

## EDITORIAL CALENDAR, 2019

### January: Fresh Starts

Message: Monrovia has the quality plants and great ideas to help me make a garden that works for my needs.

Gardener: Dedicated, Practical

- Annual trends report (media release)
- Featured for 2019 release and social push
- Taking stock of the winter landscape (plants and ideas)
- Cold season hero: Cornus (cold), Camellia (warm)

Tastemakers: Designer profile and Q & A

Problem Solved: Dealing with Deer

Design School: Learn how to use the golden ratio in landscape design

Featured Plants of the Month: Nuccio's Bella Rossa Camellia, Zone: 8 - 10; Cascade Lenten Rose (series), Zone: 4 – 8

Grow Beautifully! (Seasonal idea)

### February: Plotting, Planning, Planting

Message: Monrovia has the variety of plants, advice, and inspiration to help me make the best choices for my garden.

Gardener: Dedicated, Practical, Zen

- There's a topiary for every garden (design)
- Dwarf shrubs for smaller spaces (by region)
- [shop.monrovia.com](http://shop.monrovia.com) (video and blog post)
- Find your garden style (a new quiz) and plants to fit the bill
- What to prune and when to do it
- Pretty Pieris for spring bloom

Tastemakers: Designer profile and Q & A

Problem Solved: 5 Ways to Maximize Small Spaces

Design School: Using Mystery in Garden Design

Featured Plants of the Month: Enchanted Forest® Pieris (series), Zone: 6 – 8; DarkStar® Creeping Oregon Grape, Zone: 5 – 9

Grow Beautifully! (Seasonal idea)

### **March: The Nature of Spring**

Message: Monrovia has plants and information to help me be a more environmentally responsible gardener.

Gardener: Dedicated, Practical, Zen

- Tips for shopping a garden center (video)
- Sunbelievable (social, media, influencers)
- What to plant for early pollinators (two versions)
- Container combos for hot, dry zones
- 10 things Hosta lovers should know
- Tips for planting conifers (video)
- 10 Shrubs that look great in March by region(series)
- Tips for using Monrovia.com

Tastemakers: Designer profile and Q & A

Problem Solved: Improved, disease resistance (Grace N' Grit)

Design School: defining and designing garden rooms

Featured Plants of the Month: Double Shot® Azalea (series), Zone 6 – 9; Springshine™ Forsythia, Zone: 4 - 9

Grow Beautifully! (Seasonal idea)

### **April: Crazy for Color**

Message: Monrovia's plants—from trees to shrubs to perennials to annuals—fill my landscape with color and create lasting beauty.

Gardener: Dedicated, Practical, Zen

- Earth Day –best groundcovers for pollinators
- Growing edibles in containers
- Inspired border color combinations (by region) for where you've got issues
- How to grow a colorful Japanese maple in a pot (video)
- Giving lacecap hydrangea a second look
- We built a better Hypericum--series (video)
- 10 Shrubs that look great in April by region (series)

- Water Smart (all about watering)

Tastemakers: Designer profile and Q & A

Problem Solved: Continuous color in shade

Design School: Designing for four-seasons of interest

Featured Plants of the Month: Grace N' Grit™ Shrub Rose (series), Zone 4 – 9; Bush Kangaroo Paw (series), Zone: 10 -11; SUNbelievable™ Brown Eyed Girl (annual)

Grow Beautifully! (Seasonal idea)

### **May: Creating a welcoming garden**

Message: Monrovia helps me to make a yard that fills me with pride, and that's the envy of the neighborhood.

Gardener: Dedicated, Zen

- We've got cool new grapes
- Fresh ideas for summer window boxes/containers for covered porches
- Weekend makeover: front porch (influencers)
- Five ways to design with Seaside Serenade Hydrangeas
- Ideas for planting around a street side mailbox
- 10 Shrubs that look great in May by region (series)
- What to plant to avoid late summer color lull (two versions)

Tastemakers: Designer profile and Q & A

Problem Solved: Tips for planting under trees

Design school: Fresh ideas for using annuals

Featured Plants of the Month: Zestful™ Grape (series), Chateau™ Rose of Sharon (series), Zone: 5 – 9; Seaside Serenade® Bar Harbor Hydrangea, Zone: 3 – 8

Grow Beautifully! (Seasonal idea)

## June: Living Outside

Message: Monrovia plants help me to create a yard that I can enjoy sharing with family and friends.

