

A vibrant garden scene featuring a wooden patio set with a table and chairs, a hammock strung between trees, and a variety of colorful flowers including purple lavender, pink roses, and white daisies. The scene is set in a lush, green environment with a stone wall and a wooden fence in the background.

# *Gardening*

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## KNOW HOW

2023 Media Kit





# Outline

- About Gardening Know-How
- Direct Ad Campaigns: Key Elements
- Branded Content Opportunities
- Social & Newsletter Opportunities
- Previous Campaigns: Success Stories
- Next Steps





# Who We Are

**Gardening Know How** exists to help gardeners connect with the fun, joy and benefits of gardening! Yes, we're **experts** in digital advertising, publishing, marketing, and more, but before everything else, we're gardeners.

Collectively, we've gardened in **every region in the U.S.** and many parts of the world, too. We have expertise in a wide range of topics, from creating native gardens and wildlife habitats to small space urban gardening, houseplants, and more.

Our purpose is to **serve anyone** who wants to learn gardening skills or find answers to challenging gardening questions. We are experts here and we've tapped into our digital skills to make Gardening Know How a place that offers **unlimited information** and inspiration and most importantly, shares the magic of gardening with as wide an audience as possible.







# Our Digital Reach *at a glance*

GardeningKnowHow.com

- 15M Average Monthly Site Visits
- Ranked #1 Globally in the Gardening category on SimilarWeb
- Ranked #12 in the ComScore Lifestyle-Home category in the summer of 2021\*

