



urban gardens

UNLIMITED THINKING FOR LIMITED SPACES

Media, Advertising, and Sponsorships Kit

About Urban Gardens



Urban Gardens, the award-winning and Webby-nominated green lifestyle and design blog, is the premier online resource for design enthusiasts craving innovative, eco-friendly designs, trends, and ideas for limited spaces.

Launched in April 2009 by creative director and designer, Robin Horton, Urban Gardens has developed a following of 40-50,000 readers, 2500+ email and RSS subscribers, and 29,000+ combined Twitter, Facebook, and Pinterest followers. Urban Gardens posts have been picked up by numerous blogs and traditional media outlets.

Every product, trend, and story is filtered through Robin's designer lens. Urban Gardens explores the sustainable green lifestyle and design universe by researching, uncovering, and showcasing:

- innovative products of talented designers
- green urban design trends and innovations
- vertical gardens, living walls, green roofs
- edible landscaping including community gardens and urban micro-farms
- fun and unusual topics like: guerrilla gardeners transforming derelict abandoned properties into provocative garden spaces



The Garden Writer's Association awarded Urban Gardens both silver award for best blog design, and a gold award for best electronic media.



Urban Gardens was one of only five Lifestyle sites nominated for a Webby, hailed by *The New York Times* as "the Internet's Highest Honor."



Creativity International Design Awards selected Urban Gardens for its prestigious Platinum Award, their highest award.

“Urban Gardens has held it’s place in my heart and mind as #1 favorite blog. Just keeps getting better and better. Thanks and keep it up!”
@KateRobins via Twitter

“You’re still my favorite, and the first thing I look for in the morning. Urban Gardens is my creativity vitamin!”
Victoria Lyon Interiors

“I subscribed to this blog a while ago and am amazed at your great quality photos, creativity and presentation. Thank you!”
Robert

“Thanks for the great stories, I have been following your site for a while and think it is just wonderful.”
Ingrid
Editor, Cohabitaire

Urban Gardens attracts a highly targeted audience of “green” and “design-obsessed” readers. Our readers pay close attention to environmental policy and politics, incorporate environmentally-friendly activities into their lives, and are interested in tips and advice that help them take additional steps in “greening” their lives.

***Urban Gardens is #1 for keyword search “urban gardens.”**

Urban Gardens Website Presence

- Average 40-50,000 unique monthly visitors
- 120,000+ monthly page views
- Geographically diverse readership representing every US state & 100+ countries
- Over 29,000 Twitter, Facebook, and Pinterest followers who link to the blog
- 5900+ Facebook “Likes” and growing
- 2500+ email and RSS subscribers and growing daily

Who’s Reading Urban Gardens?

- College educated
- Women and men
- 20-75+ years old
- Savvy consumers
- Influence purchases of others
- Willing to pay more for eco-friendly products

“ I think I may be mildly obsessed!

Your blog has spurred my creative thinking and I feel like I daydream about gardening and sustainable agriculture. I'm an International Development student in Los Angeles. Thank you for your blog. It has inspired me to further my studies in sustainability related to the environment. ”

Angela Blake

“ Thank goodness for good design.

I appreciate the clarity, efficiency and inspiration that only good design can give: there is beauty in everything.

Thank you, thank you. ”

Lisa Marini Finerty

Your Garden Show

Urban Gardens Readers Care About:

Responsible and Sustainable Living

- Over 98% use sustainable practices in their homes or outdoor spaces
- 95% recycle

Environmental Policy

- 87% pay close attention to environmental policy and politics
- 50%+ donate time or money to charities and groups that protect the environment

Green and Sustainable Products

- 70% prefer “green” gardening supplies
- 56% prefer “green” home décor and accessories

