

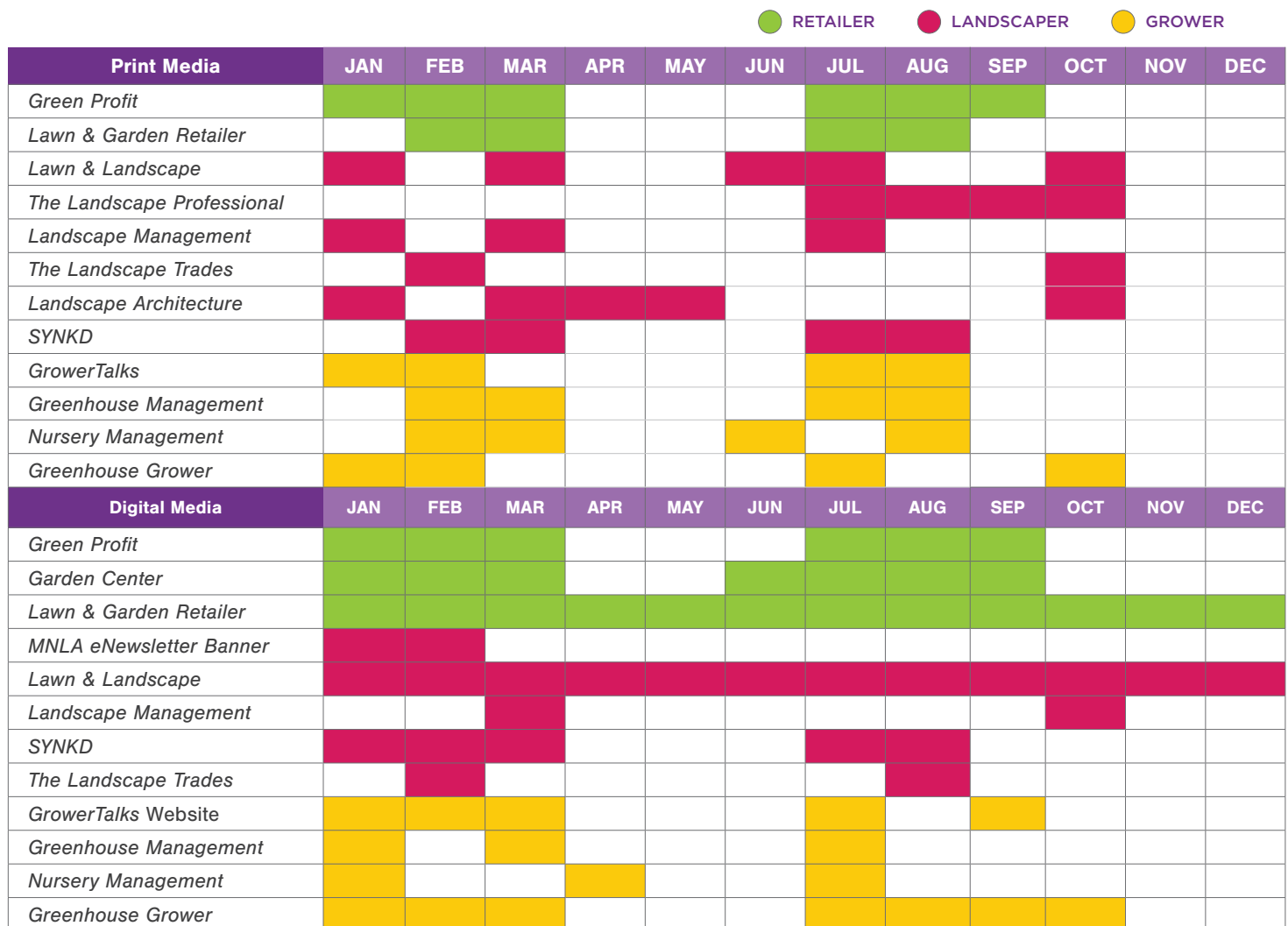
FIRST[®] EDITIONS

SHRUBS & TREES



2025 PAID MEDIA PLAN

Check out where First Editions[®] Shrubs & Trees 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 First Editions[®] from others while increasing sales across trade and consumer audiences.

