



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

National Garden Bureau – A Smart Investment in Your Success

Looking to reach more gardeners?

Become a member of National Garden Bureau and see what NGB can do for you!

Who are we...

National Garden Bureau is the marketing arm of the garden industry. We're an industry-supported non-profit organization that educates, inspires, and motivates people to use more plants in their homes, gardens and workplaces.

Who Can Join...

Retailers, seed sellers, breeders, brokers, growers, wholesalers, manufacturers, authors, podcasters, online course instructors, publishers...any company that would like a boost in their promotional efforts. We will work with you to support established marketing efforts and messages.

Why Join...

Becoming a member of National Garden Bureau ensures you the attention and engagement of the gardening community from fresh novices to seasoned professionals. Our audience is ever expanding and includes those with a large garden plot to urban gardens of containers, hanging baskets and balconies. We are the link between the garden community and garden influencers and the industry members who make it all happen.

NGB is committed to helping the horticulture industry grow by developing new programs and member benefits to increase the public's love and excitement of gardening.

Join NGB as we Inspire, Connect and Grow the generations.

As a National Garden Bureau member, your company benefits from our community of over 75,000 avid gardeners of all types.

NGB.org Website Traffic

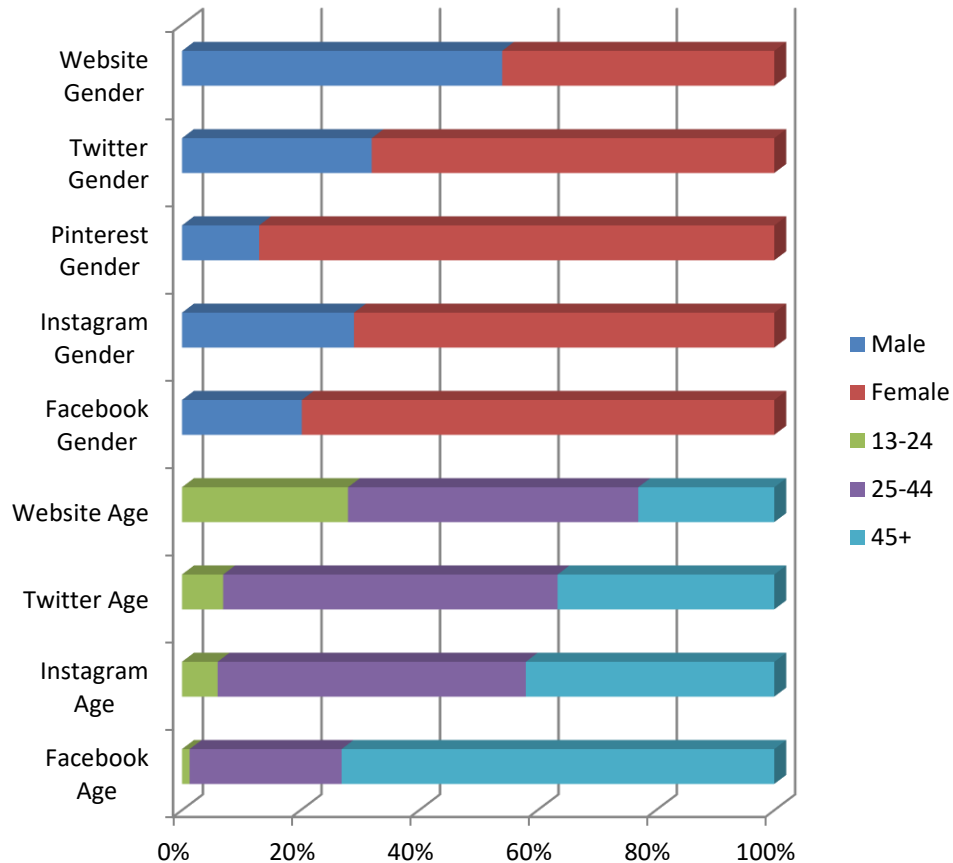
Our website is the basis for our connection with gardeners and garden influencers. With weekly inspirational and informative blog and DIY posts, we continually attract new and existing traffic.

- Annually, the NGB website is visited by more than 100,000 **new** visitors
- New plants/varieties is consistently our number one page each month
- Our mobile friendly website is ideal as our mobile viewers become the main way our website is viewed.



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National Garden Bureau Community Demographics:



National Garden Bureau E-newsletter/Social Media Stats:

An absolute must in today's strategic marketing efforts, e-newsletters and social media are a fundamental way we communicate. By using these tools, NGB is reaching an ever-expanding audience.

- [E-newsletters](#) – Our bi-monthly e-newsletter continues to grow in subscribers (**17,000** to date) as we deliver current and topical garden trends and news.
- [Pinterest](#) – Continues to grow wildly with **200+** boards, more than 20,000 pins, 258,000 repins and over **28,000** engaged followers. We have over **876k** monthly viewers each month of our boards
- [Facebook](#) – We have over **21,000** fans. Our wall posts feature garden tips and links to or mentions of member companies and/or products.
- [Twitter](#) – Over **8,400** followers reading our NGB posts as well as sharing posts from our members.
- [Instagram](#) – Currently **2,800** followers