\*Ranking now recorded as part of Future US LLC



# Audience Reach *and Demographics*

**124M+**

Site Visitors  
per Year

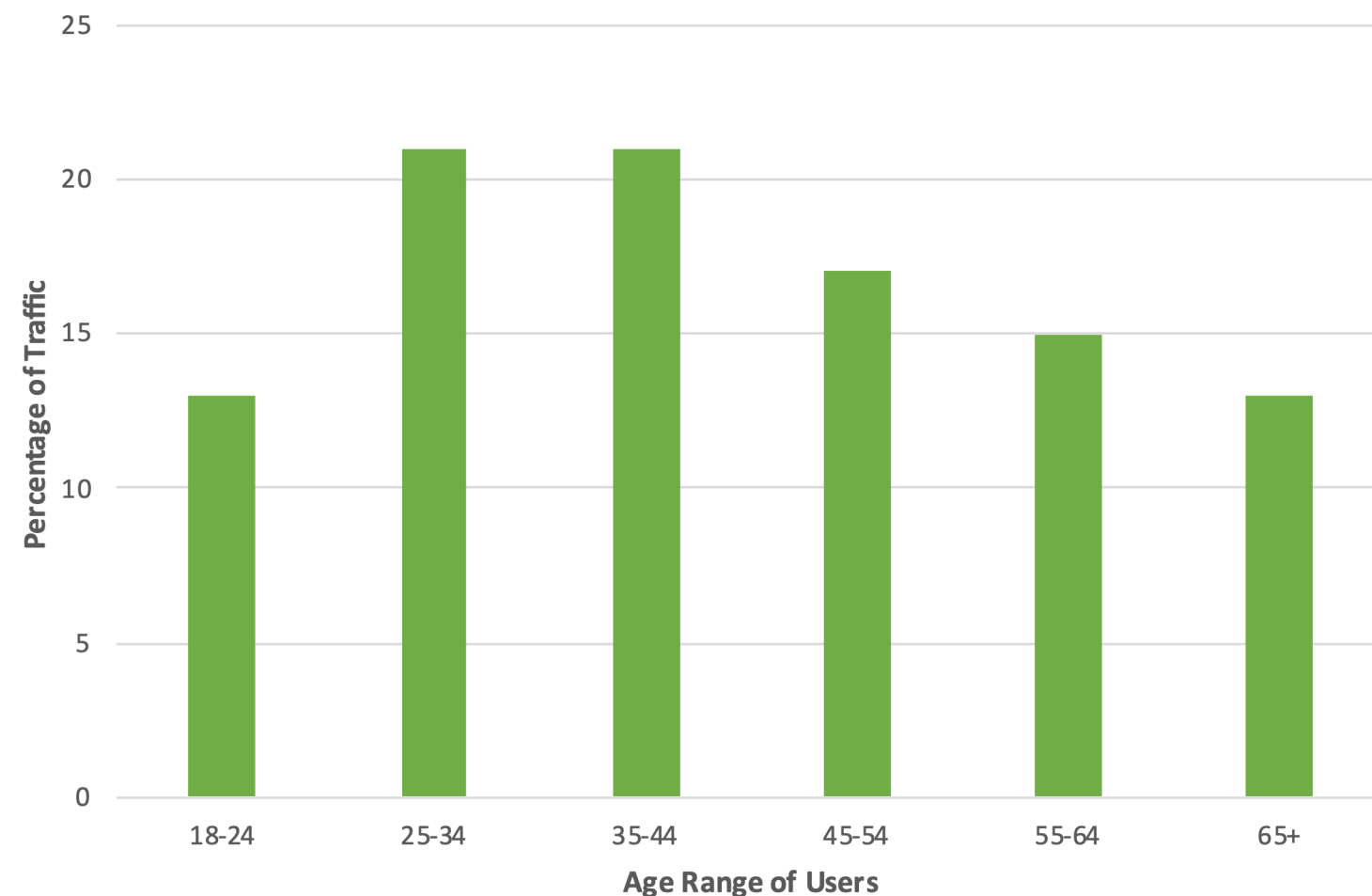
**16K+**

Articles

**31.7M**

Annual Reach  
Social + Email

USER AGE DEMOGRAPHICS



## By Age, Our Users Are

- ❖ 13% ages 18-24
- ❖ 21% ages 25-34
- ❖ 21% ages 35-44
- ❖ 17% ages 45-54
- ❖ 15% ages 55-64
- ❖ 13% ages 65+

## By Gender, Our Users Are

- ❖ 57% female
- ❖ 43% male

## By Country, Our Users Are Based In

- ❖ 63% United States
- ❖ 13% United Kingdom
- ❖ 8% Canada
- ❖ 6% Australia
- ❖ 10% Other





