@peteplants

Gardening advice, fresh perspectives and the occasional terrible joke.



I'm Peter Lindsay. I share practical plant advice, distinctive illustrated content, garden photography and dry British humour, drawing on twenty years in my own Scottish garden.

As an NHS GP, I bring an interest in evidence and wellbeing to my gardening content.

A growing audience, well beyond the followers.

90-DAY SNAPSHOT / 6 NOVEMBER 2026

116,901
Followers at 6 November

21.2m
Content views / 90 days

5.61m
Viewers / 90 days

+39.2%
Follower growth / 90 days

81.5%
of total views came from non-followers
17.30m non-follower views / 21.22m total views

THE PEOPLE BEHIND THE NUMBERS

77.4%
Women

82.2%
Aged 35+

US 20.7%

UK 20.1%

An international audience with significant UK and US representation.

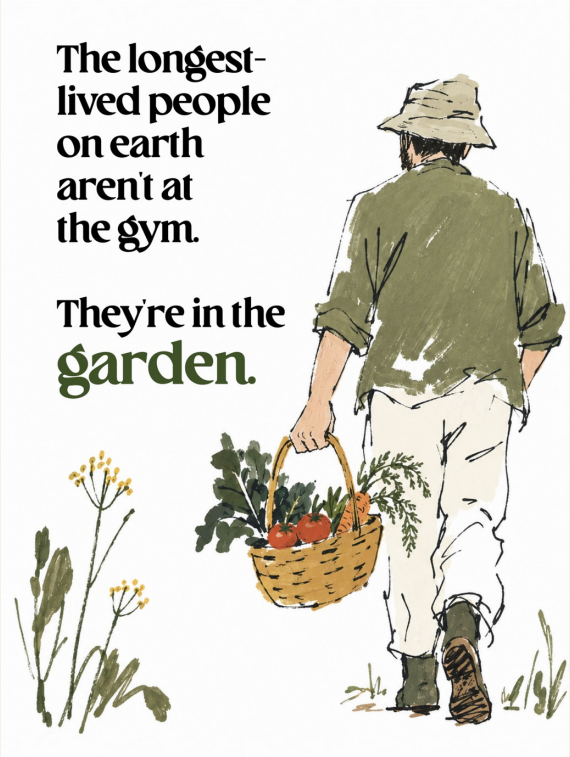
India 6.1% Australia 4.5% Canada 3.2%

Source: supplied Instagram Insights. Figures rounded for display.



Gardening, with character.

Plant knowledge, distinctive illustrated content and dry humour.



GARDENING & LONGEVITY

One idea. Two successful editions.

12 SEPTEMBER 2026 / SHOWN LEFT

1.4m	31k	8.4k
views	shares	follows generated

5 JUNE 2026 / DIFFERENT ARTWORK

2m	54k	11k
views	shares	follows generated

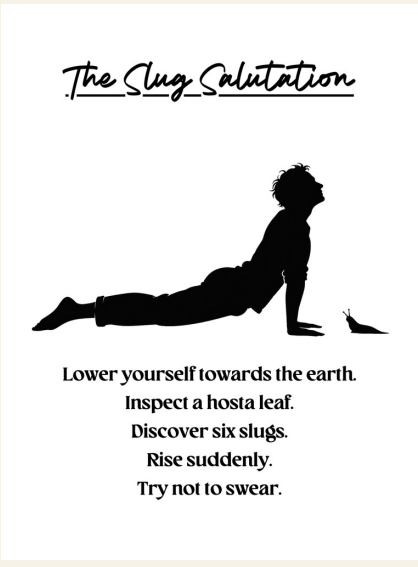
Post results: 180-day Instagram Insights window ending 6 November 2026. Rounded figures; separate editions.



Plant recommendations



Wildlife gardening



Gardening humour

Original concepts, editorial writing and creative direction. Illustrated content developed using AI-generated imagery.

Let’s make something worth reading.

I work with brands, publishers and gardening organisations on useful content with a distinctive point of view. Each collaboration starts with an interesting idea, relevant to both the brand and my audience.

Original sponsored content

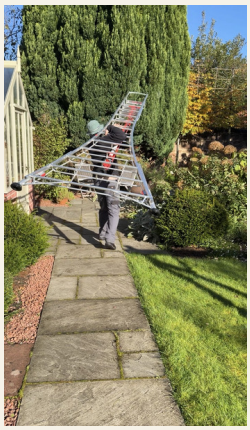
Gardening carousels and product stories built around useful advice and original ideas, giving readers reasons to save and share.

Visual storytelling & educational campaigns

Distinctive illustrated content and accessible campaigns on plants, wildlife, garden design and evidence-led wellbeing, with clear writing and creative direction.

Publishing & long-term partnerships

Gardening writing, creative development and publishing projects, with scope for ongoing collaborations shaped around your organisation and the audience.



HENCHMAN

Gifted product collaboration featuring a 4.2-metre PRO Tripod Ladder in my own garden.

Let’s talk.

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@peteplants