NIALL *gardens*

MEDIA PACK 2026



ABOUT ME

I truly believe that the **more we garden, the more we grow.**

Whether it was a flowerbed as a child, or sneakily-built raised vegetable beds in a rental property garden, I have always found ways to grow plants!

Now that I have my own garden in the Irish countryside, I'm transforming it into my dream growing space and sharing the journey with my online community of over 89,000 followers.

Over the last 6 years, my two passions (gardening & photography) have combined and it's been a real adventure.

Niall









MY MISSION

I'M ON A MISSION TO HELP GARDENERS GROW WITH CONFIDENCE

All you need is one success to get hooked! Whether you're a beginner gardener or an experienced grower, I can level up your gardening by showing you what to do, when to do it, and why it matters.

MY PROMISE TO YOU: AUTHENTIC, SOUND ADVICE YOU CAN TRUST

Struggling to get started in the garden? Not sure what to plant, when to plant it, or why nothing's growing? You're not alone. I'm a lifelong gardener based in Ireland (zone 8–9), and I've helped people go from confused to confident with their gardens... whether it's vegetables, flowers, containers or borders.
If you're ready to stop guessing and start growing, let's dig in together!

HIGHLIGHTS



GROWING ONLINE COMMUNITY

YOUTUBE | INSTAGRAM | TIKTOK

Over the last number of years, I've built a highly engaged community of 89,000 garden enthusiasts across all channels. I'm delighted to connect with others over a shared passion and to welcome new followers.



ALAN TITCHMARSH NEW TALENT OF THE YEAR AWARD

GARDEN MEDIA GUILD

Judges' comments: "The winner is certainly chasing Alan Titchmarsh with their communication skills. They quickly engage the viewer with their charm and obvious knowledge. They have both confidence and competence. They get their message across succinctly without forgetting necessary details. The winner is certainly one to watch. See their fame soon leap the Irish Sea."

LC GD LONDON COLLEGE OF GARDEN DESIGN

MY NEXT STEP!

STARTING SEPTEMBER 2026

I have enrolled with the prestigious London College of Garden Design and I'm excited to take my passion for gardening and keen interest in design one step further. I will be sharing my journey across my channels throughout the programme duration and I can't wait to get stuck in.

“What if your garden could do more? Not just for you but for the planet? My ethos is that gardens shouldn’t just be created for beauty, but for biodiversity, food, and wellbeing.

Purposeful gardening can nourish us, support wildlife, and transform the way we grow… and live.”

Niall













HOW WE COULD WORK TOGETHER



Brand Ambassadorship



Social media collaborations



Gardening demos



Event appearances



Article & blog writing

MEDIA APPEARANCES

I regularly contribute gardening segments across Irish and UK media including breakfast TV show Ireland AM, and write a monthly feature ‘Starting out’ for The Irish Garden Magazine, along with other print, radio and garden show appearances.

Virgin media Ireland: am

RTÉ RADIO 1

Belfast Telegraph

The Irish Garden

DUBLIN'S Q102

RTÉ GUIDE

Amateur GARDENING

HIGHLIGHTS



TV: IRELAND AM

GARDENING CONTRIBUTOR

I present gardening segments on Ireland:AM, the Irish national breakfast TV show on Virgin Media One. Sharing quick, easy, and fun gardening techniques and inspiration to inspire people to get out and give it a go!



TV: HOME GROWN

RTE ONE

Featured on RTE's 'Home Grown' exploring the impact of social media on horticulture and how it's encouraging a new generation of gardeners and growers.



EASY STEPS TO DREAM GARDENS

AMBASSADOR

A Bord Bia initiative in Ireland, 'Easy Steps to Dream Gardens' provides free access to garden design plans and planting lists created exclusively by Bloom award-winning designers. For 3 years now, I have championed the initiative, creating dedicated video content showcasing the work of the designers for Bord Bia.

