



National Garden Bureau
5201 Walnut Street, Suite 3
Downers Grove, IL 60515
PH: 630-963-0770
W: www.ngb.org

National Garden Bureau – Custom Communication Package

NGB reaches across the generations to
inspire, connect and grow
the public's love and excitement for plants and related products

The NGB Communication Package extends your marketing outreach
by gaining access to our increasing community of 68,000+
avid gardeners, garden influencers, and industry professionals

National Garden Bureau Communication Package Details

Since 1920, NGB has always been a trusted source for information that educates, inspires and motivates people to increase the use of plants and related products in homes, gardens and workplaces. Purchase of this communication package will deliver your message across multiple media channels to the very audience that can spread the word and/or drive sales growth.

Communication Package includes the following:

1. Customized [Blog post/article on NGB website](#)
NGB's blogs get an average of 6,000 hits per month and over 100 Social Shares
 - a. NGB provides authorship of blog, written by respected garden writer
 - b. Focus on [inspirational](#) or [educational articles](#) in one of the following formats
 - i. [DIY project](#)
 - ii. [Product summary](#)
 - iii. [New usage](#)
 - iv. [Story behind the story](#)
 - c. 500-600 words in length
 - d. Includes 2-6 photos provided by member
2. Excerpt on [NGB e-newsletter](#) (with link to blog)
NGB's newsletters go to 15,000 subscribers with an average open rate of 24%
 - a. 9,000 consumers
 - b. 1,900 garden communicators
 - c. 4,500 industry
 - d. 90+ NGB members
3. Social Media Placement of blog excerpt and link:
 - a. [Facebook](#) – **20,000 fans and followers**
 - b. [Instagram](#) – **2,400+ followers**
 - c. [Pinterest](#) - **235,000 repins and 23,000 followers**
4. Follow-up report on reach (Two months after posting)
 - a. Blog Shares
 - b. Blog Traffic
 - c. E-newsletter opens
 - d. Social Media engagement

Price: \$999 for NGB members – Included in Gold (1 post) and Platinum (2 posts)

Price: \$3,000 for non NGB members

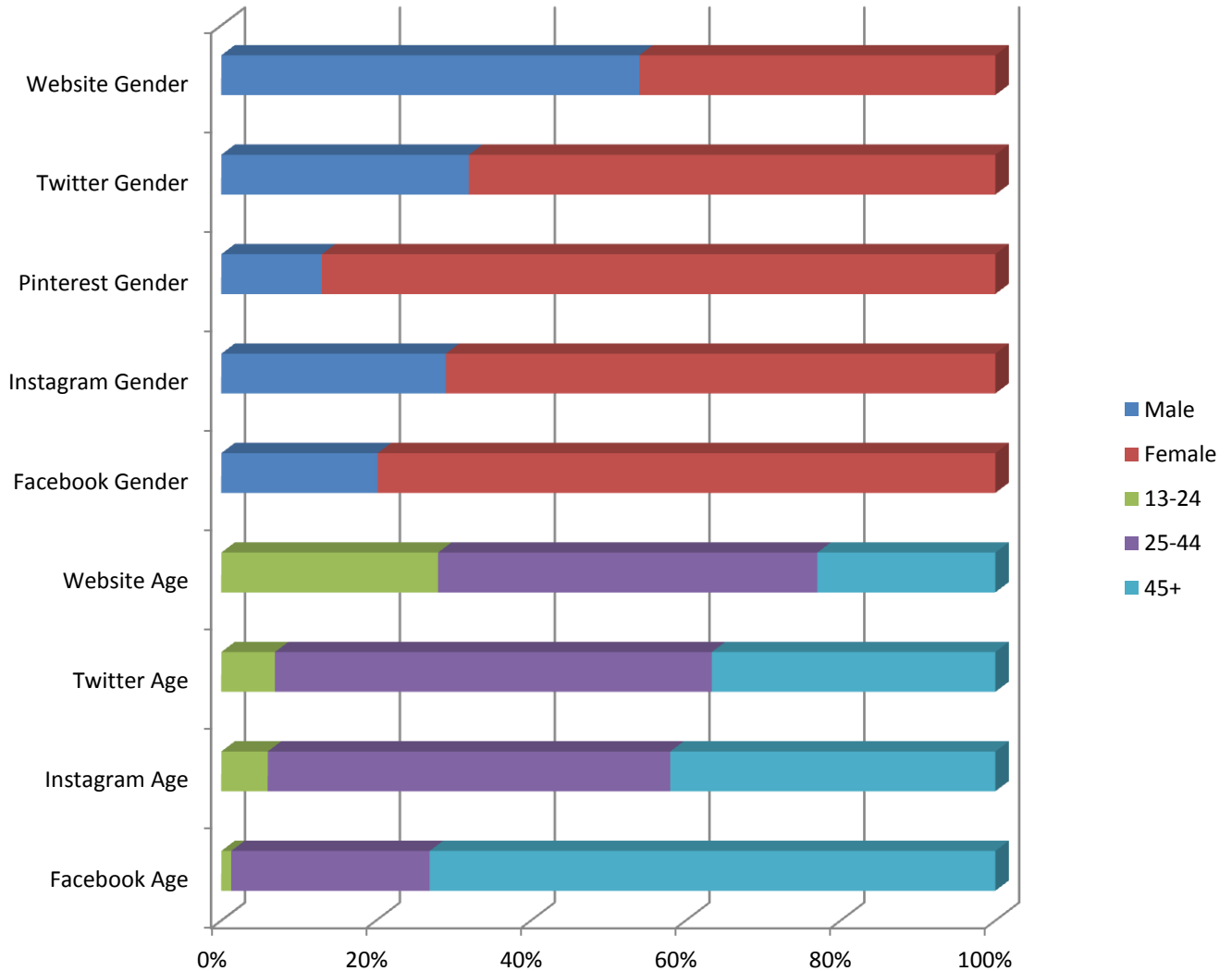
- There is a limit of four new blog posts per month
- Content subject to organization approval
- Customized options available



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As a National Garden Bureau member, your company benefits from our community of 68,000 avid gardeners of all types.

National Garden Bureau Community Demographics:



National Garden Bureau Social Media Stats:

An absolute must in today's strategic marketing efforts, Social Media isn't a fad—it's a fundamental shift in the way we communicate. By using social media tools such as Pinterest, Facebook, Instagram and Twitter, NGB is reaching an ever-expanding audience.

- [Pinterest](#) – Continues to grow wildly with over 200 boards, more than 18,000 pins, 235,000 repins and 23,000 engaged followers. We have over 674.2k monthly viewers each month of our boards
- [Facebook](#) – We have over 20,000 fans. Our wall posts feature garden tips and links/mentions to member companies.
- [Twitter](#) – Over 8,300 followers reading our NGB posts as well as sharing posts from other "Twitterers".
- [Instagram](#) – Currently 2,400+ followers