

MELINDA MYERS BRAND REACH 2017

Print Media

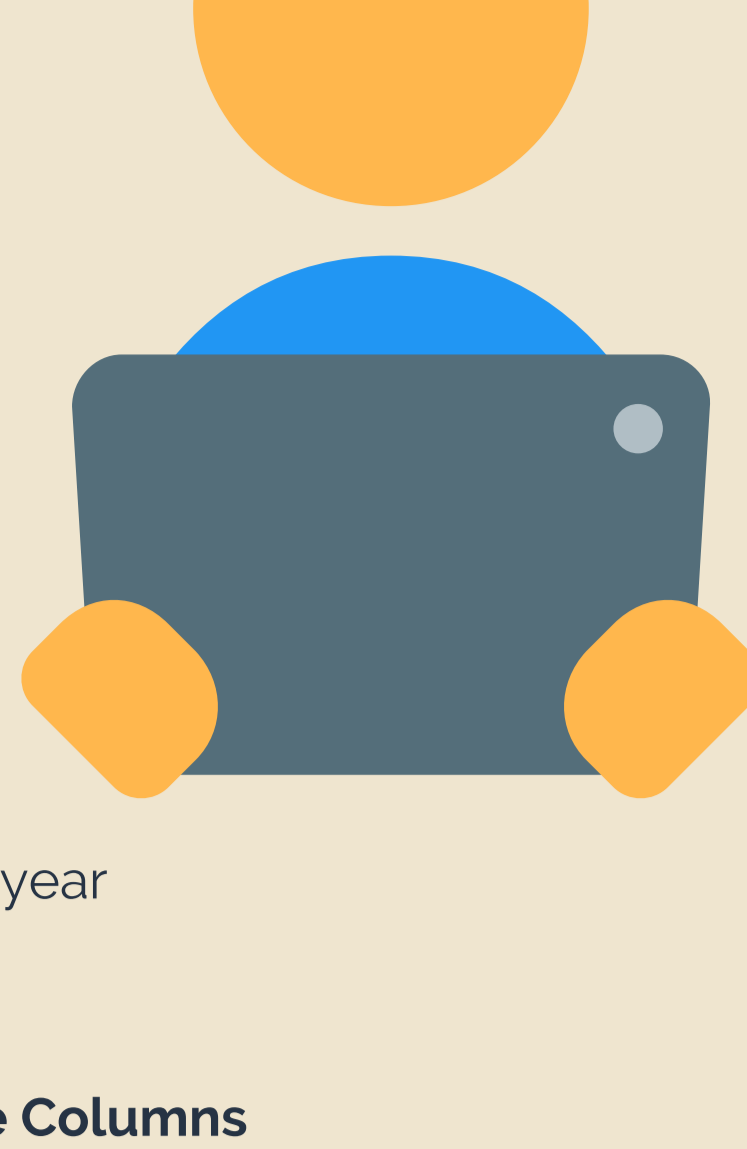
Birds & Blooms Magazine
Main Garden Columnist and Contributing Editor
Total Audience: 4.8 million

State-by-State Gardening (Midwest Region)
Wisconsin Gardening Magazine
Chicagoland Gardening Magazine
Circulation: 44,932

Milwaukee Journal Sentinel
Regular Garden Column, Sunday Edition
Sunday Edition Print Circulation: 300,000+
JSOnline.com: Averages over **60 million** visitors/year

Nationally Syndicated Newspaper and Magazine Columns
Melinda writes and distributes gardening articles nationally to media outlets throughout the year. This has resulted in weekly national exposure in hundreds of newspapers, magazines and online outlets throughout the U.S. Her columns have been published in magazines & newspapers such as:

Living Well Magazine, Alabama Living Magazine, Country Woman Magazine, Cedar Springs Post, Miami Valley Sunday News, Times Herald Record, Pasadena Citizen, and many more...



TV & Video



Melinda's Garden Moment for TV
46 Television Stations in 23 States
Mainly air on **NBC, CBS, ABC & FOX** affiliated stations.

The Great Courses "How to Grow Anything" DVD Series

Melinda was selected by **The Great Courses**, one of the largest DVD and online course distributors in the world, to host a **"How to Grow Anything" DVD series** which is distributed heavily throughout the U.S., but also internationally. The DVD courses are promoted to their database of customers (**millions of people**) as well as in major media outlets, including **The New York Times, The Wall Street Journal, The Economist, USA Today, The History Channel** and more.

Craftsy.com
Melinda's "How to Grow Anything" courses are also available on one of the most popular video-learning platforms, **Craftsy.com**. The partnership began in Nov. 2015 and Melinda has already reached thousands of people with her courses.