BRAND COLLABORATIONS & AMBASSADORSHIPS

Tirlán

J.Parker's

HOZELOCK

2022 Brand Ambassador

BORD BIA
IRISH FOOD BOARD

Vitavia
greenhouses

moasure

2024/5 Ambassador

BORD BIA
Bloom

EVENTS

As an experienced public speaker, I enjoy hosting talks and demonstrations at horticultural events and gardening organisations throughout the UK and Ireland, including:



BORD BIA BLOOM

GARDEN STAGE SPEAKER

Bord Bia Bloom is Ireland's largest garden show and I'm proud to have been a stake speaker and ambassador for the show for several years now.



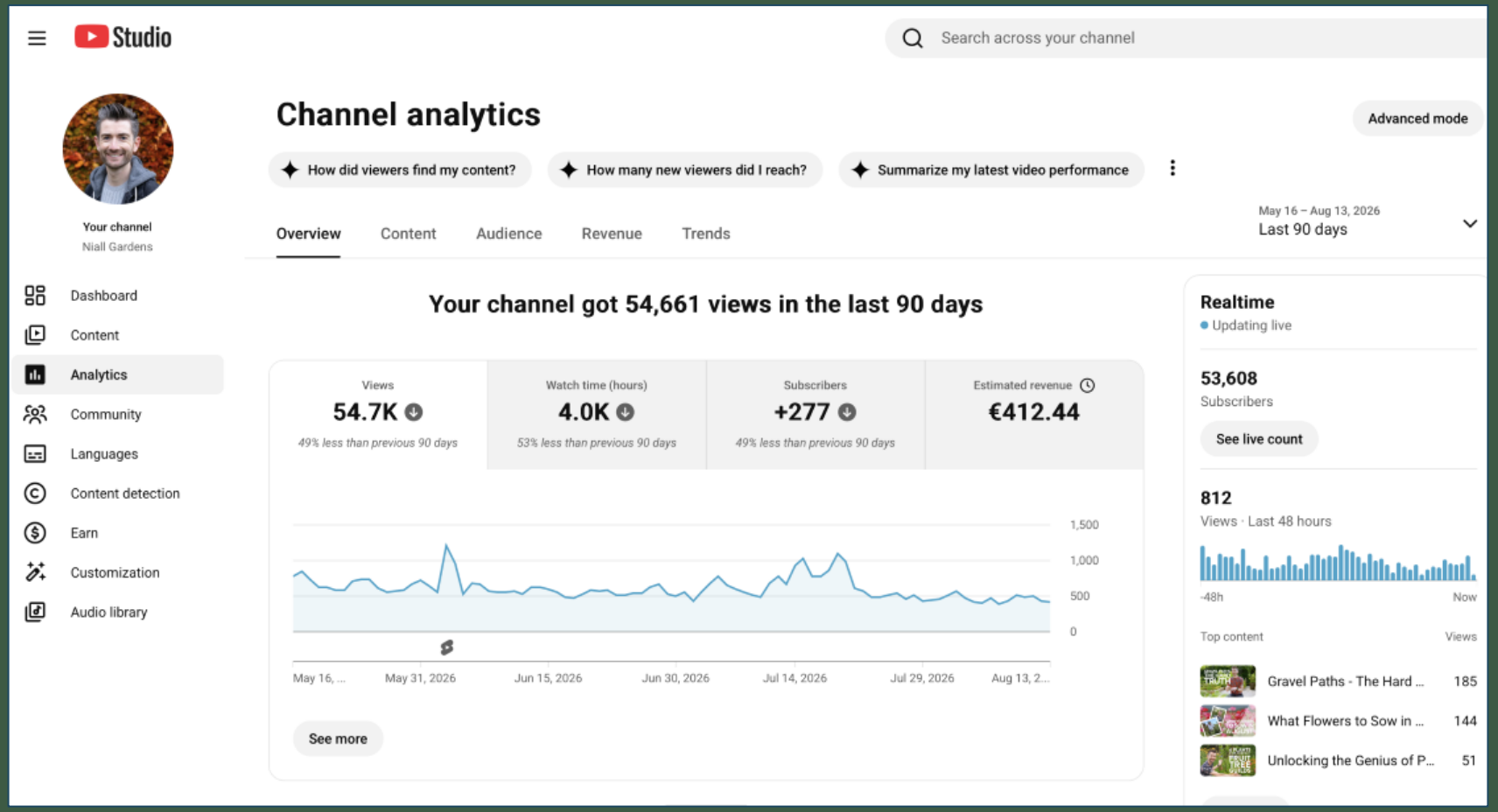
RHS MALVERN SHOWS

STAGE SPEAKER

I've been delighted to be a stage speaker at both the RHS Malvern Spring Festival and the Malvern Autumn Show.