Gardener: Dedicated, Practical, Zen

- Plants that thrive at the shore (wind, salt, sandy soil)
- 10 things rose lovers should know
- Unexpected combinations for hanging baskets (influencers)
- 5 totally gorgeous solutions for slopes and hillsides
- Gardening with kids (influencers)
- 10 Shrubs that look great in June (series)
- How to extend the life of hydrangea in a vase

Tastemakers: Designer profile and Q & A

Problem Solved: Masking the uglies with vertical planting using vines and trellises,

Design School: All about garden lighting

Featured Plant of the Month: Seaside Serenade® Hydrangea series (Zone: 4 – 9); Sunstar™ Tickseed (series), Zone: 5 - 10; Shasta daisy (new series), Zone: 4 – 9; Harlequin™ Beardtongue (series), Zone: 5 – 9

Grow Beautifully! (Seasonal idea)

## July: The Big Payoff

Message: Monrovia plants deliver the goods in fruits, flowers, and foliage.

Gardener: Dedicated, Zen

- 10 fruiting shrubs that look great in July (series)
- Mid-season fixers where you need fresh color
- What to plant now for fall color
- Goods from the garden (edibles, drinks, vases, etc.)
- Hot season hero: Russian sage
- What to plant for late season pollinators

Tastemakers: Designer profile and Q & A

Problem Solved: Plants that love full afternoon hot sun

Design School: The magic of curves

Featured Plants of the Month: Strawberry Shake™ Hydrangea, Zone: 4 – 8; Evolution™ Coneflower (series), Zone: 4 - 9; Siren's Song™ Coral Bells (series), Zone: 4 - 9

Grow Beautifully! (Seasonal idea)

### **August: Made in the Shade**

Message: Monrovia plants are healthy and robust so they stand up to high summer heat.

Gardener: Dedicated, Practical

- Firescaping
- Fall planning
- Shrubs that look great in August (series)
- Choice vines to plant on arbors for shade
- The season for hot colors (color story)
- Improved varieties (pre-fall planting--re-blooming, heat loving, well-behaved, etc.)

Tastemakers: Designer profile and Q & A

Problem Solved: Plants that don't mind if you go on vacation

Design School: How to use shade trees in the landscape

Featured Plants of the Month: Stonecrop (new series), Zone: 4 – 9; Salvia VIBE™ Ignition Purple, Zone: 7 - 11; Hardy Schefflera, Zone: 7 - 1

Grow Beautifully! (Seasonal idea)

### **September: Fall Planting**

Message: Monrovia's deep selection of zone-appropriate plants gives me a second chance to solve landscape problems

Gardener: Dedicated, Practical, Zen

- Sculptural, statement making trees (weeping, twisted, pendulous, etc.)
- 10 "who knew" plants for amazing fall color
- There's an ornamental grass for every garden
- Shrubs that look great in September by region (series)
- Mid-sized shrubs that create layered planting in borders and beds

Tastemakers: Designer profile and Q & A

Problem Solved: I should have believed the tag about size. How to read a plant tag.

Design School: Borrowed landscapes--capture the view beyond

Featured Plants of the Month: FloralBerry™ St. John's Wort (series), Zone: 5 - 9; La Barbe Bleue™ Caryopteris, Zone: 5 - 9

Grow Beautifully! (Seasonal idea)

### **October: Falling for Fall Color**

Message: Monrovia's hand-crafted plants hit the ground running for excellent fall planting success.

Gardener: Dedicated, Practical, Zen

- Plant a winter berry garden for the birds
- Conifers you'll wish you planted this February
- Planting camellias for the longest season of bloom
- Best fruit trees for warm zones/cold zones
- Prepping for winter (regions)

Tastemakers: Designer profile and Q & A

Problem Solved: I should have believed the tag about size. How to read a plant tag.

Design School: Three plus one counterpoint (trick to achieve balance without symmetry)

Featured Plants of the Month: Golden Duke™ and Golden Duchess™ Eastern Hemlock

Grow Beautifully! (Seasonal idea)

### **November/December: Joy!**

Message: Monrovia helps you share the magic of the season outside.

Gardener: Dedicated, Zen

- Winter planters (regions)
- Plants as living gifts
- Winter annuals to plant now (Zone 8 -11)
- Gift wrapping ideas from the garden (influencer)
- Warmer zones--start applying aluminum sulfate to the soil now for bluer hydrangeas

Tastemakers: Designer profile and Q & A

Problem Solved: Outwitting frost damage

Design School: Using ornamental grasses for late season magic

Plant of the Month: Chansonette's Blush Camellia, Zone: 7 – 9

Grow Beautifully! (Seasonal idea)