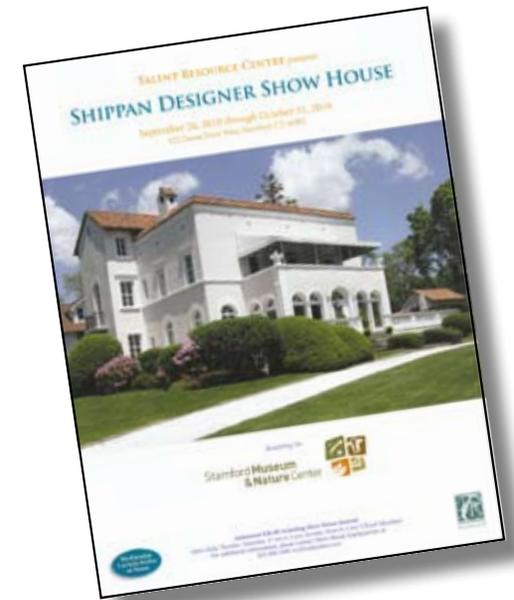
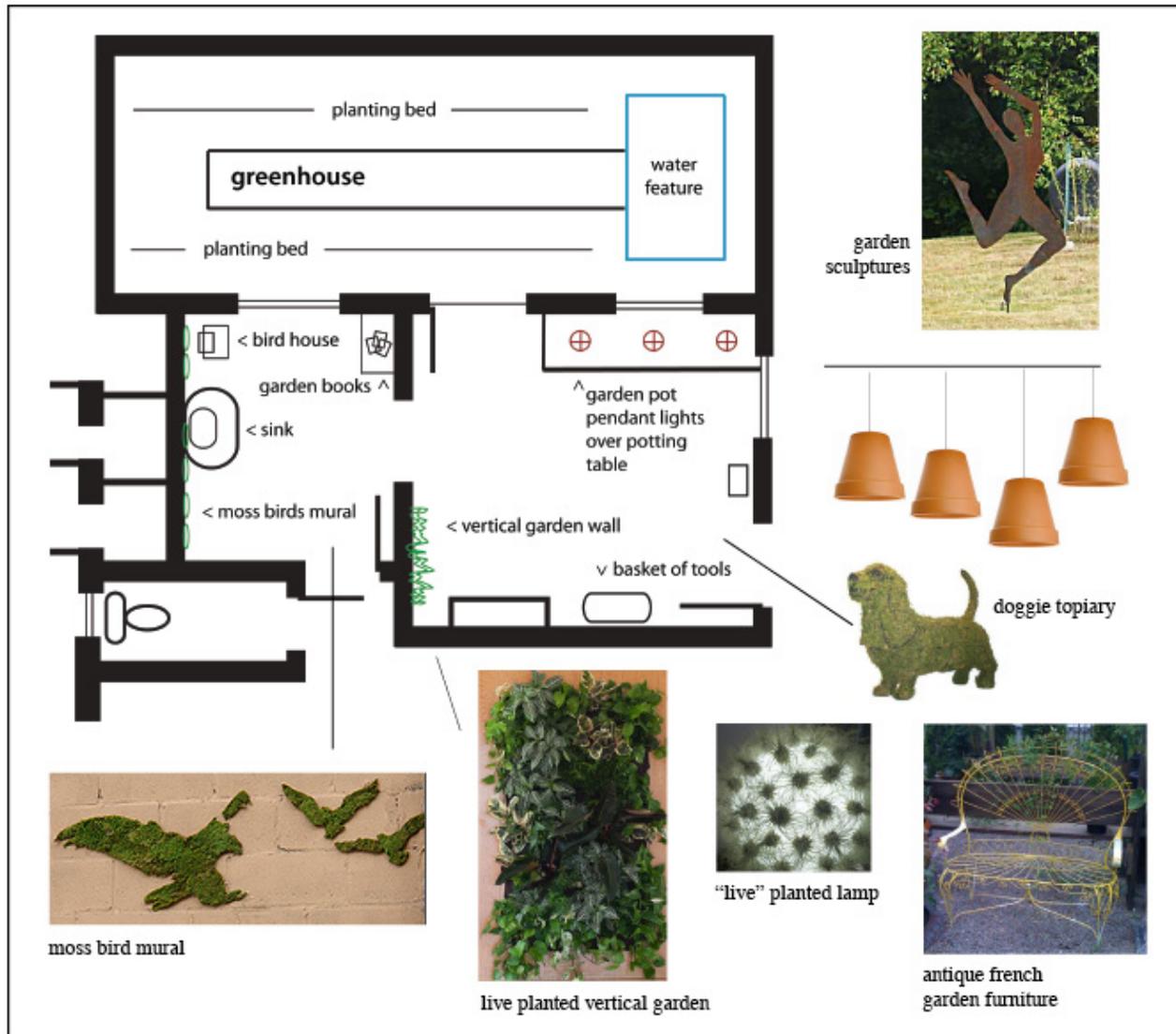
Design

- 80% look for unique design when shopping for home and outdoor accessories
- 77% prefer uniquely designed appliances or dinnerware over mass-produced products

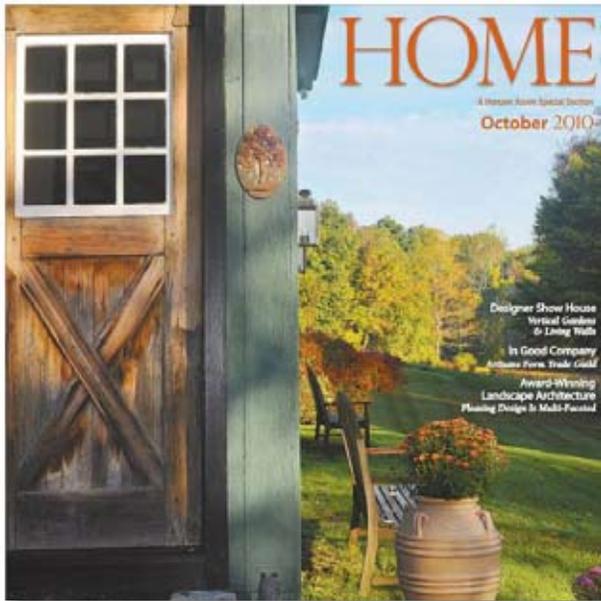
Locally Grown Food

- 77% shop for local produce at farmers' markets
- 64% grow some of their own food
- 50% patronize restaurants that serve locally grown food