YouTube

LAST 90 DAYS



@niallgardens

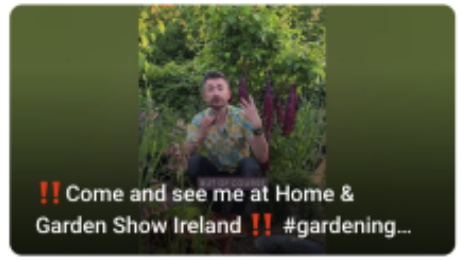
YouTube

LAST 90 DAYS

Your top content in this period

	Content		Average view duration	Views
1		Gravel Paths - The Hard Truth! My 10 Things to Consider Jun 18, 2023	3:19 (26.9%)	8,189
2		What Flowers to Sow in July | Flowers to Sow in Summer | What Seeds to S... Jul 10, 2022	4:09 (32.2%)	6,950
3		How to Grow Lilies | How to Plant Lily Bulbs | 3 Great Ways | Summer Flow... Mar 13, 2022	3:21 (22.6%)	3,930
4		Potato Blight | What is Blight? Potato Blight Symptoms & What to Do if You'... Aug 22, 2021	5:25 (43.5%)	2,456
5		Unlocking the Genius of Polyculture Fruit Tree Guilds for Abundant Harvests Jul 9, 2023	5:56 (36.1%)	2,441