Radio



Melinda's Garden Moment for Radio
Nationally Syndicated Radio Program
62 Radio Stations in 27 States

Media Interviews



National Print and Online Media
National print and online media outlets call on Melinda regularly for insight on gardening trends, horticulture content and to serve as a horticulture expert for their stories. Here are just a few examples:

First For Women Magazine
This Old House Magazine
HGTV Magazine

TV and Radio

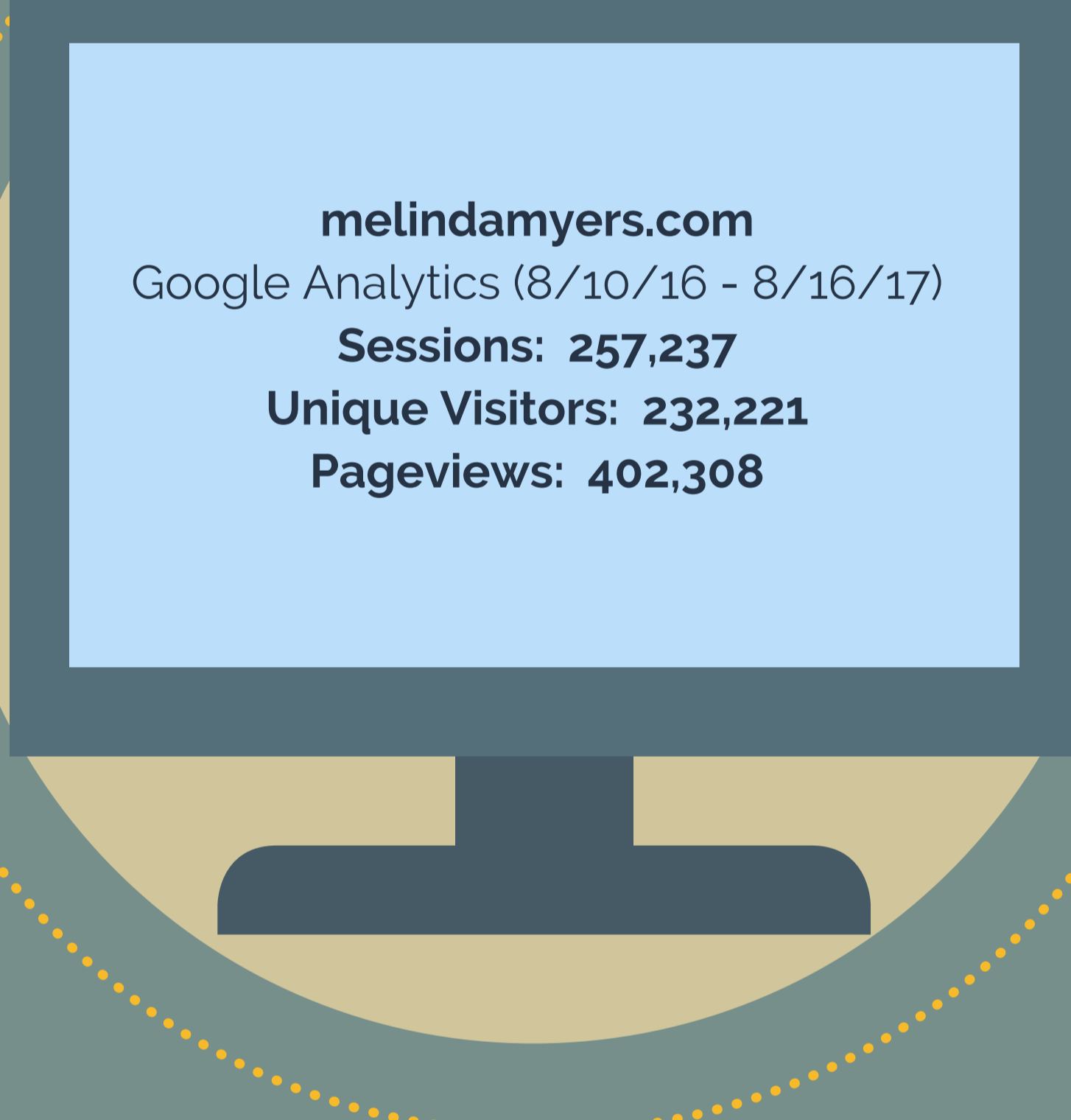
In markets where Melinda's is on the road speaking, Melinda appears in-studio doing both TV and radio interviews. In addition, Melinda regularly appears as a guest expert on local, regional and national Garden Radio programs, including **"Better Lawns & Gardens (FL)," "Garden America," "In the Garden with the Viettes," "The Lawn & Garden Show with Walter Reeves," "In the Garden with Ron Wilson," "KMOX Garden Hotline"** and more. She has also been on **Martha Stewart Living Radio** and other high profile shows, sharing her gardening expertise with listeners.

Gardening Books

Gardening Books
Melinda has written over **20 gardening books** that are sold at major retail outlets, including amazon.com, Barnes & Noble, Borders and more. She has written nationally released titles such as **Small Space Gardening** as well as state and regional books, including **The Midwest Gardener's Handbook**, and the **MN & WI Getting Started Garden Guide**.

