



THE POWER OF THE PLANTS OF THE YEAR

Each year, **Proven Winners® National Plants of the Year** receive extensive marketing attention, which means gardeners know all about them before they even walk through your doors. Be sure to stock the varieties consumers will be clamoring for!

THIS YEAR, THE NATIONAL PLANTS OF THE YEAR ARE FEATURED IN:

GARDENER'S IDEA BOOKS

340,000+

print copies mailed



800,000

consumers reached

GARDENDESIGN.COM FEATURES

GardenDesign.com is a reliable online source of information and inspiration for gardeners of all levels.

120,000

subscribers

905,000+

monthly visitors



SCAN FOR MORE DESIGNS

WEATHER-TRIGGERED BILLBOARD ADS

31 MARKETS ACROSS THE US DURING PEAK PLANTING TIMES



AND THERE'S MORE!

SOCIAL MEDIA FEATURES

Our content creator partners feature the National Plants of the Year throughout the year, inspiring their followers with ways to incorporate them into their own gardens.



PROVEN WINNERS WEBSITE

Our home page will feature a different National Plant of the Year each month so it's the first thing visitors see.



SCAN TO LEARN MORE ABOUT THE MARKETING EFFORTS BEHIND THE NATIONAL PLANTS OF THE YEAR