Latest content



First 71 days 19 hours

Views	1.3K
Average percentage viewed	47.1%
Likes	58

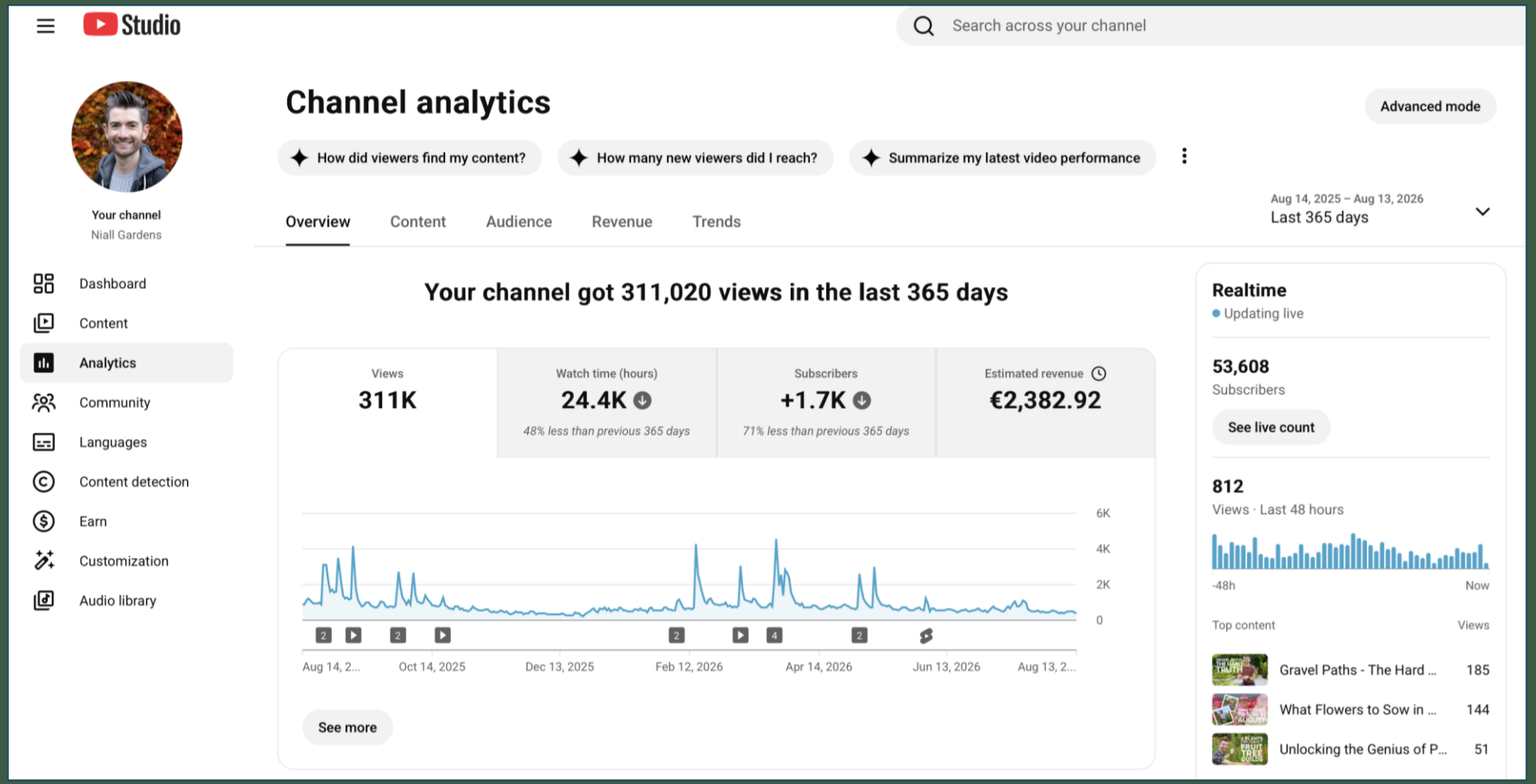
See video analytics

1 of 10

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YouTube

LAST 365 DAYS



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YouTube

LAST 365 DAYS

Your top content in this period

	Content		Average view duration	Views
1		Gravel Paths - The Hard Truth! My 10 Things to Consider Jun 18, 2023	3:15 (26.4%)	31,783
2		How to Grow Lilies | How to Plant Lily Bulbs | 3 Great Ways | Summer Flow... Mar 13, 2022	2:56 (19.8%)	26,042
3		Unlocking the Genius of Polyculture Fruit Tree Guilds for Abundant Harvests Jul 9, 2023	6:11 (37.5%)	12,964
4		Don't Make These Gardening Mistakes in September Aug 24, 2025	5:26 (44.2%)	11,399
5		How to Plant a Bulb Lasagne | SUPER EASY Autumn Bulbs! Sep 12, 2021	6:12 (37.8%)	10,627