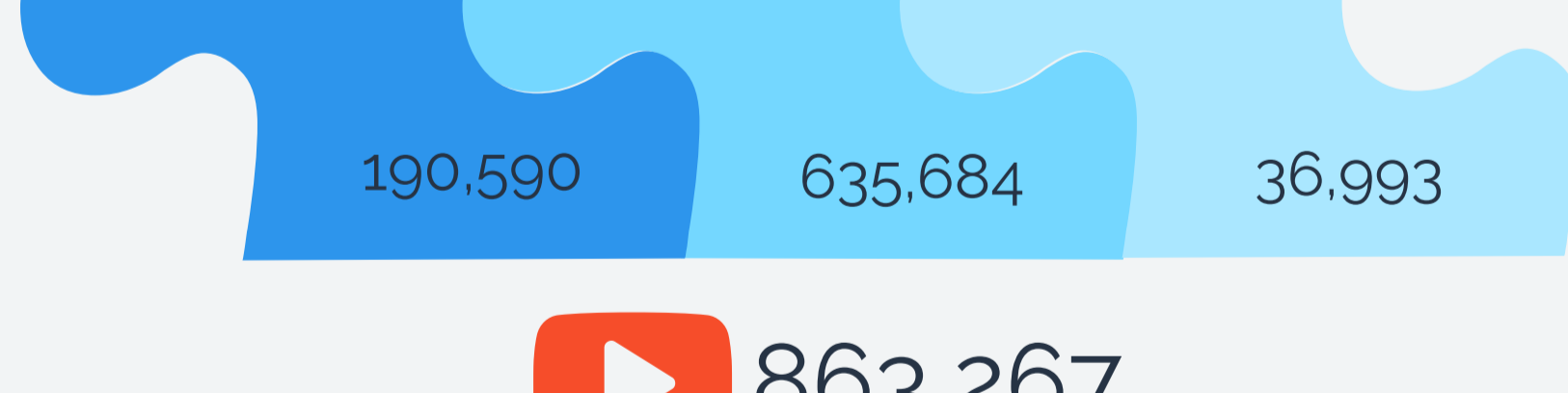


Website



YouTube

YouTube Channels



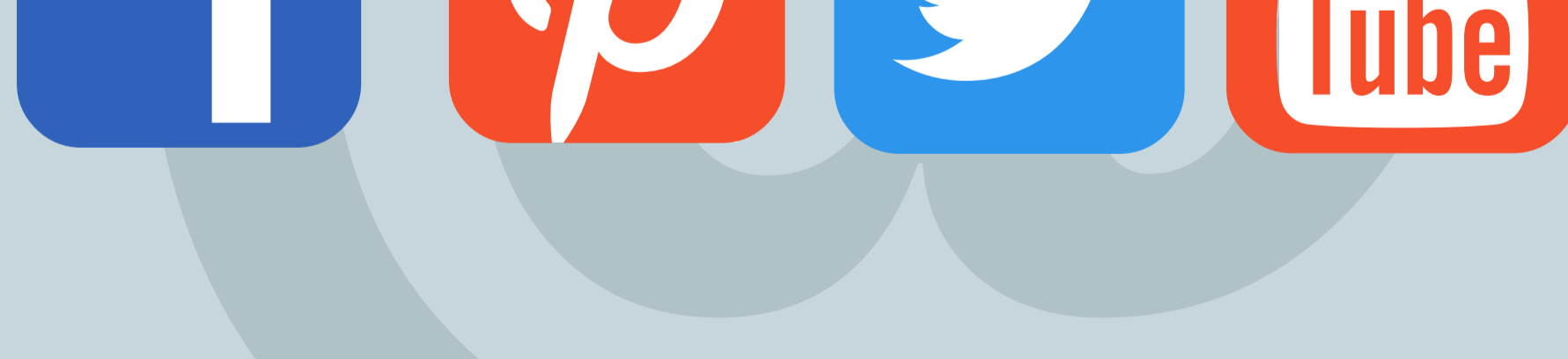
863,267

Total views of videos that Melinda wrote and produced and/or served as the gardening expert for corporate clientele.

Social Media

8,604

FOLLOWERS, FRIENDS & SUBSCRIBERS:



Spokesperson



Melinda receives regular exposure via TV/RADIO COMMERCIALS, PRINT ADS, ONLINE VIDEOS and WEBSITES as SPOKEPERSON for a number of different NATIONAL, REGIONAL and LOCAL CORPORATE PARTNERS. Many of Melinda's clients also share her GARDENING CONTENT (WRITTEN, AUDIO, VIDEO, IMAGES) via their WEBSITES, E-NEWSLETTERS, FACEBOOK, TWITTER and other social media platforms with their followers.

Event Appearances

Melinda makes approximately 75-100 keynote presentations at large events each year, including **Flower Shows, Home & Garden Shows, Master Gardener Conferences, Green Industry Conferences** and more.

She has presented at the **Philadelphia Flower Show, Chicago Flower & Garden Show, Northwest Flower & Garden Show, Epcot Garden Festival, Macy's Flower Show**, and many more.

Melinda is promoted within the event marketing materials, TV/radio commercials, print ads and event websites. **Melinda reaches approximately 10,000 gardeners** face-to-face each year through her event appearances.

