January 2025

Garden Media Group

Monthly Report

Jackson & Perkins®

Highlights

Library of Roses Early Success

The Library of Roses press release has seen an excellent reception so far, with placements in Perishable News and Lawn & Garden Retailer. We're anticipating additional coverage in Green Profit and FloralDaily. To build on this momentum, targeted pitching will remain a priority in the weeks ahead.

Media Momentum

We are off to a great start to the year, with a total reach of **12.5 million.** This success was driven by the Library of Roses' trade media coverage and bolstered by a great contribution on The Spruce. With additional articles expected, we expect the media presence to continue to grow.

Prepping for Spring

As we move into the spring season, we will focus on showcasing new products, seasonal topics, and key gardening care tips. We aim to build upon popular topics, including companion planting, trends, and container gardening. Our pitches will highlight how the J&P products align with gardeners looking to revitalize their outdoor spaces.

Jackson & Perkins | Garden Media Group

January 2025 Monthly Report

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. News aggregates and syndication not included

Pitch Topics:

- Library of Roses

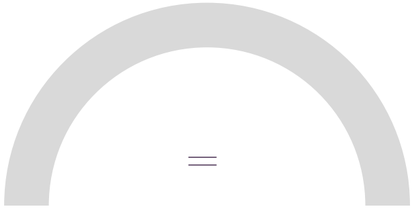
Jan 2025

Reach: 12.5M
+110M from EIN Syndication

2025 vs 2024 YTD

* Percentage increase over 2024, syndicated placements not included

Placements: 3
+178 From EIN Syndication



2025 vs 2024 YTD

* Percentage increase over 2024, EIN syndication not included

GARDENING > HOUSEPLANTS > HOUSEPLANT CARE

Amaryllis Aren't Throw-Away Plants—How to Get Them to Rebloom Year After Year

By CORI SEARS | Published on 01/05/25

One sure sign that the holidays are here is the appearance of amaryllis bulbs on the shelves of your local supermarkets and grocery stores. These tropical plants have become classic holiday houseplants alongside poinsettias, Christmas cacti, and Norfolk pines. They are favored for the splash of festive color their large blooms add.

While many people treat amaryllis bulbs as annuals and throw them away once they finish blooming after the holidays, these plants can be cultivated and forced to rebloom for years.

Here's everything you need to know about how to get amaryllis to rebloom, plus expert tips for keep

indoors year-round.

MEET T

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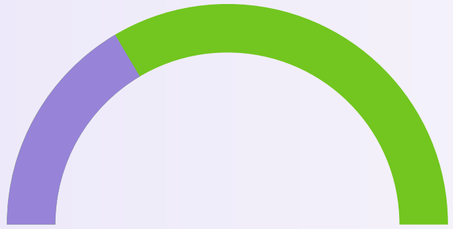
Market Comparison (Jan):

Consumer: 33%

Trade: 77%



* Syndicated placements not included.

Placement Highlights:

the spruce

JP included in Amaryllis story on The Spruce

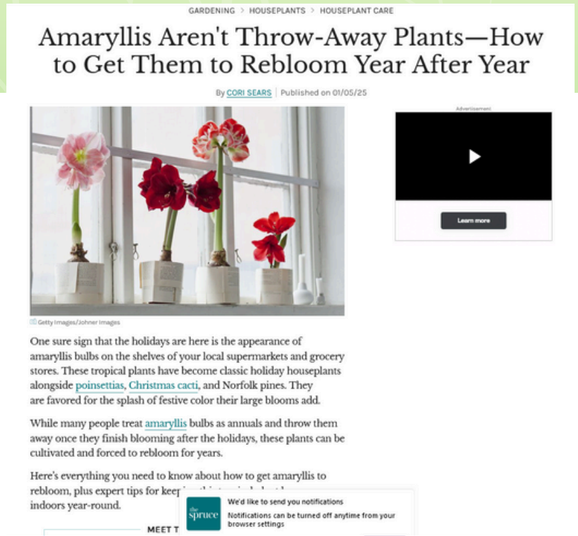
PerishableNews.com

Trade coverage of Library of Roses as well as EIN syndication

Jackson & Perkins®

Monthly Media Hits

Jackson & Perkins Reach 2025: 122,548,546



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Getty Images/Johner Images

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The Spruce

DATE: 1/5/25

REACH: 12,499,009

VIEW HIT

the spruce

Jackson & Perkins Debuts Old Garden Rose Collection in the 'Library of Roses'

Jackson & Perkins | Floral | January 13, 2025

A new era in rose gardening with exclusive varieties and timeless Ol Roses

Jackson & Perkins®, a leader in premium roses and plants, unve return of their highly acclaimed 'Library of Roses,' now featuring expanded collection of exclusive and heritage varieties. This car curated selection includes new introductions, beloved customer rare international varieties, and the exciting debut of Old Garde unique varieties predating the Modern Rose era of 1867. Each r collection is selected for its top-tier genetics, superior disease resistance, breathtaking blooms, and into> fragrance, offering gardeners greater success and enjoyment in the garden.