Latest content



First 71 days 19 hours

Views	1.3K
Average percentage viewed	47.1%
Likes	58

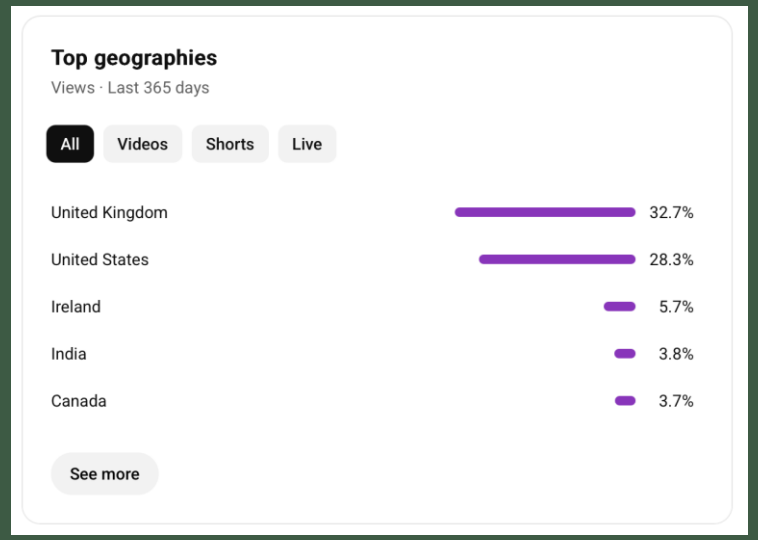
See video analytics

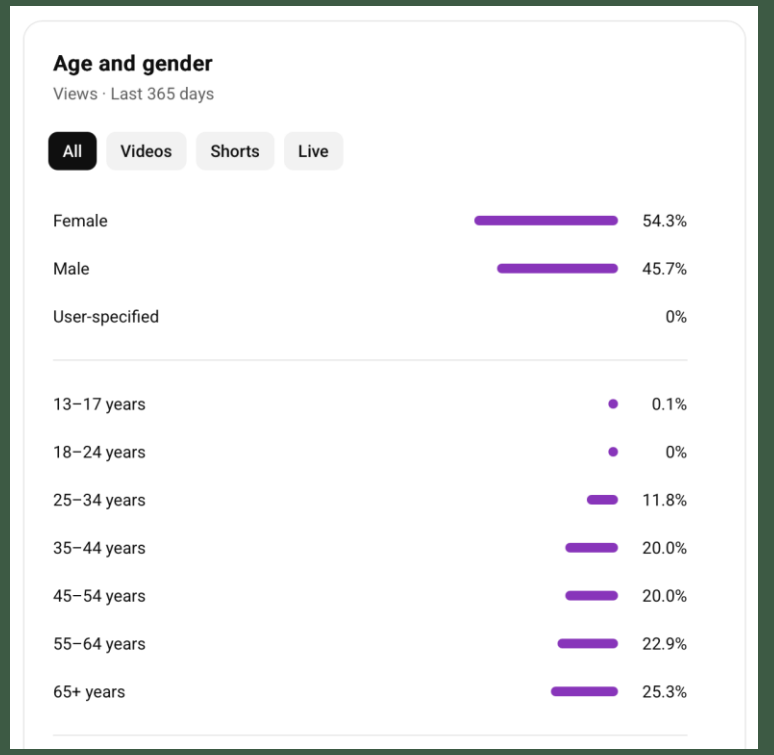
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YouTube