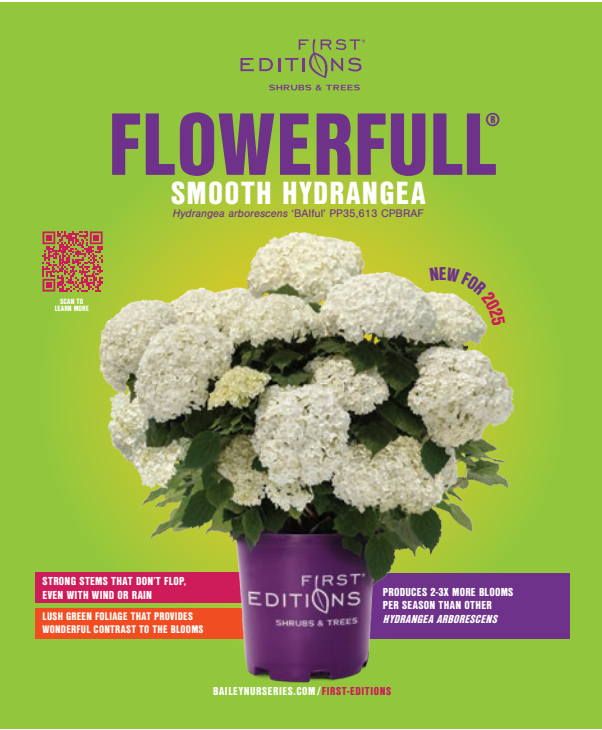


2025 PAID MEDIA PLAN

FIRST
EDITIONS
SHRUBS & TREES

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

Print Advertisements



Digital Advertisements



CONSUMER

The goal for First Editions® 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 the attention of those potential customers, drive engagements, and increase sales of First Editions® products.

PRINT

First Editions® print advertisements will appear in print publications with a combined circulation of over 1.25 million. These ads will appear in both spring and fall, increasing awareness and sales at key times. This is the second year First Editions® will appear in print. Following a successful campaign in 2024, this expansion into more print publications allows First Editions® to engage with an even greater gardening-focused audience.

Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<i>Garden Gate</i>												
<i>Fine Gardening</i>												
<i>Horticulture</i>												
<i>Midwest Living</i>												



2025 PAID MEDIA PLAN

DIGITAL VIDEO

First Editions® video ads will appear on YouTube and premium streaming providers receiving an estimated 8.8 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												
Amazon												
StackAdapt												



ENDEMIC DIGITAL

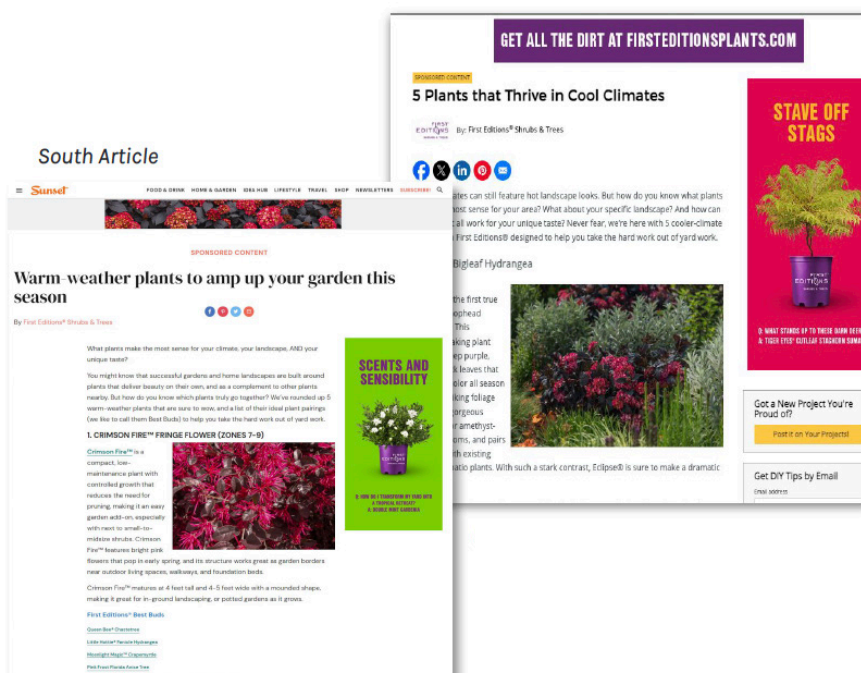
Endemic advertising refers to ad placements that are natural to the market, i.e., where there is already a natural connection. First Editions® digital placements will appear on *Southern Living*, receiving an estimated 1.4 million impressions. Placements will include a native article, newsletter features, and social posts.

