



# Endless Summer®

hydrangeas



## 2025 PAID MEDIA PLAN

Check out where Endless Summer® Hydrangeas will appear in paid print and digital media throughout 2025. This paid media strategy aims to drive engagements and interactions, maintain brand awareness, and differentiate the Endless Summer® brand from others while increasing sales across trade and consumer audiences.

## TRADE

The goal for Endless Summer® trade advertisements is to increase brand awareness for growers, retailers, and landscapers, while driving more sales of Endless Summer® products through all brand licensees.

### PRINT & DIGITAL MEDIA

The following graphs outline when and where paid print and digital advertisements will appear in trade publications, websites, and newsletters. The timing, publication, and look of each advertisement has been carefully chosen to accomplish our goals for each audience.

● RETAILER    
 ● LANDSCAPER    
 ● GROWER


Print Media	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>Green Profit</i>												
<i>Lawn &amp; Garden Retailer</i>												
<i>GrowerTalks</i>												
<i>Greenhouse Management</i>												
<i>Nursery Management</i>												
Digital Media	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>Lawn &amp; Landscape</i>												
<i>ASLA</i>												
<i>Green Profit</i>												
<i>Garden Center</i>												
<i>Lawn &amp; Garden Retailer</i>												
<i>Perennial Pulse E-News</i>												
<i>Nursery &amp; Landscape Insider</i>												
<i>Greenhouse Management</i>												
<i>Nursery Management</i>												

# 2025 PAID MEDIA PLAN



HERE'S A SNEAK PEEK AT THE 2025 TRADE ADS!

## PRINT




**IT'S ALL IN THE GENES**


BIG REBLOOMER • COMPACT  
VERSATILE • EASY TO GROW

**Pop Star® Bigleaf Hydrangea**

Pop Star® is a reblooming lacecap that is compact and incredibly floriferous, allowing this shrub to stand out on the sales floor, in the landscape, and in decorative pots.




BAILEYNURSERIES.COM/ENDLESS-SUMMER



**IT'S ALL IN THE GENES**

BIG REBLOOMER • COMPACT • VERSATILE • EASY TO GROW

**Pop Star® Bigleaf Hydrangea**



Pop Star® is a reblooming lacecap that is compact and incredibly floriferous, allowing this shrub to stand out on the sales floor, in the landscape, and in decorative pots.

BAILEYNURSERIES.COM/ENDLESS-SUMMER

## DIGITAL

learn more >

the best plants start with  
**GREAT GENES**



Endless Summer hydrangeas

learn more >

the best plants start with  
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Endless Summer hydrangeas

Pop Star® Bigleaf Hydrangea

learn more >

learn more >

the best plants start with  
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Endless Summer hydrangeas

Endless Summer hydrangeas

Endless Summer hydrangeas

learn more >



## CONSUMER

The goal for Endless Summer® consumer advertising is to capture the attention of our target customer: the Casual Gardener. The Casual Gardener is someone aged 25-59 who has a household income of +\$125K and is interested in gardening, flowering plants, trees, and shrubs. The following information outlines the tactics employed to capture those potential customers, increase brand awareness, and increase sales of Endless Summer® products.



Consumer Print Ads



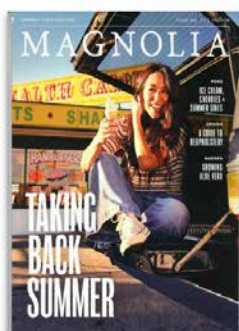
# 2025 PAID MEDIA PLAN



## PRINT

Endless Summer® print advertisements will appear in national and regional publications, with a combined circulation of over 9 million. These will target our audience at strategic times of the year to increase brand awareness and drive sales. Endless Summer® will also be the Official Garden Sponsor of the *Better Homes & Gardens* Color Stars, adding additional value to those placements.

Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>NATIONAL PUBLICATIONS</b>												
<i>Magnolia</i>												
<i>Better Homes &amp; Gardens</i>												
<i>Southern Living</i>												
<i>Veranda</i>												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>REGIONAL PUBLICATIONS</b>												
<i>Northern Gardener Minnesota</i>												
<i>The Gardener Canada</i>												



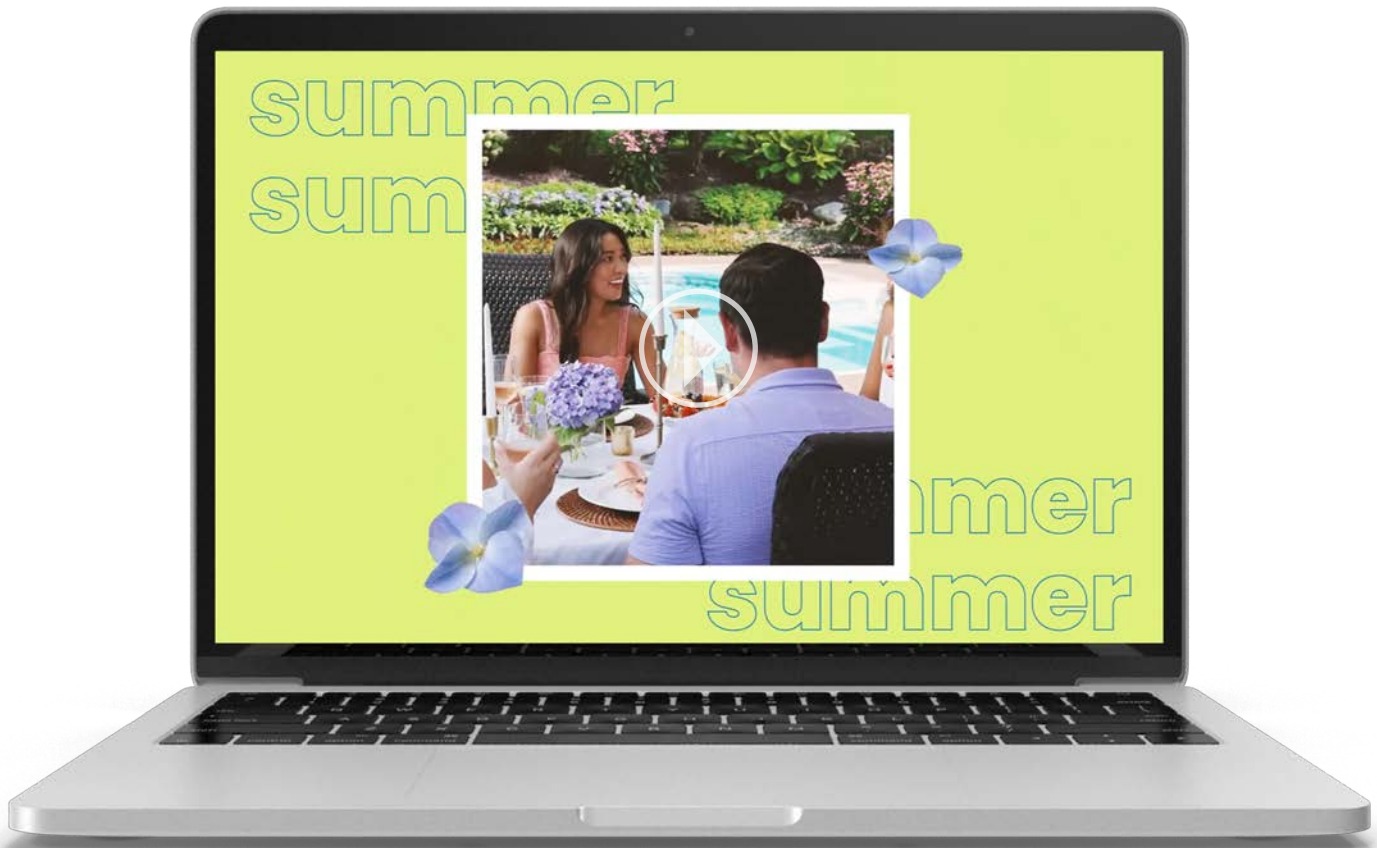


# 2025 PAID MEDIA PLAN

## DIGITAL VIDEO

**Endless Summer® video ads will appear on YouTube and premium streaming providers receiving an estimated 8.9 million impressions.** Along with YouTube, video ads will appear across Amazon Video services, including live sports, exclusive originals, and film premieres. Additional ads will run through StackAdapt, appearing on the following premium streaming platforms: Peacock, Hulu, Disney+, Paramount, and Discovery+.

Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
YouTube Video												
Amazon												
StackAdapt												





# 2025 PAID MEDIA PLAN



## ENDEMIC DIGITAL

Endemic advertising refers to ad placements that are natural to the market, i.e., where there is already a natural connection. **Endless Summer® digital placements will appear on *Better Homes & Gardens*, *Southern Living*, and other DotDash Meredith digital platforms, receiving an estimated 4 million impressions.** The *Southern Living* placements will include a native article, newsletter features, and social posts.

Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Better Homes & Gardens												
Southern Living												
DDM Portfolio												

## NATIVE DISPLAY + NATIVE ARTICLE

**Both high-impact and native display ads will appear across premium publisher platforms, receiving an estimated 4.8 million impressions.** Unique display ads and native articles with custom backgrounds will provide messaging to the target audience in a bold way.

Native articles are branded content that lives within the page of a strategic partner like *Better Homes & Gardens* or *Southern Living*, ensuring that our owned content feels like a natural editorial fit, increasing clicks to our website or videos.

Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Nativo												



# 2025 PAID MEDIA PLAN

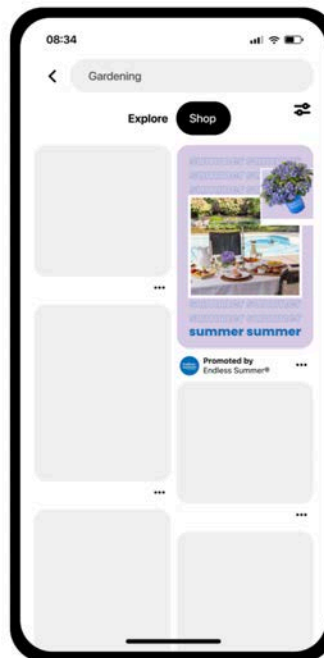
## PAID SOCIAL & PAID SEARCH

Paid social and paid search will be used to reach and drive awareness for the casual gardener audience. For paid search, Meta (Facebook and Instagram) posts will feature single images, video ads, and vertical video ads for Stories and Reels, while Pinterest will feature single-image ads. Both Meta and Pinterest will feature a Mother's Day focused campaign leading up the holiday from April 21<sup>st</sup> to May 15<sup>th</sup> to heavy up brand awareness and encourage sales during key timing. **Paid social will receive a combined estimate of 24 million impressions.** Paid search will utilize both branded and non-branded search to capture audiences. **Paid search will receive an estimated 373K impressions.**

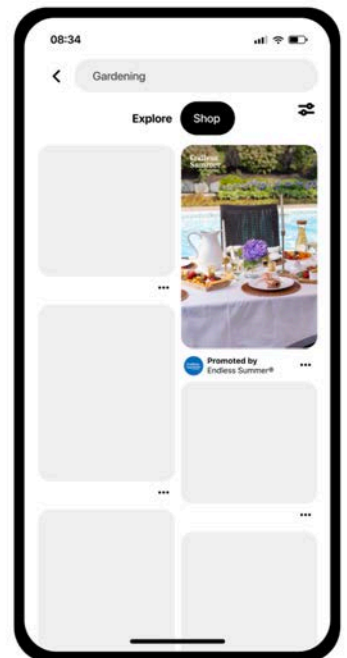
Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Meta												
Pinterest												
Paid Search												



Meta Vertical Ads



Pinterest Ads







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Have questions after looking through this information?  
Email Ryan McEnaney at [Ryan.McEnaney@baileynurseries.com](mailto:Ryan.McEnaney@baileynurseries.com)

Scan for the ready-to-use marketing and advertising  
graphics from the 2025 campaign, as well as social  
media content, plant images, videos, and more!

