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| **BOOST Coverage – January 14 – February 14, 2012** | | | | |
| **Pub. Date** | **Headline** | **Publication** | **Type** | **Impressions** |
| 2/5/2012 | Dreaming of color | Kansas City Star | Print | 290,302 |
| 2/4/2012 | A fresh crop of catalogs can spark garden dreams - Home/Garden - NewsObserver.com | Raleigh (NC) News & Observer | Online | 541,069 |
| 2/4/2012 | Varieties of fortified seeds pack nutrient enrichment | ASHEVILLE CITIZEN-TIMES | Print | 32,962 |
| 2/4/2012 | Season's seed catalogs full of nutrient-enhanced produce | ST. CLOUD TIMES | Print | 21,950 |
| 2/4/2012 | [Brilliant colors will shine in home gardens this year - Photo Gallery](ftp://ftp.bader-rutter.com/2010%20Ball/Brilliant%20Colors.pdf) | Kansas City (MO) Star | Online | 1,405,650 |
| 2/4/2012 | A fresh crop of catalogs can spark garden dreams | NEWS & OBSERVER | Print | 134,470 |
| 2/1/2012 | New for 2012 | AMERICAN GARDENER | Print | 16,865 |
| 2/1/2012 | This Year...Nutrition Tops the List! | IGC RETAILER | Print | 28,231 |
| 1/30/2012 | SIGNS OF SPRING | STEVENS POINT JOURNAL | Print | 8,259 |
| 1/29/2012 | Need a distraction from the cold? | TELEGRAPH HERALD | Print | 31,116 |
| 1/29/2012 | Baby Bust a big cause for industry to cultivate customers | SUNDAY GAZETTE-MAIL | Print | 65,030 |
| 1/29/2012 | New year brings a fresh crop of gardening catalogs | JOURNAL NEWS SUNDAY (ROCKLAND EDITION) | Print | 103,543 |
| 1/29/2012 | New year brings a fresh crop of gardening catalogs | JOURNAL NEWS SUNDAY (WESTCHESTER/PUTNAM) | Print | 8,500 |
| 1/29/2012 | [New year brings a fresh crop of gardening catalogs](ftp://ftp.bader-rutter.com/2010%20Ball/New%20year%20brings%20a%20fresh%20crop%20of%20gardening%20catalogs.pdf) | Journal News (White Plains,NY) | Online | 281,916 |
| 1/29/2012 | Need a distraction from the cold? | Telegraph Herald (Dubuque, IA) | Online | 115,344 |
| 1/28/2012 | Don Davis takes a look at gardening trends By:Don Davis | Lynchburg (VA) News & Advance | Online | 4,266 |
| 1/28/2012 | SIGNS OF SPRING | WAUSAU DAILY HERALD | Print | 16,241 |
| 1/28/2012 | Season's seed catalogs full of nutrient-enhanced produce | PENSACOLA NEWS JOURNAL | Print | 44,607 |
| 1/28/2012 | Catalogs plant ideas | POCONO RECORD | Print | 13,376 |
| 1/28/2012 | Season's seed catalogs full of nutrient-enhanced produce | TIMES RECORDER | Print | 13,096 |
| 1/28/2012 | New seeds pack nutrient enrichment | ASHEVILLE CITIZEN-TIMES | Print | 32,962 |
| 1/28/2012 | GROWTH OPPORTUNITIES | LEXINGTON HERALD-LEADER | Print | 96,171 |
| 1/28/2012 | Signs of Spring: Seed catalogs offer latest in flowers, vegetables | Sheboygan (WI) Press | Online | 3,907 |
| 1/28/2012 | Catalogs plant ideas | Pocono Record (Stroudsburg, PA) | Online | 176,680 |
| 1/28/2012 | Garden catalogs tempt us with new or unusual flowers and plants | Lexington (KY) Herald Leader | Online | 467,210 |
| 1/28/2012 | Signs of Spring: Seed catalogs offer latest in flowers, vegetables | Wausau (WI) Daily Herald | Online | 127,404 |
| 1/27/2012 | It's Time For The Fresh Crop Of 2012 Spring Gardening Catalogs | YANKTON DAILY PRESS & DAKOTAN | Print | 8,604 |
| 1/27/2012 | Great gardens: Season's seed catalogs full of nutrient-enhanced produce | Central Alabama Business Journal | Online | 99,089 |
| 1/27/2012 | Great gardens | MONTGOMERY ADVERTISER | Print | 34,605 |
| 1/26/2012 | Gardening catalogs offer useful information | ADVOCATE | Print | 82,695 |
| 1/26/2012 | Snared by Seductive Seed Catalogs | ELLSWORTH AMERICAN | Print | 10,875 |
| 1/26/2012 | Fresh crop of gardening catalogs available | TIMES | Print | 43,825 |
| 1/26/2012 | Fresh catalog crop | DETROIT FREE PRESS | Print | 139,961 |
| 1/26/2012 | Springing ahead | PLAIN DEALER | Print | 254,372 |
| 1/25/2012 | Organic gardening a popular trend | NEWS & ADVANCE | Print | 27,374 |
| 1/25/2012 | Flower selections paint a picture of what's new for growers for 2012 | Cleveland (OH) Plain Dealer | Online | 1,277,210 |
| 1/24/2012 | Primed for growth | SHEBOYGAN PRESS | Print | 14,546 |
| 1/24/2012 | New year's seed catalogs feature high-nutrient vegetables | NKY.com (Cincinnati,OH) | Online | 41,231 |
| 1/24/2012 | [New year's seed catalogs feature high-nutrient vegetables](ftp://ftp.bader-rutter.com/2010%20Ball/New%20year's%20seed%20catalogs%20feature%20high-nutrient%20vegetables.pdf) | Cincinnati (OH) Enquirer | Online | 471,302 |