Source: Google Analytics, Urban Gardens users survey (2010)



For *The Shippan Designer Show House*, Urban Gardens brought the blog to life in the transformation of a potting shed and greenhouse into a creative sanctuary. The six week installation, which drew over 5000 visitors, *Conversing with Nature: A Creative Garden Retreat*, featured a vertical garden, wall mural of moss birds, a "living painting" of succulents, a lamp growing air plants, ordinary garden pots turned upside down repurposed into pendant lamps, and a "lawn chair" with a sod seat.



Urban Gardens' *Creative Garden Retreat* for The Shippan Designer Show House was featured in the Hersam Acorn Home Magazine, distributed to eight regions; in the The Stamford Advocate and in The Greenwich Post; and was picked up by numerous garden and design blogs, including Mother Earth News.

During this show, Urban Gardens contributed to *Small Gardens Magazine* tips on creating a vertical garden.

GREENWICH POST

SHIPPAN DESIGNER SHOW HOUSE

Vertical Gardens & Living Walls

by Karen Dydzuhn

As the cooler weather blows in, New England gardeners are focusing their attention indoors – on house plants and greenhouses. In the garden room at the Shippan Designer Show House hangs an exquisite vertical garden designed by Victoria Lyon and Robin Horton, which is sustained by a drip irrigation system.

"We created an eco-friendly space that allows you to bring the outdoors in," said Robin. She is the creator of *Urban Gardens: Unlimited Thinking for Limited Space*, an award-winning blog that recently garnered a Gold Award for Best Graphic Design from the Garden Writers Association. On Wednesday, Oct. 20, at noon, Robin will give a talk about "Vertical Gardens and Living Walls" at the show house, 422 Ocean Drive West, Stamford.

Also known as "green walls," vertical gardens have become increasingly popular in the past five years. "When you don't have a lot of space, growing vertically works," Robin said, smiling.

She also noted that while gardeners might opt for expensive vertical gardens with more elaborate irrigation systems, there are many ways to create a vertical garden. "You can use terra cotta flower pots, a moss teacup, and flying swallows crafted out of preserved live moss flowing across one of the walls."

See Shippan Designer Show House page 20

A photograph of a vertical garden wall in a renovated garden shed. The wall is covered in lush green plants. Various garden tools like a pitchfork, shovel, and trowel are hanging on the wall. There are also some potted plants and a small table in the foreground. The caption below the photo reads: 'A renovated garden shed incorporates a living wall, also known as a vertical garden.'

The ADVOCATE

"The idea was to bring the outdoors in and in some ways bring the indoors out," said Horton...One can see such a design line with the vertical garden wall that features houseplants such as ivy and philodendron. There are topiaries shaped as dogs, lampshades crafted out of terra cotta flower pots, a moss teacup, and flying swallows crafted out of preserved live moss flowing across one of the walls.
The Stamford Advocate, September 24, 2010

The screenshot shows the Mother Earth News website interface. At the top, the logo reads "MOTHER EARTH NEWS THE ORIGINAL GUIDE TO LIVING WISELY". A search bar is present. A banner on the right says "Win this fully loaded Chicken Coop!". The navigation menu includes categories like HOME, DO IT YOURSELF, RENEWABLE ENERGY, GREEN HOMES, ORGANIC GARDENING, NATURAL HEALTH, GREEN TRANSPORTATION, NATURE & COMMUNITY, MODERN HOMESTEADING, SUSTAINABLE FARMING, REAL FOOD, LAND FOR SALE, CONTACT US, CUSTOMER SERVICE, and SHOPPING. Below the navigation, there are "HOT TOPICS" and "MAGAZINE NEWSLETTERS BLOGS RSS RADIO" links. The main content area features a "BIZ BULLETINS" section with a post titled "Urban Gardens: Green Lifestyle and Design Blog Receives Awards, Launches New Ventures" dated 10/22/2010. The post includes a logo for "urban|gardens" and a description of the blog. To the right of the post is a "Sign up for our FREE Newsletters" form with checkboxes for various topics like "DIY Skills & Projects", "Food & Gardening", "Simple Living & Country Skills", "Green Energy & Great Homes", "Health & Environment", "Editorial Advisory Group", and "Special Offers". Below the form is a "Recent Posts" section listing articles like "New High Power Wireless EZ-Bridge™ System" and "Wells Lamont Launches New Website".



