May-June 2026

Garden Media Group

Mid Month Report

Jackson & Perkins®

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Highlights

Media Momentum Continues to Grow

We secured **25 media placements** this month, generating a **reach of 203.8 million** and bringing **YTD reach to 22,048,517,467 / a 37% increase YOY.** Coverage included notable features in key outlets such as **Southern Living, Veranda, Gardening Know How, Homes & Gardens, Martha Stewart, Real Simple,** and **The Spruce**, reinforcing visibility across lifestyle and gardening audiences.

Canada Launch Expands Print Visibility

Through continued pitching efforts to the Canadian market, we secured our first print hit of the year in **House & Home magazine reaching 3.2 million.** This placement introduced the brand to a highly engaged home and gardening audience but more importantly, provided another opportunity to **strengthen visibility** in Canada.

The Gardener Movie Premiere Partnership

The JPPA brand graciously partnered with us on **The Gardener movie premiere events**, providing seed packets for **two sold-out screenings in Philadelphia and Minneapolis reaching 1,200 avid gardeners**. The events created an opportunity to connect with highly engaged audiences while further aligning the brand with experiences that **celebrate plants**. We look forward to continued partnership for the virtual event on June 24.

Jackson & Perkins

Garden Media Group

May-June 2026 Monthly Report

25 Placements*

*News aggregates and EIN syndication not included

May-Jun Placement Highlights & Stats:

May-Jun Reach: 203.8M (+8.2B syndicated)

May-Jun Placements: 25 (+32 syndicated)

HOUSE & HOME

JP included in what to do in June story in print issue of House and Home Canada

GARDEN NEWS

Putting Down Roots

What to do in June. By WENDY JACOB

MODERN DRAMA

Bring depth to garden beds and planters with dark foliage and flowers. Moody hued plants intensify the contrast of this crisp white sheet, and pink, red and purple blooms. Try fast-growing Sweet Caroline Raven potato vine and Graceful Grasses Purple fountain grass, these rich additions will make other colours pop. Both through Proven Winners.

SWEET CAROLINE RAVEN POTATO VINE

GRACEFUL GRASSES PURPLE FOUNTAIN GRASS

Go with the Flow

Finally, a good-looking hose!

Consider this elevated, Canadian-made hose an upgrade from the eye-searing fluorescent versions. The Everlasting garden hose comes in handsome grey, sage green and tan shades and is stamped with inspirational quotes. The tool's triple-layer construction withstands cold temperatures as low as -25 C, and it resists scratches, cracking and kinking. Plus, it comes with a lifetime guarantee! 25 ft., $155; 50 ft., $275; 100 ft., $435. Goodland

COOL TOOL

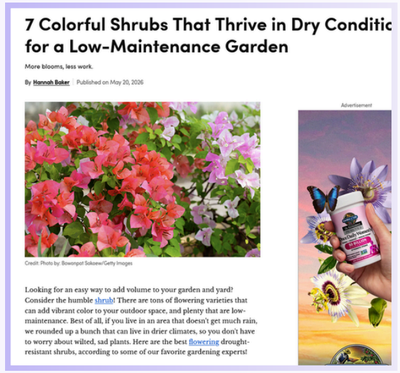
Time to Hydrate

Tall Tails

Looking for some privacy? Plant fast-growing lime millet (Setaria macrochaeta) seeds in

REAL SIMPLE

JP included in drought-tolerant shrubs story on Real Simple


7 Colorful Shrubs That Thrive in Dry Conditic for a Low-Maintenance Garden

More blooms, less work.

By Hannah Baker | Published on May 20, 2026

Advertisement

Credit: Photo by: Bowonpat Sakaew/Getty Images

Looking for an easy way to add volume to your garden and yard? Consider the humble shrub! There are tons of flowering varieties that can add vibrant color to your outdoor space, and plenty that are low-maintenance. Best of all, if you live in an area that doesn't get much rain, we rounded up a bunch that can live in drier climates, so you don't have to worry about wilted, sad plants. Here are the best flowering drought-resistant shrubs, according to some of our favorite gardening experts!