| 1/24/2012 | Time for a new crop of catalogs for gardeners | FORUM | Print | 53,100 |
| 1/23/2012 | Seed catalogs full of nutrient-enhanced produce | Herald Times Reporter (Manitowoc, WI) | Online | 58,545 |
| 1/23/2012 | New year's seed catalogs feature high-nutrient vegetables | Kentucky Enquirer (Cincinnati,OH) | Online | 41,231 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (HANOVER PARK/STREAMWOOD/DUPAGE) | Print | 1,880 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (PALATINE/INVERNESS) | Print | 6,910 |
| 1/22/2012 | Season's seed catalogs are full of nutrient-enhanced produce | MORNING NEWS SUNDAY | Print | 23,695 |
| 1/22/2012 | [Dreaming of spring](ftp://ftp.bader-rutter.com/2010%20Ball/Dreaming%20of%20Spring.pdf) | DAILY HERALD (SCHAUMBURG) | Print | 5,530 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ROUND LAKE/INGLESIDE/ROUND LAKE PK) | Print | 4,096 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ST. CHARLES/WAYNE/ELBURN) | Print | 4,560 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (WHEELING) | Print | 1,640 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (WOODDALE/ITASCA/BENSENVILLE) | Print | 1,830 |
| 1/22/2012 | It's time for a fresh crop of gardening catalogs | GAZETTE | Print | 62,655 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ARLINGTON HEIGHTS) | Print | 9,260 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ROSELLE/BLOOMINGDALE/MEDINAH) | Print | 2,860 |
| 1/22/2012 | It's time for a fresh crop of gardening catalogs | YAKIMA HERALD-REPUBLIC | Print | 33,672 |
| 1/22/2012 | WINTER DREAMS | GREEN BAY PRESS-GAZETTE | Print | 68,567 |
| 1/22/2012 | SEEDS OF CONTENTMENT | SUNDAY SENTINEL | Print | 10,619 |
| 1/22/2012 | [Seed catalogs give root to plans for the next growing season](ftp://ftp.bader-rutter.com/2010%20Ball/Seed%20catalogs%20give%20root%20to%20plans%20for%20the%20next%20growing%20season.pdf) | Green Bay (WI) Press-Gazette | Online | 232,894 |
| 1/22/2012 | Fresh crop of catalogs | VINDICATOR | Print | 61,802 |
| 1/22/2012 | A fresh crop of gardening catalogs | LIMA NEWS | Print | 36,538 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ALGONQUIN/LAKE IN THE HILLS) | Print | 1,600 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (BATAVIA) | Print | 1,870 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (CARPENTERSVILLE/E. DUNDEE/GILBERTS) | Print | 3,680 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (DES PLAINES/ROSEMONT) | Print | 3,480 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ELGIN/SOUTH ELGIN) | Print | 7,180 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (GLENDALE HEIGHTS) | Print | 810 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (GLEN ELLYN) | Print | 1,530 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (GURNEE/GRAYSLAKE) | Print | 3,130 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (HUNTLEY) | Print | 1,630 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (LAKE ZURICH/WAUCONDA) | Print | 4,000 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (LIBERTYVILLE/MUNDELEIN/VERNON HILLS) | Print | 5,510 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (LISLE) | Print | 800 |
| 1/22/2012 | It's that time for a fresh crop of gardening catalogs | MANHATTAN MERCURY | Print | 9,409 |
| 1/22/2012 | Yes, its seed catalog time Yes, its seed catalog time | SUNDAY POST-STAR | Print | 30,257 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ADDISON) | Print | 820 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ROLLING MEADOWS) | Print | 1,870 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (BARRINGTON) | Print | 3,300 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (BARTLETT/HANOVER PARK/STREAMWOOD) | Print | 2,930 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (BUFFALO GROVE/COOK) | Print | 1,060 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (CAROL STREAM) | Print | 1,770 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (CARY/FOX RIVER GROVE) | Print | 750 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (ELK GROVE) | Print | 3,320 |