Urban Gardens was invited by Ogden Publications, publishers of Mother Earth News, to co-facilitate two blogging/social media workshops at their first *Mother Earth News Fair* which attracted over 10,000 visitors.

urban gardens UNLIMITED THINKING FOR LIMITED SPACES

Summertime and the Gardenin' is Easy

10 Ways Sustainable is Also Stylish

by Robin Horton

- 1) INSTANT GARDEN: JUST ADD WATER**
Eleanor's Garden, inspired by the 1943 White House Victory Garden, is a complete, compact, portable garden in a kit delivered to your door. Set up and planted in less than an hour.
- 2) GO VERTICAL: GREEN WALLS**
Woolly Pockets are modular gardening containers available to be placed on horizontal surfaces or hung on walls for vertical gardening. Useful both indoors and out; they have built-in moisture barriers to help protect furniture.
- 3) DOUBLE DUTY: SCREENS AND PLANTERS**
Garden Wall by Gordon Tate for Viteo Plants peek through the organic openings of this contemporary stackable unit that offers numerous possibilities for placement and function both indoors and out.
- 4) ARTISAN WARMTH**
You can just sit and admire the rusted patina of these works by John T. Unger Studio even if you don't care to light up a fire. Since it has a hole cut in the center where water can drain, Big Bowl O Zen doubles as a container garden.
- 5) FOR STYLISH BIRDS**
The organic bird table by Eva Solo is a 5-liter glass container that also functions as a food dispenser. It should be cleaned regularly—easy to do since the container and table are both dishwasher safe.
- 6) SET THE ECO-FRIENDLY SUMMER TABLE**
Add some sustainable zing to your urban garden table this summer with Shiraleah's colorful line of eco-friendly dishes made of biodegradable bamboo fiber. Time to dust off the barbeque and call some friends.
- 7) SUNNING IN SUSTAINABLE STYLE**
Love colorful eco-conscious furniture? Loll specializes in the use of recycled materials for affordable, long lasting, and maintenance-free outdoor furniture. The de Luge Sunbed is designed to lie face up or comfortably face down so you can heat-up both sides.
- 8) CREATE ORGANIC AMBIANCE**
These handcrafted rattan and wood reed hurricanes from Crate and Barrel add an organic flavor to your outdoor experience. They have removable glass inserts that accommodate up to a 3" pillar candle.
- 9) THIS RUD'S FOR YOU**
Attach the Sky Vase to any window and float your flowers in the clouds. The seven stems vase adheres to the glass with suction cups (included) and can also become a free standing table top vase. Designed by Assia Quélin of PVC for PA Design in France.
- 10) RECIPES FOR A GARDEN**
These easy-to-follow container garden recipes cards from R. Allen Smith include a list of plants, step-by-step planning instructions, and a diagram showing you how to design your garden. They're printed on tabbed cards that you can bring with you to your gardening center or nursery.