"At Jackson & Perkins, we partner with the world's foremost rose experts to bring gardeners the very bes cultivation," said Kelly Funk, president & CEO of Jackson & Perkins. "Our expanded Library of Roses is a tr our 152-year legacy, featuring exclusive selections that will inspire gardeners. From rare, globally source to timeless heritage roses, we have created a collection designed to spark joy and lead gardeners to succ

A Rose for Every Garden: Discover the Collections

The 2025 Library of Roses features an array of exceptional roses, each chosen for its unique qualities an performance. From exclusive collaborations with top domestic and international breeders to historic anc varieties, this collection brings the world's finest roses to gardeners.

Perishable News

DATE: 1/13/25

REACH: 26,921

VIEW HIT

Perishable News.com

JAN 13, 2025

Jackson & Perkins updates 'Library of Roses'

Jackson & Perkins has brought back its 'Library of Roses,' now featuring an expanded collection of exclusive and heritage varieties.

The curated selection includes new introductions, customer favorites, rare international varieties and the debut of Old Garden Roses — varieties predating the Modern Rose era of 1867.

Each rose in the collection is selected for its top-tier genetics, superior disease resistance, breathtaking blooms, and intoxicating fragrance, offering gardeners greater success and enjoyment in the garden.

"At Jackson & Perkins, we partner with the world's foremost rose experts to bring gardeners the very best in rose cultivation," said Kelly Funk, president and CEO of Jackson & Perkins. "Our expanded Library of Roses is a tribute to our 152-year legacy, featuring exclusive selections that will inspire gardeners. From rare, globally sourced treasures to timeless heritage roses, we have created a collection designed to spark joy and lead gardeners to success."

Lawn & Garden Retailer

DATE: 1/13/25

REACH: 4,577

VIEW HIT

L&GR
LAWN & GARDEN RETAILER

Jackson & Perkins Debuts Old Garden Rose Collection in the ‘Library of Roses’

NEWS PROVIDED BY
Garden Media Group
January 02, 2025, 21:34 GMT

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A new era in rose gardening with exclusive varieties and timeless Old Garden Roses

EDINA, MN, UNITED STATES, January 2, 2025 /EINPresswire.com/ -- Jackson & Perkins®, a leader in premium roses and plants, unveils the return of their acclaimed ‘Library of Roses,’ now featuring an expanded collection of exclusive and heritage varieties. This carefully curated selection includes new introductions, customer favorites, rare international varieties, and the debut of Old Garden Roses, varieties predating the Modern Rose era of 1867. Each rose in the collection is selected for its genetics, disease resistance, blooms, and fragrance, offering gardeners greater success and enjoyment in the garden.

Lemon Burst

Contact

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More From This Source

Jackson & Perkins Debuts Old Garden Rose Collection in the ‘Library of Roses’

Wayside Gardens Welcomes the Unique Firefly Petunia: The Glow-in-the-Dark Flower

Garden Media Group Releases 2024 Holiday Gift Guide

View All Stories From This Source

EIN Presswire - Library of Roses

DATE: 1/2/25

OVERALL REACH: 110,018,039

TIER A Placements: 82

Overall Placements: 178

Top 10 Placements by Reach

- Associated Press
- Benzinga
- KTLA-TV (Los Angeles, CA)
- WFLA-TV (Tampa, FL)
- WJW-TV (Cleveland, OH)
- WGN-TV (Chicago, IL)
- KRON-TV (San Francisco, CA)
- WPIX-TV (New York, NY)
- KDVR-TV (Denver, CO)
- KXAN-TV (Austin, TX)

Jackson & Perkins®

Pending PR

- 2025 Old Farmer’s Almanac – PS/JP – Jan 2025
- Vibrant Life - Growing your own vegetable garden – May 2025
- Bob Vila – Bio Dome/Seed starting kits testing - Q1
- The Spruce – PS – Don't Start Seeds Yet—Why You Should Wait
- Green Profit - Library of Roses New Product Features
- Martha Stewart Living – Dividing Perennials
- FloralDaily – Library of Roses

Thank you!

-Jennifer, Katie & Bridget