Q2 2026

Garden Media Group

Quarterly Report

oasis® FORAGE PRODUCTS™

OASIS FORAGE PRODUCTS™

Highlights

Strong PR Momentum Continues

We secured **7 PR placements during Q2**, generating a **total reach of 750,000+** with coverage in **Martha Stewart, The Kitchn, and Buzz!**. These placements helped position OASIS Forage Products as a trusted resource for floral design inspiration and contributed to a **91% increase in Q2 reach YOY. Year to date, total reach has surpassed 1.5 billion, a 126% increase over the same period in 2025.**

Holiday Gift Guides Earn Widespread Syndication

The Mother's Day and Father's Day gift guide roundups achieved exceptional syndicated reach, with **700+ pickups across outlets** such as **The Associated Press, Detroit Free Press,** and numerous additional publications, resulting in a **combined reach of more than 265 million.** This broad distribution significantly expanded the brand's visibility during two key seasonal gifting opportunities.

Building Media Connections at Cultivate'26

Ahead of Cultivate'26, the team connected with **key media to encourage booth visits** with the OASIS Forage Products team. These outreach efforts resulted in a strong group of journalists expressing interest in meeting with the team during the show, **creating valuable opportunities to build relationships** and share the brand's story. As a result of these conversations, we expect media coverage to begin rolling out in the coming weeks.

7 Placements

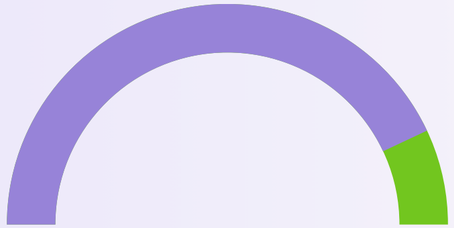
Pitch Topics:

- Oasis Forage Products
- Cut flower care
- General expertise
- Wedding ideas and inspo

Market Comparison (Q1):

Consumer: 86%

Trade: 14%



* Syndicated placements not included

APR-JUN 2026

Reach: 1B

Additional 700+ placements from EIN syndication

Placement Highlights:

the kitchn

Oasis included in cut flower story on The Kitchn

martha stewart

Oasis in two stories on Martha Stewart, syndicated to Yahoo

Green Profit's buzz

Oasis in Green Profit's Buzz Newsletter

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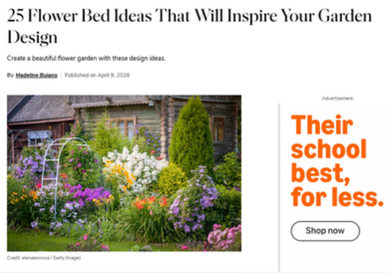
Media Hits Overview

Overall Reach 2026: 1,502,586,647

martha stewart

Reach: 748,372,916



Apr 9 - Flower Bed Ideas | YH

May 14 - Fragrant Flowers | YH

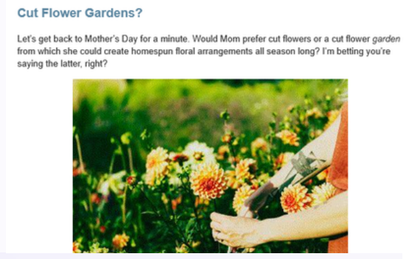
the kitchn

Reach: 3,573,870

May 9 - Keep Cut Flowers Fresh | AFG

Green Profit's buzz

Reach: 30,275



May Newsletter

EINPRESSWIRE
Everyone's Internet News Presswire™

Reach: 265,643,468

Placements: 700+

Apr 14 - Mother's Day Gift Guide

Jun 16 - Father's Day Gift Guide

Placement Highlights: Associated Press, Detroit Free Press, Arizona Republic, Indianapolis Star, WJW-TV, WGN-TV, and more!

Pending PR

- Pretty Magazine – Thanksgiving/fall tablescapes
- Architectural Digest – Styling Dried Florals
- Fabrics and Home seasonal gift guide: Everyday Kit
- Oprah’s Fav Things: Ippon scissors, Walmart kit

Thank you!

– Courtney, Katie, and Hope