www.artizenmagazine.com 46

VOLUME 1 ISSUE 2

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MAGAZINE

Surfboards by Natures Shapes

Devil's Backbone Brewery

Sculpture from Carol Gold and Angela Lyon

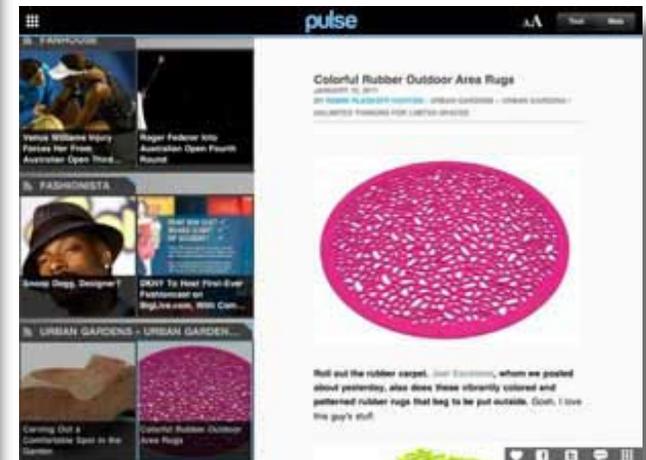
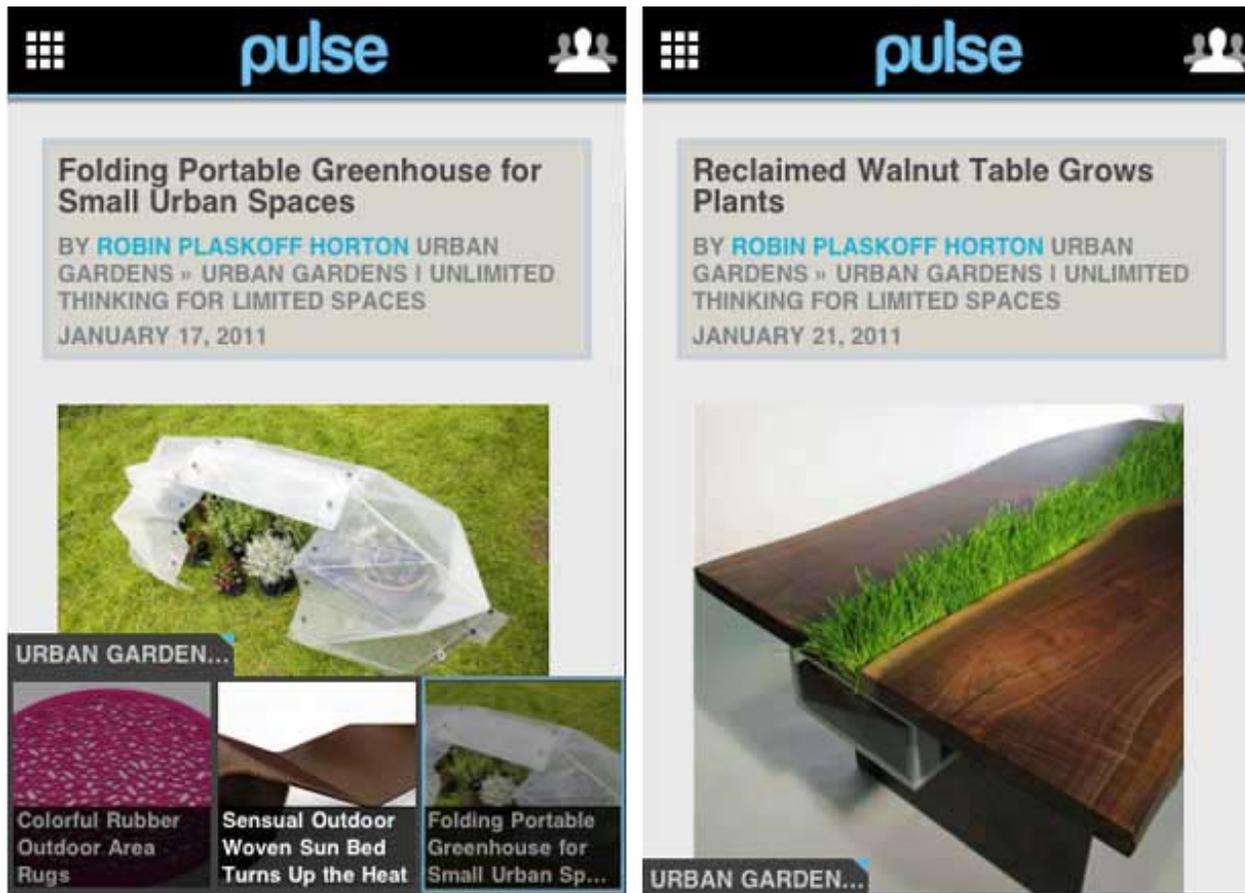
Jeni's Splendid Ice Cream

Outstanding in the Field

Magnum Fleur Photography

For Artizen Magazine, Urban Gardens contributed:
Summertime and the Gardenin' is Easy: 10 Ways Sustainable is Also Stylish.
 The article showcased favorite products that have appeared
 various Urban Gardens posts.

Urban Gardens Goes Mobile!



Urban Gardens is featured content on *Pulse*: an innovative, mobile news reader app for iPhone, iPad and Android devices available through the iTunes store.

The screenshot shows the SAY DAILY website interface. At the top, the logo 'SAY DAILY' is prominent with a 'SAY' badge. Below it, navigation links for HOME, VEIN, VOICES, CULTURE, and SKY NEWS are visible. The main article is titled 'Urban Gardens: Where It's Always Cool to Be Green' by Robin Johnson. The article features a large image of a white vertical garden system with various plants. A quote from the article reads: 'People want to feel they are doing something good for themselves, their community, and the world.' The article also includes a 'WEEK IN VEIN' section with a 'KATE UP TAKE' graphic and a 'ZOO YO' graphic. At the bottom, there are 'OUR VIDEOS' and 'OUR TWEETS' sections.

The screenshot shows the SAY: LIVING website. At the top, the 'SAY: LIVING' logo is displayed. Below it, a list of featured publishers is shown: Remodelista, Gardenista, Apartment 34, Wayfare Magazine, Dogster, Catster, Urban Gardens, The Crafting Chicks, Design Milk, Curbly, Fathom, Moco Loco, and 'And many more...'. To the right, there is a 'DEPTH ACROSS CHANNELS' section with the tagline 'PASSIONATE CREATORS. COMMUNITIES OF REAL ENGAGEMENT.' This section includes a video thumbnail for 'GEAR PATROL' and text describing the channel's focus on quality content and engaged communities. Below the list of publishers, the text '34M ARTFUL DWELLERS' is displayed. An orange arrow points from the 'Urban Gardens' entry in the list to the text on the right.

