SOUTHERN LIVING PLANT COLLECTION

Promotion Calendar '27

We're backing these top varieties with five full page ads in Southern Living® magazine in 2027. Plus, we will promote them with free retail signage, e-blasts to our huge consumer audience, social media, influencer marketing, and web content. Order now so you'll be ready.



February Grow Your Own Food: Fruit and Herbs for the Home Garden with these DownHome Harvest® varieties:

Blackberry **'Osage'**
Blackberry **'Navaho'**
Blueberry **Bless Your Heart®**
Blueberry **Hello Darlin'®**
Fig **'Little Miss Figgy'**
Rosemary **Chef's Choice®**



March

Early-Blooming Plants for Spring Color

Abelias, **all SL varieties**
Agapanthus, **all SL varieties**
Mahonia **'Soft Caress'**
Philadelphus **Pearls of Perfume™**
Pieris **Mountain Snow™**



April

Colorful Foliage Shrubs for Foundation Plantings

Arborvitae **Fire Chief®**
Arborvitae **Highlights®**
Holly **Touch of Gold®**
Ligustrum **'Sunshine'**
Loropetalum, **all SL varieties**
Nandinas, **all SL varieties**
Podocarpus **Roman Candle**



May

Iconic Southern Flowers for Late Spring and Summer

Daylily **Dayscape™**
Gardenias, **all SL varieties**
Hydrangea, **all SL varieties**



June Heat-Tolerant Plants for Poolside and Refreshing Summer Containers

Carex, **all SL varieties**
Colocasia, **all SL varieties**
Cordyline, **all SL varieties**
Lomandra **Platinum Beauty®**
Podocarpus **Roman Candle®**
Yucca **'Color Guard'**



August

Plan Now for Fall Curb Appeal with Evergreen Shrubs

Abelia, **all SL varieties**
Chamaecyparis **Night Light™**
Distylium **Cast in Bronze**
Ligustrum **'Sunshine'**
Viburnum **Coppertop®**



September

Colorful Evergreen Shrubs for Fall Planting

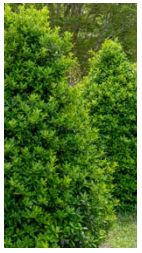
Arborvitae **Highlights®**
Camellia **Early Surprise™**
Camellia **Early Wonder®**
Chamaecyparis **Paul's Gold®**
Cryptomeria **Dragon Prince™**



October

Flowering Hedges for Privacy and Year-Round Color

Camellia **October Magic®**
Loropetalum, **all SL varieties**



November

Hollies and Evergreens for Holiday Decorating

Holly, **all SL varieties**
Rosemary **Chef's Choice®**
Plum Yew **Yewtopia®**

Southern Living
PLANT COLLECTION