| 1/22/2012 | Seed catalogs full of nutrient-enhanced produce | HERALD TIMES REPORTER | Print | 10,411 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (HOFFMAN ESTATES) | Print | 3,290 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (MOUNT PROSPECT/PROSPECT HEIGHTS) | Print | 5,170 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (LOMBARD) | Print | 1,300 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (NAPERVILLE) | Print | 4,130 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (GLEN ELLYN) | Print | 1,530 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (VILLA PARK/OAKBROOK) | Print | 1,200 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (WHEATON) | Print | 3,110 |
| 1/22/2012 | Dreaming of spring | DAILY HERALD (WARRENVILLE/WEST CHICAGO/WINFIELD) | Print | 2,180 |
| 1/22/2012 | Mail order catalogs bring seeds, plants to your door | Illinois Daily Herald (Arlington Heights, IL) | Online | 397,219 |
| 1/22/2012 | Cultivating inspiration | SUN | Print | 324,018 |
| 1/21/2012 | [It's time for a fresh crop of gardening catalogs](ftp://ftp.bader-rutter.com/2010%20Ball/It's%20time%20for%20a%20fresh%20crop%20of%20gardening%20catalogs.pdf) | CHARLOTTE OBSERVER | Print | 155,497 |
| 1/21/2012 | It's time for a fresh crop of gardening catalogs | Charlotte (NC) Observer | Online | 835,483 |
| 1/21/2012 | It's time for a fresh crop of gardening catalogs | Columbus (GA) Ledger-Enquirer | Online | 168,777 |
| 1/21/2012 | Seed catalogs full of nutrient-enhanced produce | DES MOINES REGISTER | Print | 108,247 |
| 1/21/2012 | New year's seed catalogs feature high-nutrient vegetables | KENTUCKY ENQUIRER | Print | 134,381 |
| 1/21/2012 | It's time for a fresh crop of gardening catalogs | Olympian (The) Blogs (Olympia,WA) | Online | 131,718 |
| 1/21/2012 | New year's seed catalogs feature high-nutrient vegetables | CINCINNATI ENQUIRER | Print | 134,381 |
| 1/21/2012 | Time to harvest a fresh crop of gardening catalogs | PRESS DEMOCRAT | Print | 59,542 |
| 1/21/2012 | Planting the SEED | FORT COLLINS COLORADOAN | Print | 21,086 |
| 1/21/2012 | Season's seed catalogs full of nutrientenhanced produce | DAILY NEWS JOURNAL | Print | 11,655 |
| 1/20/2012 | If s time for a fresh crop of gardening catalogs | DAILY PRESS | Print | 20,344 |
| 1/20/2012 | Get ideas from seed catalogs and farmers | STATESMAN JOURNAL | Print | 37,639 |
| 1/20/2012 | It's time for a fresh crop of gardening catalogs | DAILY HAMPSHIRE GAZETTE | Print | 15,914 |
| 1/20/2012 | Seed catalogs full of nutrient-enhanced produce | NEWS-STAR | Print | 29,245 |
| 1/20/2012 | A fresh crop of gardening catalogs | DAILY REVIEW | Print | 7,608 |
| 1/20/2012 | Catalogs cultivate inspiration | HARTFORD COURANT | Print | 135,283 |
| 1/20/2012 | It's time for a fresh crop of gardening catalogs | Northampton (MA) Daily Hampshire Gazette | Online | 49,353 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs - Home & Garden - TheState.com | State (Columbia, SC) | Online | 299,596 |
| 1/19/2012 | Gardening Highlights | FLOODWOOD FORUM | Print | 1,000 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Fresno (CA) Bee | Online | 212,830 |
| 1/19/2012 | GARDEN CAYALOGS! | Idaho Statesman (Boise, ID) | Online | 198,015 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Lexington (KY) Herald Leader | Online | 467,210 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Macon (GA) Telegraph | Online | 211,308 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Olympian (Olympia,WA) | Online | 131,718 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs - The Herald - Rock Hill, SC | Rock Hill (SC) Herald | Online | 186,768 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Sacramento (CA) Bee | Online | 1,227,941 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | San Luis Obispo (CA) Telegram-Tribune | Online | 76,712 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Sun Herald (Biloxi, MS) | Online | 189,956 |
| 1/19/2012 | It's time for a fresh crop of gardening catalogs | Tacoma (WA) News Tribune | Online | 361,026 |
| 1/18/2012 | New plants boast more nutrients | GREENVILLE NEWS | Print | 58,210 |
| 1/18/2012 | Gardening catalogs: Logee's, Tomato Growers, High Country Gardens, Niche Gardens, Brent and Becky's Bulbs - KWGN | KWGN-TV Channel 2 (Denver,CO) | Online | 58,599 |
| 1/16/2012 | Catalogs cultivate their own kind of inspiration | KDVR-TV Channel 31 (Denver,CO) | Online | 1,085,989 |
| 1/16/2012 | Swiss Chard: Underrated Garden Star | Texas Gardener (Waco,TX) | Online | 3,850 |