Urban Gardens is a featured publisher on the SAY Media Living Channel.

SAY is a digital media company that connects brands with best online content creators and their audiences in authentic and scalable ways—delivering editorial experiences that connect with and engage audiences.

The SAY portfolio of media properties includes some of the most talented and influential voices in Style, Living, Food and Tech.

According to SAY, Urban Gardens is one of the *“inspired, passionate people who love what they do and it shows in the high quality content they create and the loyal audiences that follow them.”*

The screenshot shows the Urban Gardens website layout. At the top left is the logo with the tagline "UNLIMITED THINKING FOR LIMITED SPACES". Below it are navigation tabs for "about", "finding", "creating", "experiencing", "greening", and "resources". A main headline reads "Win a Lechuza Self-Watering Container: Enter Our Think Outside the Planter Box Photo Contest! March 18, 2011". A featured photo shows a leopard-print planter hanging from a wooden hanger. Below the photo is a caption: "Photo: AlwaysInspired via Flickr". A text block below the photo says: "Today is the launch of the Urban Gardens Think Outside of the Planter Box Photo Contest! Enter a photo of your favorite weird, unusual, beautiful, or otherwise special container garden for a chance to win a fabulous Lechuza self-watering planter!".

On the right side of the page, there is a sidebar with several sections: "subscribe for news, specials, & updates!" with an email input field; "grow with us on Facebook!" with social media icons; "The freshest innovative and eco-friendly designs, trends, and ideas for stylish urban gardens and small spaces."; "REACH 30,000+ LOYAL READERS ADVERTISE ON URBAN GARDENS DOWNLOAD OUR MEDIA KIT"; "ENTER OUR Think Outside the Planter Box PHOTO CONTEST for chance to win a Lechuza Planter!"; "Joining Fellow Bloggers at GoldenPines 2blog"; "NOMINEE The 14th Annual WEBBY AWARDS"; "great finds" listing various garden-related items; "green & sustainable" listing eco-friendly topics; and "AMERICA'S MOST Desperate LANDSCAPE" featuring a photo of a man.

At the bottom left, there is a section titled "The Sub-Irrigation System:" with a diagram of a plant in a container. The diagram labels two parts: "WATER LEVEL INDICATOR Ensures complete watering control" and "WATER SUPPLY SHAFT Makes adding water and liquid fertilizer easy".



Urban Gardens launched a photo contest challenging readers to submit a photo of their favorite weird, unusual, beautiful, or otherwise special container gardens for a chance to win a Lechuza container.

The contest was launched on the blog, then promoted via Facebook and Twitter and with linkbacks from subsequent posts.

We placed a dedicated contest badge on the site for the duration of the contest to maintain contest buzz and encourage continued submissions.



Our Readership Purchases

Bulbs and Plants
Garden Tools
Containers & Pots
Window Boxes
Vertical Gardens
Green Roofs & Green Walls
Composters
Rain Barrels
Hydroponics
Herb Gardens/Kits
Outdoor Furniture
Umbrellas/Awnings
Tabletop Products
Birdhouses
Pet Shelters & Beds
Beekeeping Equipment
Eco Clothing & Accessories
Outdoor Cooking
Water Features & Irrigation
Outdoor Lighting
Books & Video
Outdoor Heaters
Green Gadgets
Decks, Patios, & Paths
Solar Energy Products
Garden Art & Sculpture
Garden Software

Connect our readers with your brand, product, or service.

Our ideal advertiser is committed to bringing uniquely designed and/or sustainable products or services to the sophisticated urban dweller.

Sponsorship Opportunities

- **Banner Advertising**
- **Video Ads**
Place your video on YouTube and promote it on the web via our site.
Our large rectangle (320 x 280) is perfect for that!
- **Contests**
Sponsor a contest to raise awareness of your product with your target market!
- **Sponsored Posts**
Your content written in our style, with and full-disclosure that it is sponsored content.
- **Weekly and Monthly Sponsorships**
Become a major sponsor of Urban Gardens and have your brand featured and mentioned whenever Urban Gardens is mentioned!

* Social Media Bonus!

We will promote your business to our **29,000** dedicated **Twitter, Facebook, and Pinterest** followers while your advertisement is running on our site!