AUDIENCE DEMOGRAPHICS





LAST 90 DAYS

Top content based on interactions See all



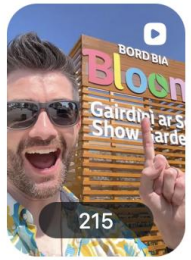
26 May



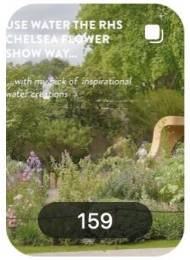
2 Jun



20 May



27 May



22 May

Profile

2,332
Profile activity

Profile visits	2,289
External link taps	43

Followers

28,776
Total followers

Most active times

M Tu W Th F Sa Su

12a	3,309
3a	2,332
6a	5,879
9a	7,315
12p	7,925
3p	8,449
6p	9,266
9p	8,916

• Followers

@niallgardens

VIEWS & INTERACTIONS

Professional dashboard

Insights | Ad tools | Last 90 days

Account insights

Views

313,051
Views

Followers	15.7%
Non-followers	84.3%
Viewers	151,545

By content type

All | Followers | Non-followers

Reels	52.2%
Stories	44.8%
Posts	3.0%
Videos	0.0%

• Followers • Non-followers

Top content based on views See all



26 May | 2 Jun | 18 May | 25 Jul | 20 May

Interactions

3,010
Interactions

Followers	66.2%
Non-followers	33.8%
Accounts engaged	1,497

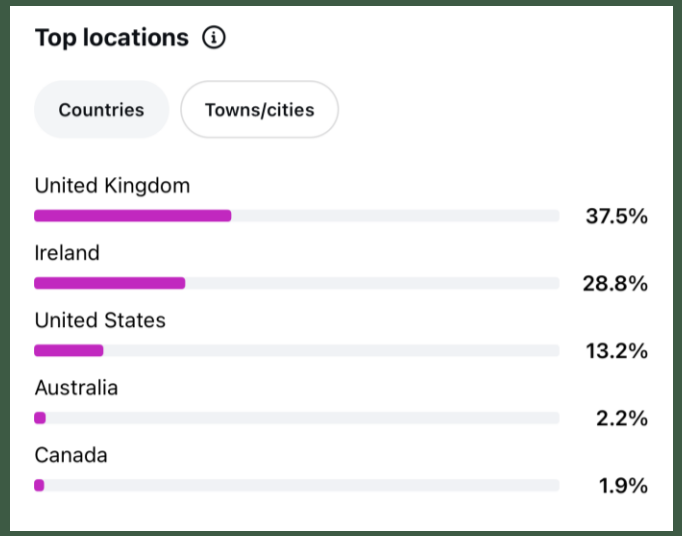
By content interactions

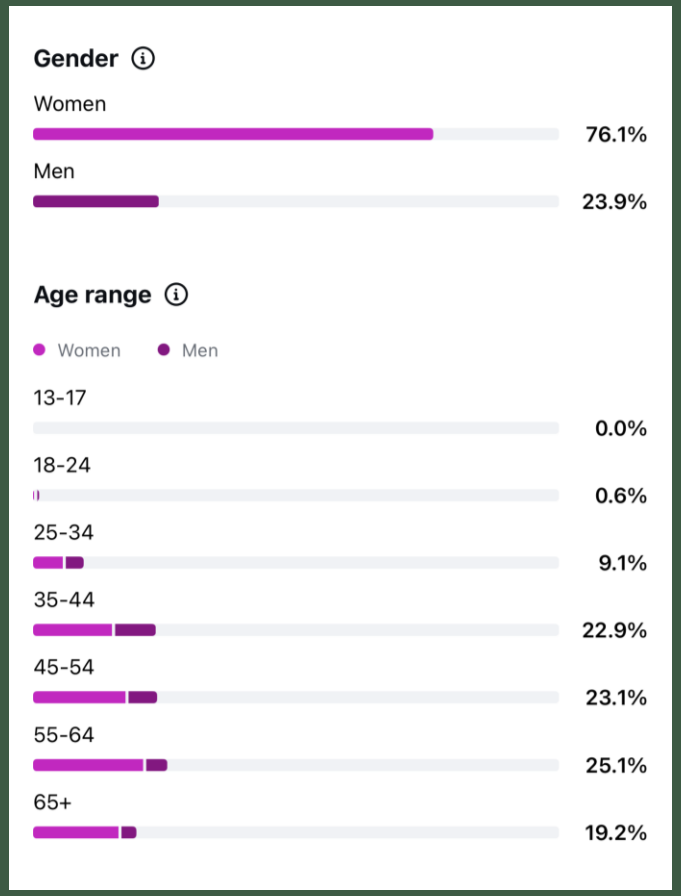
Reels	50.3%
Stories	30%
Posts	19.7%

• Followers and non-followers

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AUDIENCE DEMOGRAPHIC





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THANK YOU!

Niall

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