

# FOOD gardening NETWORK

FOODGARDENING.COM

**REACH ENGAGED HEALTH-CONSCIOUS READERS WHO ARE SERIOUS ABOUT GARDENING AND COOKING—A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

## WHO BELONGS TO FOOD GARDENING NETWORK?

- 250,000+ opted-in email members
- 87% female
- 96% Age 45+
- Average Household Income: \$64,381/year
- 84% are homeowners
- Where do they live?
  - South: 28%
  - Midwest: 20%
  - West: 20%
  - Northeast: 17%
  - Canada: 14%
- 84% are proven online buyers in the last 12 months



## WHAT MEMBERS SAY ABOUT FOOD GARDENING NETWORK

- "These systems are really cool. Where do you get your seed? Thank you for all the information!"
- "Thank you so very much. I am enjoying these gardening ideas and information very much."
- "Wonderful information, looking forward to the next growing season. We love the large tomatoes."
- "Thank you for the information. I will certainly use the garlic pesticide. I have tried everything else. I do not use Roundup. I do use Sevin Dust. I am afraid to even use that. I have animals."
- "Thank you for the information. With my health concerns, it is imperative that we eat better."
- "I love all the wonderful ways you present your gardening hints. I am really enjoying your site!"

## CHOOSE YOUR LEVEL OF MEDIA PLANNING WITH FOOD GARDENING NETWORK

### SPONSOR LEVEL

### ANNUAL COMMITMENT

### COST PER MONTH

Platinum	12 months	\$1,250
Gold	6 months	\$1,500
Silver	4 months	\$2,000
Bronze	1 month	\$2,500

### WHAT YOU GET WITH YOUR SPONSORSHIP:

- **Guaranteed monthly 250,000+ dedicated custom email broadcast**, using our Extra dedicated email-newsletter template—to promote your brand or products.
- **Bonus Ad Placement #1:** 4 Text Ads in our Daily email newsletter per month
- **Bonus Ad Placement #2:** 3K monthly impressions on a Medium Rectangle Ad on our website, to appear in the top right-hand column on all Daily article pages and Daily category pages.

#### Ad Specifications—Website Medium Rectangle Ad:

- **300 x 250px**
- **URL**
- **Tracking Pixel (optional)**

#### Ad Specifications—Email Newsletter Text Ad:

- **Image:** 123 x 123px
- **Header:** 6-word maximum
- **Copy:** 15-word maximum
- **Call-to-Action (CTA):** 2 words
- **URL**

# FREE ADS!

You can even advertise for **FREE!**  
We will swap **free ad space** in Food Gardening Network with highly aligned partners. **Please ask us for details.**

EMAIL  
**KIM@MEQUODA.COM**

### 2022 ADVERTISING DEADLINES

MONTH	CAMPAIGN LAUNCH	AD RESERVATIONS	AD MATERIALS DUE
January	1/1/22	12/3/21	12/17/21
February	2/1/22	1/7/22	1/21/22
March	3/1/22	2/4/22	2/18/22
April	4/1/22	3/4/22	3/18/22
May	5/1/22	4/1/22	4/15/22
June	6/1/22	5/6/22	5/20/22
July	7/1/22	6/3/22	6/17/22
August	8/1/22	7/1/22	7/15/22
September	9/1/22	8/5/22	8/19/22
October	10/1/22	9/2/22	9/16/22
November	11/1/22	10/7/22	10/21/22
December	12/1/22	11/4/22	11/18/22

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