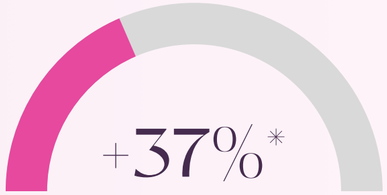
Topics pitched:

- Plant Care
- Rose Tips
- Gardening Tips

YOY Comparison

'25-'26 Reach: 560M

+21B from news aggregates & syndication

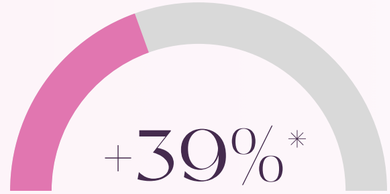


2026 vs 2025 YOY

* news aggregate reach and EIN not included

'25-26 Placements: 82

+96 from news aggregates & syndication



2026 vs 2025 YOY

* news aggregate placements and EIN not included

Jackson & Perkins®

Monthly Media Hits

Jackson & Perkins Reach 2026: 22,048,517,467

Gardening
KNOW HOW

Reach: 1,465,806,048

Home | Gardening How To | Gardening Projects

5 DIY Projects You Can Complete in a Single Afternoon to Beautify Your Your Yard & Boost Curb Appeal Quickly

DIY projects can end up taking forever to finish, but not these quick and easy ideas! Start to end, they only take an afternoon. Plus, they don't cost much.

BY TYLER SCHUSTER PUBLISHED MAY 16, 2026 | CONTRIBUTIONS FROM LAURA WALTERS | IN FEATURES

When you purchase through links on our site, we may earn an affiliate commission. Here's how it works.

[May 16 - DIY Garden Projects](#) | [YH](#)

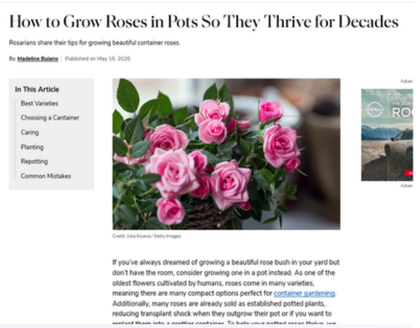
[May 19 - Drought Resistant Perennials](#) | [YH](#)

[May 20 - Cutting Gardens](#) | [YH](#)

[May 21 - Tough Trees](#) | [YH](#)

martha stewart

Reach: 2,625,502,471


How to Grow Roses in Pots So They Thrive for Decades

Rosarians share their tips for growing beautiful container roses.

By Madeline Buiano | Published on May 16, 2026

In This Article
Best Varieties
Choosing a Container
Caring
Planting
Repotting
Common Mistakes

If you've always dreamed of growing a beautiful rose bush in your yard but don't have the room, consider growing one in a pot instead. As one of the oldest flowers cultivated by humans, roses come in many varieties, meaning there are many compact options perfect for container gardening. Additionally, many roses are already sold as established potted plants, reducing transplant shock when they outgrow their pot or if you want to

[May 16 - How to Grow Roses](#) | [YH](#)

[May 17 - Fast Growing Ground Covers](#) | [YH](#)

[May 25 - Hydrangea Care](#)

[May 29 - Begonia Care](#) | [YH](#)

[May 31 - Water Roses](#) | [YH](#)

[Jun 2 - Prune Lilacs](#) | [YH](#)

[Jun 4 - Big Leaf Hydrangeas](#) | [YH](#)

[Jun 5 - Drought Tolerant Plants](#) | [YH](#)

HOMES & GARDENS

Reach: 739,060,220

GARDENS

3 Container Tricks Designers Use For Pots That Last All Summer – And Ask For Nothing in Return

These expert planting combinations that will take you right through to fall

By Sarah Wilson published 4 weeks ago in Advice

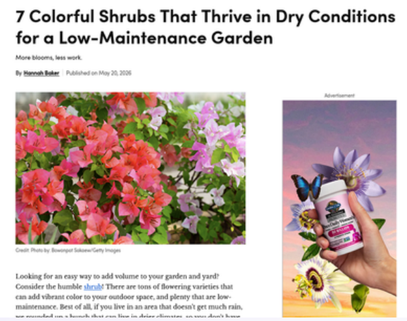
When you purchase through links on our site, we may earn an affiliate commission. Here's how it works.

