Garden Media Group

Monthly Report

star®
ROSES and PLANTS

Garden Media GROUP

November 2024

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ROSES and PLANTS

Highlights

Knock Out Anniversary

- Brainstormed ideas for Spring Anniversary event; preparing proposal
- Writing Anniversary press release

Consumer Press Stories

Coordinated inbound stories for Men's Journal and Homes & Gardens.com

Gift Guides

Including Knock Out in our GMG Valentine's Gift Guide

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1 Top Tier* Placement

*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

OCT-NOV 2024

Placements: 1

MEN'S JOURNAL

Knock Out roses included in Men's Journal story on GMG trend 'Lived-In Gardens'

DATE: 10/23/24

VIEW HIT

LANDSCAPING ADVICE AND INSPIRATION

How to Make a New Landscape Feel "Lived In"

Whether you're starting from scratch with new construction, or revamping an existing yard, there are ways to help your landscape feel authentic, lush, and welcoming from day one.

Emily Fazio • Updated: Oct 23, 2024 12:36 PM EDT

Market Comparison (Nov):

Consumer: 100%

Trade: 0%

* Syndicated placements from AP not included.

Thank you!

-Stacey & Aubrey