Our Readership Purchases

Walls & Screens
Outdoor Electronics
Showers & Spas
Outdoor Kitchens
Candles
Fire Pits
Terrariums
Organic Foods
Urban Cycling
Landscape & Garden Designers
Green Interior Designers
Green Architects
Green Builders
Green Events
Square-foot Gardening
No-Dig Gardening
Raised Beds
Rooftop Gardens
Permaculture
Reclaimed & Recycled
Shade Gardening
Square-Foot Gardening
Travel, Education & Tours
Restaurants & Hotels
Feng Shui
Eco-Friendly Design
Edible Landscaping
Urban Agriculture

Benefits

- High visibility graphic placement on Urban Gardens, links to your site.
- Engage our loyal readers as they peruse our exclusive articles about eco-friendly design, garden space, and sustainable urban living.
- Showcase your brand and deliver your message/offer in a measurable way.
- Reach 50K monthly *targeted readers* and over 26K *daily* via social media.

High-Visibility Full-Width Top of Site Horizontal Banner (90 x 728)

Exclusively positioned at top of homepage
Availability: single spot

Between-Posts

Horizontal Banner (614 x 76)

Exclusively positioned below top blog post
Availability: single spot

Skyscraper (160 x 600)

Positioned alongside our editorial content
Availability: two spots

Right Sidebar Square (160 x 160)

Appears at the top of the blog menu
Availability: two spots

Right Sidebar Rectangle (160 x 320)

Appears at the top of the blog menu
Availability: single spot

Large Rectangle (320 x 280)

Appears at the top of the blog menu
Perfect for Video!
Availability: single spot

Best Value Bundle: Save 30%

Receive exclusive placement for two: Sidebar Square *and* Horizontal Banner!

Sponsorship Opportunities: Advertising Options

14

* One recent top of site banner ad received over **130,000 impressions** in just over 2 months!



High-Visibility Full-Width Top of Site Banner (90 x 728)



Right Sidebar Rectangle (160 x 320)



Right Sidebar Square (160 x 160)



Large Rectangle (320 x 280)



Skyscraper (160 x 600)

Full-Width Between-Post Horizontal Banner (614 x 76)





Benefits

- Engage our loyal readers in a dedicated post featuring your business and products as part of our editorial content. Links to your site and/or store.
- Sponsored post on either Urban Gardens or Urban Gardens newsletter.
- Showcase your brand and deliver your message/offer to our targeted readers.

Sponsored Blog Post

Written in our style, with your content and full-disclosure that it is sponsored content. Also goes to our subscribers. Can be offered in conjunction with coupon or special offer.

Sponsored Newsletter Post

Same as above, but emailed to our dedicated list of subscribers and distributed to all of our more than 20K *Twitter* and *Facebook* followers.

Newsletter Ad

125x125 Ad sent out to our dedicated subscribers.

Contests

Sponsor a contest to raise awareness of your product with your target market! (See Page 10 for more about Contests.)

