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Future Acquires Gardening Know How

Ellen C. Wells

Future Publishing, a leader in global digital publishing, has acquired Gardening Know How, an online gardening resource that you yourself may have consulted on occasion. This acquisition bolsters Future's presence in the home interest category, which already includes Home & Gardens, Real Homes and Living Etc. Their 250-plus brands span technology, games, entertainment, women's lifestyle, wealth, knowledge, music, photography, sports, home interest and many B2B sectors. The Gardening Know How acquisition helps Future Publishing become the 10th largest publisher in the Lifestyle—Home category.

Gardening Know How first launched in 2007 as a site to bring the gardening community and gardening experts together. The site has since grown to attract more than 180 million gardening fans each year with more than 16,000 evergreen gardening articles—and we don't mean articles just about evergreens! "Evergreen" in the publishing world means you can read them in 1989 or 2029 and they'd be just as relevant and applicable.

Peggy Doyle, CEO of Gardening Know How, said in a press release on the topic, "For over 15 years, Gardening Know How has been on a mission to help audiences garden happier and make gardening easier for novices and experts alike. We are excited to join the Future team and look forward to being able to leverage Future's SEO, audience and affiliate expertise to reach greater audiences globally." **GP**