Jun-Jul 2026

Garden Media Group

# Mid Month Report

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# Highlights

## Expanding Reach Through Trusted Media

We secured **17 media placements** this month, generating a **reach of 125.5 million**. Coverage appeared in leading outlets including **Gardening Know How, House & Home Magazine, Martha Stewart, The Spruce, Real Simple, Southern Living**, and more. **Year-to-date media reach is now up 33%** YOY, reflecting continued growth in the brand's visibility and authority.

## Preparing for Holiday Gifting Opportunities

We're building momentum around holiday gifting and positioning J&P products for **seasonal coverage and gift guide consideration**. As part of this outreach, we included **Sealed With a Kiss** in a targeted pitch for **Oprah's Favorite Things**, helping introduce the brand to a highly influential platform. These efforts are laying the groundwork for **holiday visibility and continued brand awareness** during the upcoming gifting season.

## Expert Voices in Demand

Media continue to look to Jackson & Perkins as a **trusted source for timely gardening expertise and seasonal insights**. This month, we coordinated Rosarian Paul Zimmerman's contribution to an upcoming **Pretty Magazine feature** on extending the growing season into fall. Opportunities like these **reinforce the brand's authority,** strengthen relationships with editors, and build a pipeline of future coverage.

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# 17 Placements*

*News aggregates and EIN syndication not included

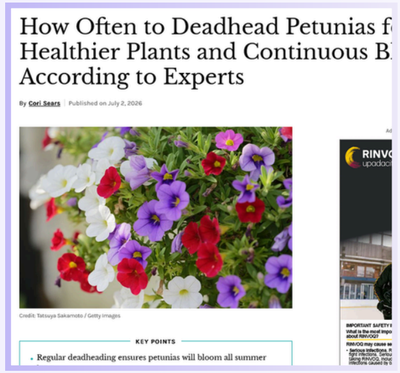
## Jun-Jul Placement Highlights & Stats:

**Jun-Jul Reach:** 125.5M (+4.8B syndicated)

**Jun-Jul Placements**: 17 (+17 syndicated)

the spruce

JP included in two stories on The Spruce, syndicated to AOL/YH


How Often to Deadhead Petunias f
Healthier Plants and Continuous B
According to Experts

By Cori Sears | Published on July 2, 2026

KEY POINTS

- Regular deadheading ensures petunias will bloom all summer

REAL SIMPLE

JP included in 7 flowers to plant in July story on Real Simple

7 Beautiful Flowers to Plant in July for a Bloo
Fall Garden

Get a jump on autumn blooms with these easy-to-grow, pollinator-friendly picks.

By Marnie Kunz | Published on July 3, 2026

Join AAA today and get a

Summer may be in full swing, but fall's cool embrace is just around the corner. If you want to extend your garden's life into the autumn season, grow these plants in July for stunning fall blooms.

"Planting now for fall flowers not only extends the beauty of your garden

## Topics pitched:

- Plant Care
- Rose Tips
- Gardening Tips

## YOY Comparison

**'25-'26 Reach:** 686M

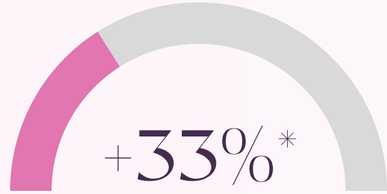
+26.3B from news aggregates & syndication

2026 vs 2025 YOY

* news aggregate reach and EIN not included

**'25-26 Placements**: 100

+113 from news aggregates & syndication




2026 vs 2025 YOY

* news aggregate placements and EIN not included

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# Monthly Media Hits

**Jackson & Perkins Reach 2026:** 27,042,670,523

Gardening
KNOW HOW

**Reach: 370,190,915**

[Jun 22 - What to Add to Your Yard]

[Jul 10 - 7 Scented Plants] | [YH]

HOUSE & HOME

**Reach: 49,471**

[Jun 18 - What to Plant this Summer]

martha stewart

**Reach: 3,364,343,928**

[Jun 17 - Rose Companion Planting Mistakes] | [YH]

[Jun 24 - Plants You Should Deadhead] | [YH]

[Jun 26 - Best Container Roses] | [YH]

[Jul 3 - Low Maintenance Privacy Plants] | [YH]

[Jul 5 - Common Rose Growing Mistakes] | [YH]

[Jul 6 - Drought Tolerant Container Plants] | [YH]

[Jul 7 - Hosta Varieties] | [YH]

[Jul 9 - Why Roses Don't Bloom] | [YH]

[Jul 15 - How to Deadhead Roses] | [YH]

Mom Does Reviews
And Recipes
the sweet stuff of life

Reach: 12,454

The Top 10 Online Retailers for Rose Bushes in 2026

July 11, 2026 by Pam Maynard — 0 Comments

Where to Buy the Best Premium Roses for Your Garden

Whether you are an experienced gardener expanding your landscape or a beginner planting your first roses, choosing a reliable online rose retailer can make a significant difference. With a wide variety of growing styles and shipping options available, finding the right source requires careful consideration of plant quality, selection, customer support, and gardening resources. This guide highlights some of the most recognized online sources for rose bushes in 2026, featuring companies known for their experience, variety offerings, and commitment to helping gardeners create beautiful outdoor spaces.

Jul 11 - Top Ten Retailers

Southern Living

Reach: 47,147,234

Why Gardeners Are Saving Cardboard Boxes

Sheet mulching with cardboard is the secret to fewer weeds and fuss-free plant-bed prep.

By Patricia Shannon | Published on July 10, 2026

Credit: Getty Images

Jul 10 - Cardboard Boxes | AOL

REAL SIMPLE

Reach: 402,190,206

7 Beautiful Flowers to Plant in July for a Blooming Fall Garden

Get a jump on autumn blooms with these easy-to-grow, pollinator-friendly picks.

By Marnie Kunz | Published on July 3, 2026

Advertisement

Join AAA today and get a $30 GAS CARD

Credit: Pekin Songmoo/Getty Images

Summer may be in full swing, but fall's cool embrace is just around the

Jul 3 - Flowers to Plant in July | AOL | YH

the spruce

Reach: 810,218,848

How Often to Deadhead Petunias for Healthier Plants and Continuous Blooms, According to Experts

By Ciel Sears | Published on July 2, 2026

Advertisement

RINVOQ

Credit: Tetsuya Sakamoto / Getty Images

KEY POINTS

- Regular deadheading ensures petunias will bloom all summer

Jul 2 - Deadhead Petunias | AOL | YH

Jul 14 - Hydrangeas Dying? | AOL | YH

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# 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. Tom’s Guide | Ground Covers to Prevent Weeds
8. Homes & Gardens | Softer Cottage Garden Borders
9. MSL | Drought-Tolerant Plants for Full-Sun
10. DenGarden | Cutting Peonies After Blooming
11. MSL | Drought-Tolerant Plants for Containers
12. MSL | Low Maintenance Privacy Plants
13. Realtor.com | Rainbow Curb Appeal
14. Southern Living | Monochromatic Gardens
15. The Spruce | Underrated Groundcovers
16. Tom’s Guide | Plants for a Budget-Friendly Garden
17. Pretty Magazine | Fall Print Feature: Extending the Garden Season into Fall
18. Pretty Magazine | Fall Online Feature: Fall Planting and Alternatives

# Thank you!

-Katie, Courtney & Hope