

Proven Winners® Shrubs - Consumer advertising 2022



LEGENDA

LEGENDA	CODE
VARIETY	
Buddleja Chip® series	BCHIP
Buddleja Chip® Blue Chip	BBCHIP
Buddleja Miss Ruby	BMRUBY
Buddleja Miss Violet	BMVIO
Buddleja Rocketstar® Indigo	BRINDIGO
Calycanthus Aphrodite	CAPHRO
Chaenomeles Storm series	CSSTORM
Deutzia Yuki serie	DYUKI
Deutzia Yuki Cherry Blossom®	DYCBLOS
Deutzia Yuki Snowflake®	DYSNOW
Diervilla Kodiak® series	DKODIAK
Hydrangea Ruby Annabelle®	HRUBYA
Hydrangea Strong Annabelle®	HSTRONGA
Hydrangea BellaRagazza® Limetta	HBRLIMET
Hydrangea Little Lime®	HLLIME
Hydrangea Fire Light	HFLIGHT
Hydrangea Pinkachu®	HPINKAC
Hydrangea Flair & Flavours® series	HFFLAVOUR
Physocarpus Tiny Wine® series	PTWINE
Rhododendron Bollywood®	RBOLLY
Spiraea Double Play® series	SDPLAY
Spiraea Double Play® Big Bang	SDPBBANG
Spiraea Double Play® Doozie®	SDPDOOZIE

PRINT ADVERTISING

		Circulation / Readers	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	
PRINT ADVERTISING	BENELUX										
	NL+BE: Gardeners World	33.000 76.000			IDEAS BOOK	PW GENERIC (advertorial)					
	NL+BE: TuinSeizoen	n.a. 105.000		PW GENERIC (SDPDOOZIE)	IDEAS BOOK	PW GENERIC (BRINDIGO)	HYDRANGEA ANNABELLE				
					PW GENERIC (DYUKIS)						
	NL+BE: TuinOntwerp /LUX	n.a. 63.000	PW GENERIC (DYCBLOS)		HYDRANGEA ANNABELLE	PW GENERIC (HSTRONGA)					
	NL: Tuinen	n.a. 74.000		PW GENERIC (SDPBBANG)		HYDRANGEA ANNABELLE					
	NL: Landidee	n.a. 179.000		PW GENERIC (HSTRONGA)	IDEAS BOOK	HYDRANGEA ANNABELLE					
					PW GENERIC (BC)						
	DENMARK										
	Haven	33.000 190.000		PW GENERIC (SDPBBANG)	PW GENERIC (DYCBLOS)	HYDRANGEA ANNABELLE			PW GENERIC (HPINKAC)		
	FRANCE										
	Détente Jardin	220.000 n.a.		IDEAS BOOK							
	L'ami des jardins et de la maison	80.311 n.a.					SPONSORING COMPETITION: LE PLUS BEAU JARDIN 2022				
	Silence ça pousse	n.a. 130.000	PW GENERIC (SDPBBANG)			DEUTZIA YUKI		HYDRANGEA ANNABELLE		PW GENERIC (HFLIGHT)	
	GERMANY										
	Garten Flora	162.000 910.000		IDEAS BOOK	PW GENERIC (DYCBLOS)	HYDRANGEA ANNABELLE	PW GENERIC (HLLIME)				
				PW GENERIC (DYCBLOS)							
	Grun	46.200 n.a.			PW GENERIC (SDPBBANG)	HYDRANGEA ANNABELLE					
	Meiner schoner garten	232.945 1.740.000			PW GENERIC (DYCBLOS)	PW GENERIC (HSTRONGA)					
	Mein Paradies Garten	150.000 n.a.						HYDRANGEA ANNABELLE		PW GENERIC (HFLIGHT)	
	ITALY										
	Gardenia	74.500 n.a.	IDEAS BOOK	PW GENERIC (DYCB)	HYDRANGEA ANNABELLE	PW GENERIC (HFLIGHT)					
	POLAND										
	Gardeners World	9.000 n.a.		PW GENERIC (SDPBB)	PW GENERIC (DYSNOW)	HYDRANGEA ANNABELLE	PW GENERIC (HLLIME)				
	Mój Piękny Ogród	50.000		IDEAS BOOK							
	SWEDEN										
	Allt om trädgård	n.a. 204.000		PW GENERIC (SDPBBANG)		HYDRANGEA ANNABELLE			PW GENERIC (HPINKAC)		
	UK										
	Gardeners World	n.a. 860.000		PW GENERIC (SDPBBANG)	IDEAS BOOK	HYDRANGEA ANNABELLE					
					PW GENERIC (DYSNOW)						
	The Garden	480.000 n.a.		PW GENERIC (SDPBBANG)	PW GENERIC (DYCBLOS)	HYDRANGEA ANNABELLE	PW GENERIC (BRINDIGO)				
	The English Garden	51.300 170.000		PW GENERIC (SDPBBANG)	PW GENERIC (HSTRONGA)	PW GENERIC (BRINDIGO)	PW GENERIC (HFFLAVOUR)				

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		Viewers / reach	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
TV (NL only)	De grote tuinverbouwing	Viewers: 450.000 Reach: 780.000	BMRUBY (12/3)	CAPHRO (2/4)	RBOLLY (7/5)	HRUBYA (4/6)	RERUNS REBROADCASTS		tbd (3/9)	tbd (1/10)
			HSTRONGA (19/3)	BBCHIP (9/4)	SDPLAY (14/5)	HLLIME (11/6)			tbd (10/9)	tbd (8/10)
			SPDBBANG (26/3)	DKODIAK (16/4)	PTWINE (21/5)				tbd (17/9)	
				CSTORM (23/4)	DYUKI (28/5)				tbd (24/9)	
				HBRLIMET (30/4)						
CONSUMER FAIRS	Floriade Expo									
SOCIAL MEDIA	Instagram (pw_garden_plants)									
	YouTube Proven Winners shrubs Europe									
TRUCK	Proven Winners branded truck									
POS	POS support									

