Spring 2022 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

- 180M+ Visitors a Year Globally
- 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
2021 Total U.S. Visitors: 108.4 Million*
- GardeningKnowHow.com | 106,600,000
- Blog.GardeningKnowHow.com | 1,300,000
- Questions.GardeningKnowHow.com | 540,000

By Age, Our U.S. Users Are*
- 10% ages 18-24
- 22% ages 25-34
- 17% ages 35-44
- 17% ages 45-54
- 17% ages 55-64
- 16% ages 65+

By Gender, Our U.S. Users Are*
- 61% female
- 39% male

*Please note, U.S. data only. Global, country-specific, regional & local data available by request.
Our Social Reach Is eye-catching

- 416k+ Total Page Likes
- 265k+ Total Followers
- 10.6k+ Avg. Post Reach
- 4k+ Subscribers
- 9M+ Monthly Views
- 618k+ Monthly Engagements
- 107.9k+ Total Followers
- 80k+ Avg. Monthly Reach
- 142k+ Total Followers
- 500k+ Avg. Monthly Reach

Weekly Newsletter

- 216k+ Active Subscribers
- 24.8% Avg. Open Rate
- 4.43% Avg. CTR
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 blog 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.

Tier 1 of our Sponsored Post Package:
• Blog post on the topic of your choice, written by GKH experts and approved by you
• Promotion of the sponsored post 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 main site, with a guarantee of at least 250k 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

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.
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
• Virtual shows encouraging users to submit their own photos and vote for their favorites
• 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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