[May 21 - Container Tricks](#) | [INKL](#) | [YH](#)

[Jun 3 - Best Ground Covers](#) | [INKL](#) | [YH](#)

REAL SIMPLE

Reach: 371,381,378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[May 20 - Drought Tolerant Shrubs](#) | [YH](#)

the spruce

Reach: 1,215,328,272

This Is How Far Apart to Plant Hydrangeas for Bigger Blooms and Happy Plants

By ALEXANDRA JONES | Published on 05/21/26

KEY POINTS

- Hydrangeas should be planted 3-6 feet apart to stay healthy and grow more profuse blooms.
- Exact spacing depends on each variety's mature

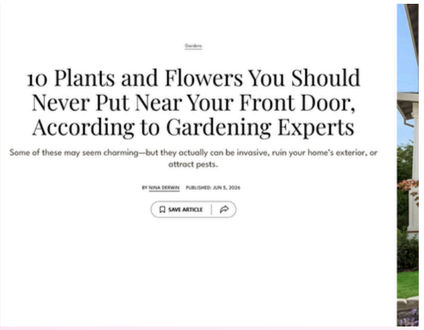
[May 21 - Planting Hydrangeas](#) | [AOL](#) | [YH](#)

[Jun 3 - Roses Bloom in Summer](#) | [AOL](#) | [YH](#)

[Jun 8 - Hanging Baskets](#) | [AOL](#) | [YH](#)

VERANDA

Reach: 396,271,709


10 Plants and Flowers You Should Never Put Near Your Front Door, According to Gardening Experts

Some of these may seem charming—but they actually can be invasive, ruin your home's exterior, or attract pests.

BY NINA DERWIN PUBLISHED: JUN 5, 2026

SAVE ARTICLE

[Jun 5 - Avoid Front Door](#) | [AOL](#) | [YH](#)

Southern Living

Reach: 1,665,029,202

5 Things Experienced Gardeners Always Do Before Leaving For Vacation

By Patricia Shannon | Published on May 23, 2026

Advertisement

CRUISE Beyond the ROUTINE FREE

WINDSTAR CRUISES

Like the interiors, the front yard tells a story with roadside-rescue boxwoods and flowers inspired by Hendersonds childhood garden.

Credit: JAMES RANSOM, STYLING: Veronica Olson

Summer vacation is always a treat—that is, until you pull back in the driveway. An overgrown lawn, weeds that somehow sprouted and grew a

[May 21 - Vacation Tips](#) | [AOL](#) | [YH](#)

[May 24 - Sandy Soil](#) | [AOL](#) | [YH](#)

[Jun 4 - Shade Loving Perennials](#)

[Jun 11 - Low Maintenance Shrubs](#) | [AOL](#) | [YH](#)

[Jun 12 - Vegetable Gardens](#) | [AOL](#) | [YH](#)

HOUSE & HOME

Reach: 3,222,000

GARDEN NEWS

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Print Issue

Jackson & Perkins®

Pending PR

1. WeatherNation | Summer Rose Care with Paul Zimmerman
2. Real Simple | Groundcover Perennials with No Fuss
3. Homes & Gardens | Paving Planting
4. DenGarden | Why Your Perennials Didn’t Come Back
5. House Beautiful | Vibrant Perennials
6. Architectural Digest | Hydrangeas
7. Homes & Gardens | Planting Recipes
8. Tom’s Guide | Ground Covers to Prevent Weeds
9. Homes & Gardens | Softer Cottage Garden Borders
10. MSL | Drought-Tolerant Plants for Full-Sun
11. DenGarden | Cutting Peonies After Blooming
12. MSL | Drought-Tolerant Plants for Containers
13. MSL | Low Maintenance Privacy Plants
14. MSL | Mistakes to Avoid When Choosing Rose Companion Plants
15. Realtor.com | Rainbow Curb Appeal
16. Southern Living | Monochromatic Gardens
17. The Spruce | Underrated Groundcovers
18. Tom’s Guide | Plants for a Budget Friendly Garden

Thank you!

-Katie, Courtney & Hope