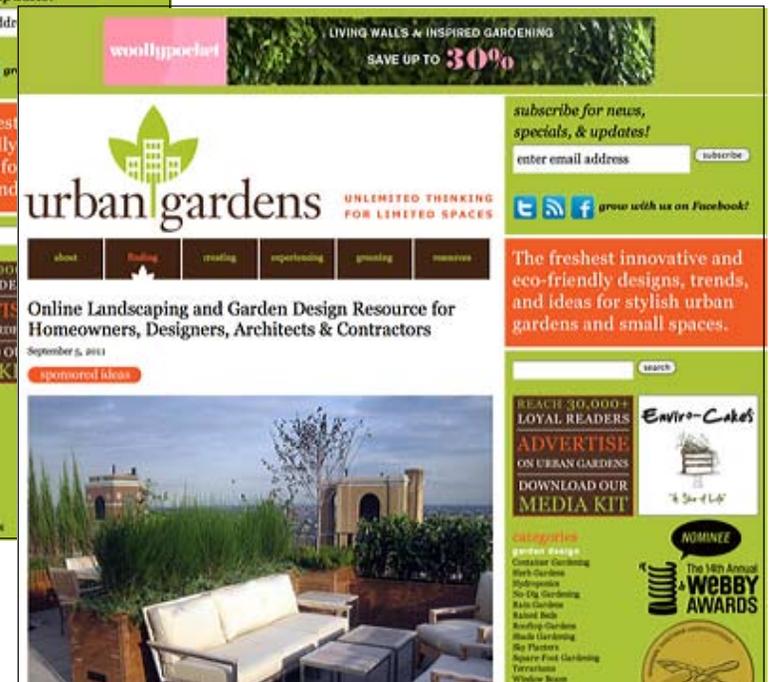
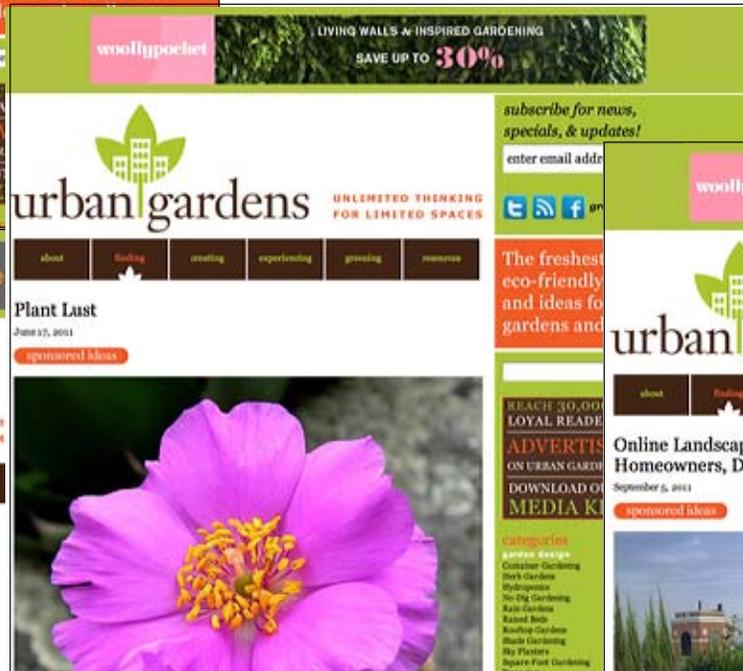
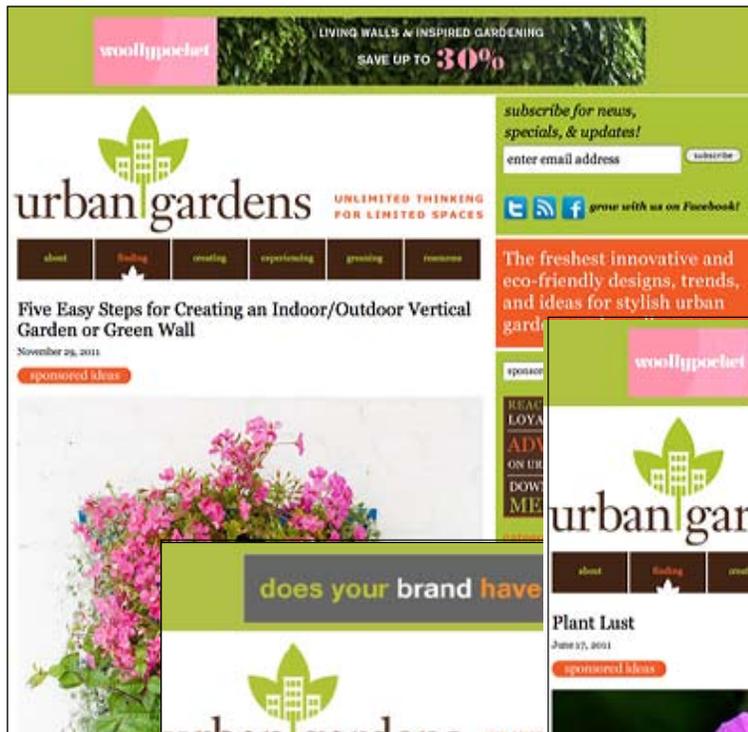
*Major Sponsorships

Become a major sponsor of Urban Gardens: have your brand featured and mentioned whenever Urban Gardens is mentioned, as well as on Twitter Facebook, and Pinterest. Ask us for more information!

sponsored ideas

We call them **Sponsored Ideas**.

- Your story, written in our style; full-disclosure that it is sponsored content.
- Also goes to our subscribers and to all of our social media followers.
- Couple it with perks like a coupon or special offer call to action!





Twitter Klout Rating: 67

Urban Gardens is an influencer, generating actions and discussions with nearly every message. We are considered "pundits."

What is Klout?

We don't just share news, we create the news. As a pundit, our opinions are wide-spread and highly trusted. We're regularly recognized as a leader in our industry. When we speak, people listen.

Social Media Bonus!

We love our sponsors! We will promote your business to our **over 29,000** dedicated **Twitter, Facebook, and Pinterest** followers while your advertisement is running on our site!

Custom Packages

We are happy to design custom packages advertising packages, based on business goals. Please contact to discuss your advertising needs.

Advertising Design

Robin Horton Design, an award-winning graphic design firm, will gladly assist you in the creation of a compelling banner for your campaign. Please contact us for additional information and rates.

Payment Terms

We require a 50% pre-payment at the time the order is placed, and bill you for the balance at the end of each month during which the ads are run.

Reporting

Web statistics reporting is available on a monthly basis.

Talk to Us!

Urban Gardens thrives on connection! Let's talk about how we can partner with you to showcase your company's products, services, and message to our *highly targeted audience*. Let's grow together!

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