# Our Social Reach Is *eye-catching*



## Weekly Newsletter

**226k+**  
Active Subscribers

**28%**  
Avg. Open Rate

**5.1%**  
Avg. CTR



**418k+** Total Page Likes  
**422k+** Total Followers  
**8.3k+** Avg. Post Reach



**13k+** Subscribers



**7M+** Monthly Views  
**275k+** Monthly Engagements



**122.1k+** Total Followers



**152k+** Total Followers  
**359k+** Avg. Monthly Reach



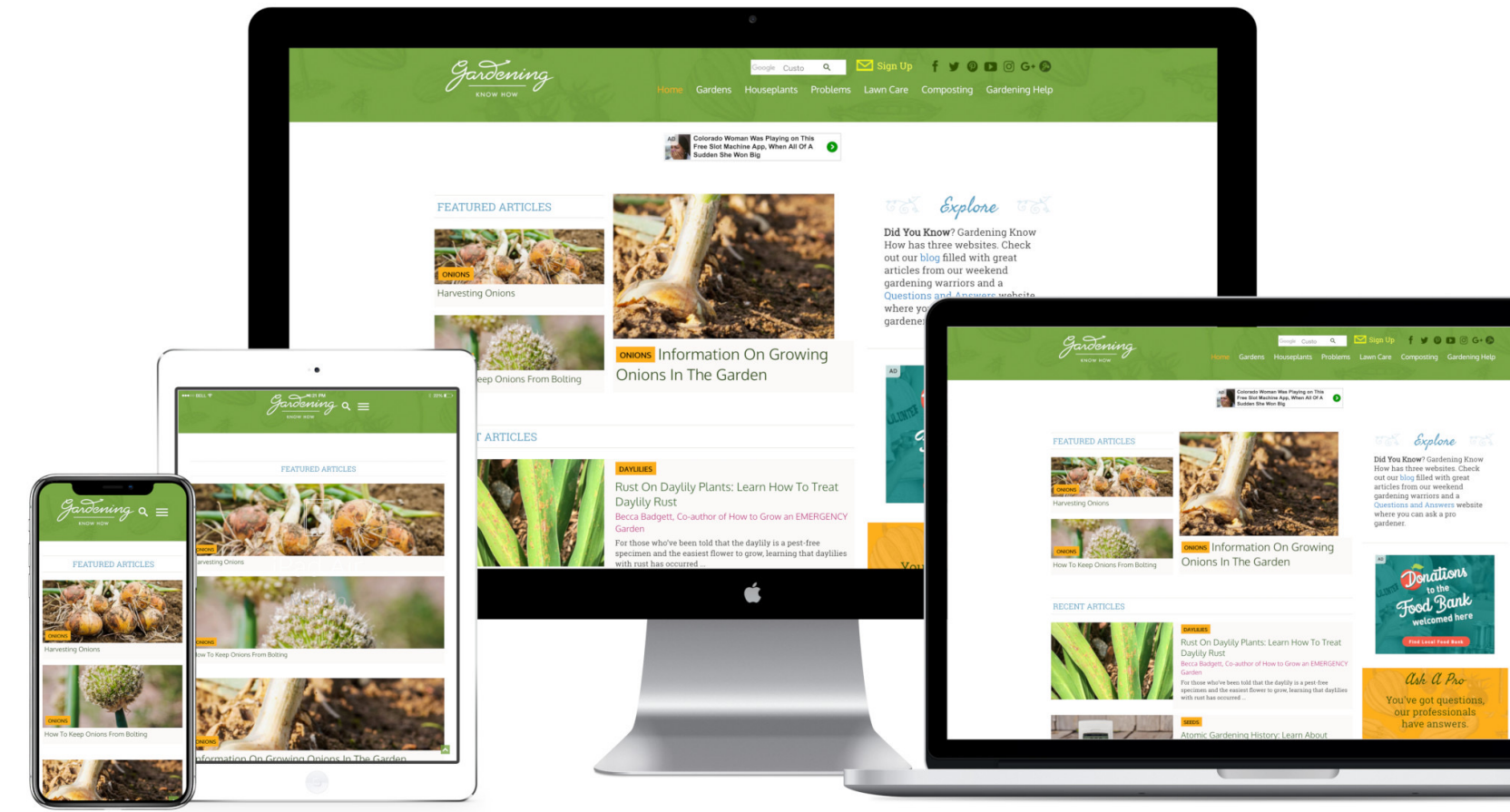
# Direct Ad Campaigns: *key elements*

Whether you want to promote your product or service to all 15M consumers who visit our site each month, or target only those in your region, we'll help you craft a direct ad campaign that will connect your business with just the customers you want to reach.



## Direct Ad Offerings Include:

- Targeting by time of day or content category
- Geo targeting down to zip code
- Utilization of exclusive, high-value ad placements
- Ad creative can be designed by GKH for additional fee





# Branded Content Opportunities

## *sponsored posts*

Our sponsored post packages showcase your brand as a thought leader and align your company's expertise and product offerings with a topic that is of strong interest to our audience.



6 UNIQUE TREES  
THAT CAN BE  
GROWN INDOORS



### Tier 1 of our Sponsored Post Package:

- Custom article on the topic of your choice, written by GKH experts and approved by you
- 250k impressions of sponsored post promotion on the GKH platform

### Tier 2 of our Sponsored Post Package:

All of the above, plus

- Promotional units designed by the GKH creative department
- Additional promotion of the sponsored post on the GKH platform, in increments of 250,000 impressions

### Tier 3 of our Sponsored Post Package:

All of the above, plus

- Social media promotion on all GKH channels
- Promotion in the GKH weekly newsletter with 200k+ subscribers
- Additional promotion of the sponsored post on the GKH main site



# Branded Content Opportunities

## *video promotion & e-learning*

We offer many opportunities to showcase your brand through video content across our channels. We integrate video into our posts, work with experts to publish series on our YouTube channel, and even create full courses for our users to learn more about specific topics. We'd love for you to be involved!

### Opportunities include:

- Integrating video into sponsored blog posts or other sponsored content
- Sponsorship of our expert series in a range of gardening categories
- Providing your own video content for an expert series
- Sponsorship of e-learning courses

And many more! Contact us to discuss additional opportunities.



**Creating a Butterfly Garden**  
with Heather Andrews, The Thoughtful Gardener  
[SIGN UP NOW](#)

**Learn How to Create Your Own Butterfly Garden**  
Do you love butterflies and other pollinators in your garden, but are not quite sure how to design a garden that helps them flourish?



# Branded Content

## *additional opportunities*

We offer a number of additional, highly engaging opportunities to showcase your branded content to our users, including:

- Contests or giveaways through our social media or GKH platform
- Sponsored landing pages
- Exclusive promotions, promo codes, or discounts for GKH users
- Packaging products with GKH content
- Affiliate e-commerce
- And many more!



Don't see what you're looking for? We offer custom options and pricing – contact us for details.



# Social & Newsletter



We offer many ways to collaborate on social media and newsletter promotions along with custom solutions if our packaged offerings don't serve your needs.

## Social:

- Giveaways, Contests & Promotions
- "Ask an Expert" events
- Video "How-To's"
- Discounts, Coupons & Exclusive Offers
- Takeovers

## Email:

- Sponsored Content
- Paid ads
- Dedicated Emails

A recent GKH social campaign drove:

**317.5k**  
Impressions

**11k** Contest  
Entries

**24.8%** Email  
Open Rate

**2.6%** Instagram  
Engagement Rate



# Previous Campaigns:

## *success metrics*

**6.5% CTR**  
from branded  
content to client's  
site

**.65% CTR**  
for targeted &  
optimized  
direct ads

**Retargeting**  
Impressions up  
75% & revenue up  
400% YoY

**30%**  
of overall  
conversions from  
branded content

**20% increase**  
in new customer  
acquisition at a  
lower CAC

**Over 50%  
increase**  
in AOV from GKH  
campaign





# Interested in *growing* your brand with us?



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