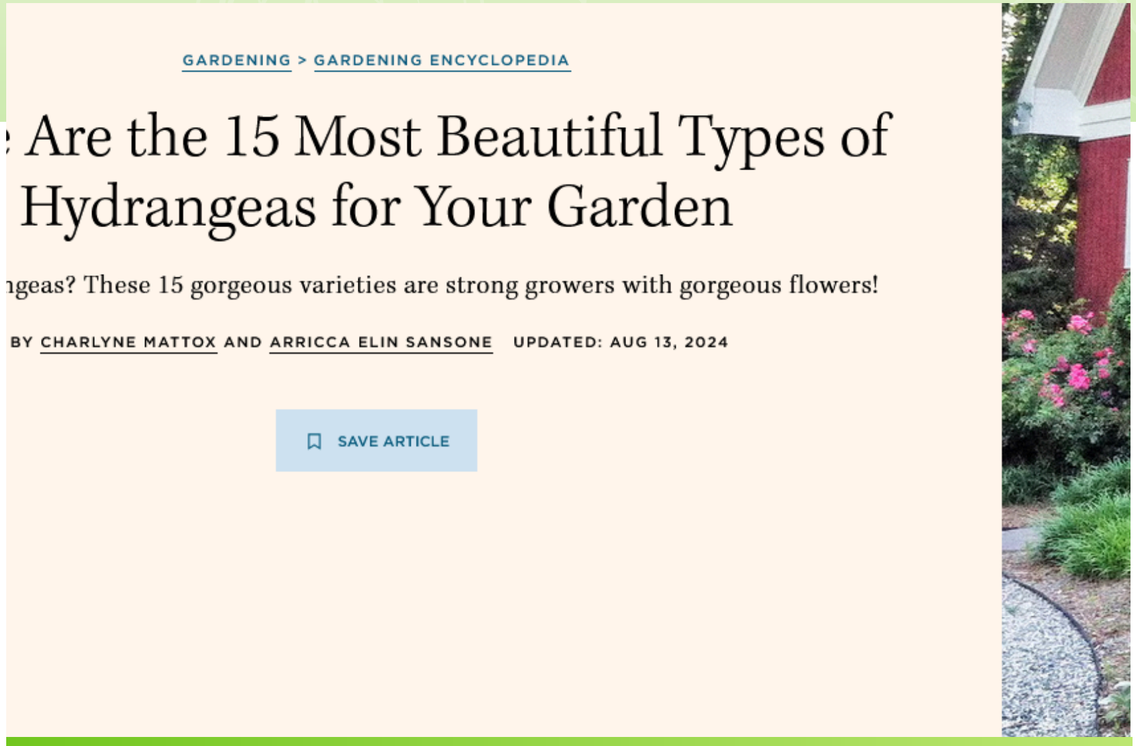
Media Hits Overview

HGTV

DATE: 8/5/24

VIEW HIT



Country Living

DATE: 8/13/24

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Thank you!

-Stacey & Aubrey