HIGH IMPACT + NATIVE DISPLAY

Native display ads will appear across premium publishers, receiving an estimated 7.1 million impressions. When clicked, these native ads will drive to a custom article that features an in-depth story on First Editions® plants.

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												

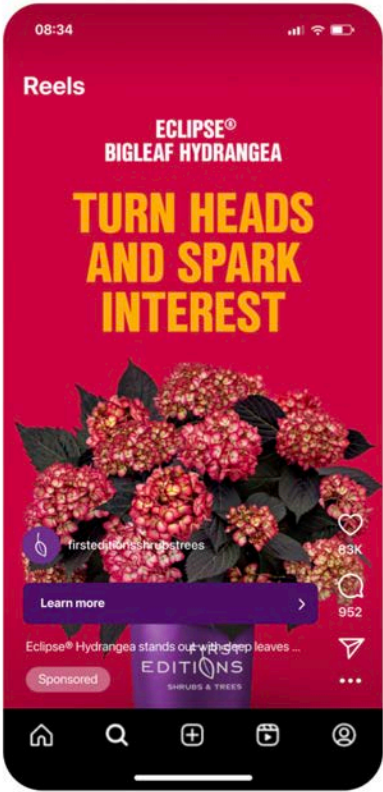


2025 PAID MEDIA PLAN

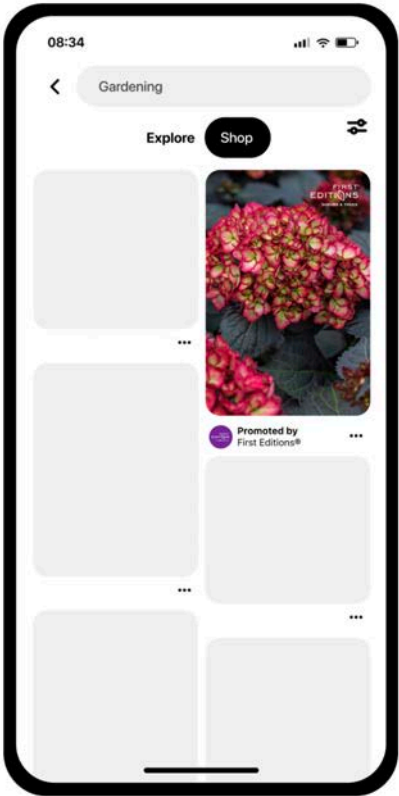
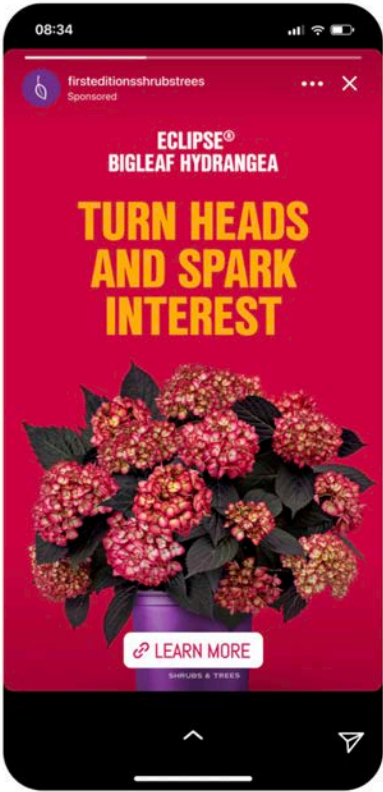
PAID SOCIAL & PAID SEARCH

Paid social and paid search will be used to drive awareness and drive traffic to custom landing pages for detailed information on the brand. For paid social, Meta posts will feature single images, video ads, and vertical video ads for Stories and Reels, while Pinterest will feature single image ads. Paid search will utilize both branded and non-branded search to capture audiences. **These ads will receive as estimated 24.5 million impressions.**

Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PAID SOCIAL												
Meta (Facebook and Instagram) - South												
Meta (Facebook and Instagram) - North												
Pinterest - South												
Pinterest - North												
PAID SEARCH												



Meta Ads



Pinterest Ads

FIRST[®]
EDITIONS
SHRUBS & TREES



@firsteditionsshrubstrees

FIRSTEDITIONSPLANTS.COM

Have questions after looking through this information?

Email Ryan McEnaney at 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!

