September 2024

Garden Media Group

Monthly Report

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Exciting Event Action Ahead

We're eagerly preparing for the upcoming events, anticipating valuable connections and impactful exposure. We'll promote Oasis at The Fall Event and pitch your presence at the IFPA show. These opportunities will be crucial for highlighting your brand and driving engagement.

Highlights

Media Momentum

This month, we secured a valuable article featured in Tom's Guide, reaching a total of **459 million** through **2 syndications** on Yahoo and Newsbreak. This visibility is a strong win, and we expect continued growth as we prepare for the coming months and spring season.

Early Influencer Campaign Success

We are pleased to report that initial engagement and metrics are outstanding. Stacy Ling's (@BricksandBlooms) video has garnered over 15K plays! As we wrap up the content from the remaining influencers, we look forward to sharing a successful campaign outcome.

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:

- Fall foraging
- Holiday gift guides
- Trends

Market Comparison (Sep):

Consumer: 100%

Trade: 0%

* Syndicated placements not included

AUG-SEP 2024

Reach: 459M

Placements: 3

Placement Highlights:

tom's guide

Oasis included in best flowers to plant in September story on Tom's Guide, syndicated to Yahoo and Newsbreak.

7 best flowers to plant in September – advice from garden experts

Features By Camilla Sharman published August 31, 2024

Get your garden spring ready with these 7 flowers to plar September

Comments (0)

When you purchase through links on our site, we may earn an affiliate commission. I works.

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Monthly Media Hits

Overall Reach 2023-2024: 2,681,529,311

7 best flowers to plant in September — advice from garden experts

Features By Camilla Sharman published August 31, 2024

Get your garden spring ready with these 7 flowers to plant in September

Comments (0)

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Tom's Guide

DATE: 7/31/24

VIEW HIT | YH! | Newsbreak

tom's guide yahoo! NEWSBREAK

Pending PR

- Old Farmer's Almanac 2025 Garden Guide – Garden Trends
- Garden Center magazine - Foraging Trends interview with Laura and Megan
- Garden Gate - New Products review
- CanvasRebel - Inspiring Stories Series (Ace)
- HGTV - Fall foraged arrangements

Thank you!

–Jennifer, Katie & Bridget