

Proven Winners® Shrubs - Consumer marketing support calendar 2020



		<i>circulation / readers* - viewers</i>	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
ENGLAND										
Gardeners World	Print	205.000			PW GENERIC	HYDRANGEA ANNABELLE	PW GENERIC			
					IDEAS BOOK					
The English Garden	Print	28.000		PW GENERIC	PW GENERIC	HYDRANGEA ANNABELLE	PW GENERIC			
Saturday Daily Mail (Best of British)	Print	300.000					PW GENERIC (11/7)			
The Sunday Telegraph (Countryside Experience)	Print	244.000						HYDRANGEA BELLARAGAZZA® (9/8)		
BENELUX										
TuinSeizoen (NL & BE)	Print	115.000		PW GENERIC	HYDRANGEA ANNABELLE	PW GENERIC	HYDRANGEA ANNABELLE	PW GENERIC		
				IDEAS BOOK						
Tuin & Landschap (NL - aanleg)	Print	2.875		PW GENERIC	DIERVILLA KODIAK®	BUDDLEJA CHIP®	PW GENERIC	BUDDLEJA CHIP®	DIERVILLA KODIAK®	
Garden Style (BE - aanleg)	Print	8.285				PW GENERIC				
De Grote Tuinverbouwing	TV	850.000	VSD, RB (14/3)	SDP (4/4)		HA (1/6)	rebroadcasts		HA (5/9)	CC, IS, WMMS (3/10)
			HA (21/3)	CS (11/4)		DY (8/6)		BC & BM (12/9)	CSS, HTOB (10/10)	
			BC (28/3)	HB (18/4)				CA, HST, HSB (19/9)		
				PTW (25/4)	BR + PW GENERIC (23/5)			HP & HG (26/9)		
					SDP (30/5)					
GERMANY										
Meiner Schöner Garten	Print	300.000			PW GENERIC	HYDRANGEA ANNABELLE				
Garten Flora	Print	186.000		HYDRANGEA ANNABELLE	PW GENERIC	HYDRANGEA ANNABELLE	PW GENERIC			
				IDEAS BOOK						
Grün	Print	39.000			HYDRANGEA ANNABELLE	PW GENERIC				
FRANCE										
Detente Jardin	Print	250.000			IDEAS BOOK					
ITALY										
Gardenia	Print	414.000*		IDEAS BOOK						
POLAND										
Gardeners World (Zielony Ogródek)	Print	50.000			HYDRANGEA ANNABELLE		PW GENERIC			
					PW GENERIC					
MÓJ PIĘKNY OGRÓD	Print				IDEAS BOOK					

* = readers

