



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 more than 8,000 hits per month and average 500+ Social Shares**
  - a. NGB provides authorship of blog, written by respected garden writer or member can write their own.
  - 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. 600-1200 words in length
  - d. Includes 3-12 photos provided by member
  - e. Includes 1-3 "Beginner Tips"
2. Excerpt on [NGB e-newsletter](#) (with link to blog)  
**NGB's newsletters go to 26,000 subscribers with an average open rate of 25%**
3. Social Media Placement of blog excerpt and link:
  - a. [Facebook](#) – **26,100 fans and followers**
  - b. [Instagram](#) – **11,600 followers**
  - c. [Pinterest](#) - **325,000 repins, 41,000 followers and 1.3m monthly views**
  - d. [YouTube](#) – **7,600 subscribers see videos that are created from blog content**
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) level memberships at no additional cost**

**Price: \$3,000 for non NGB members**

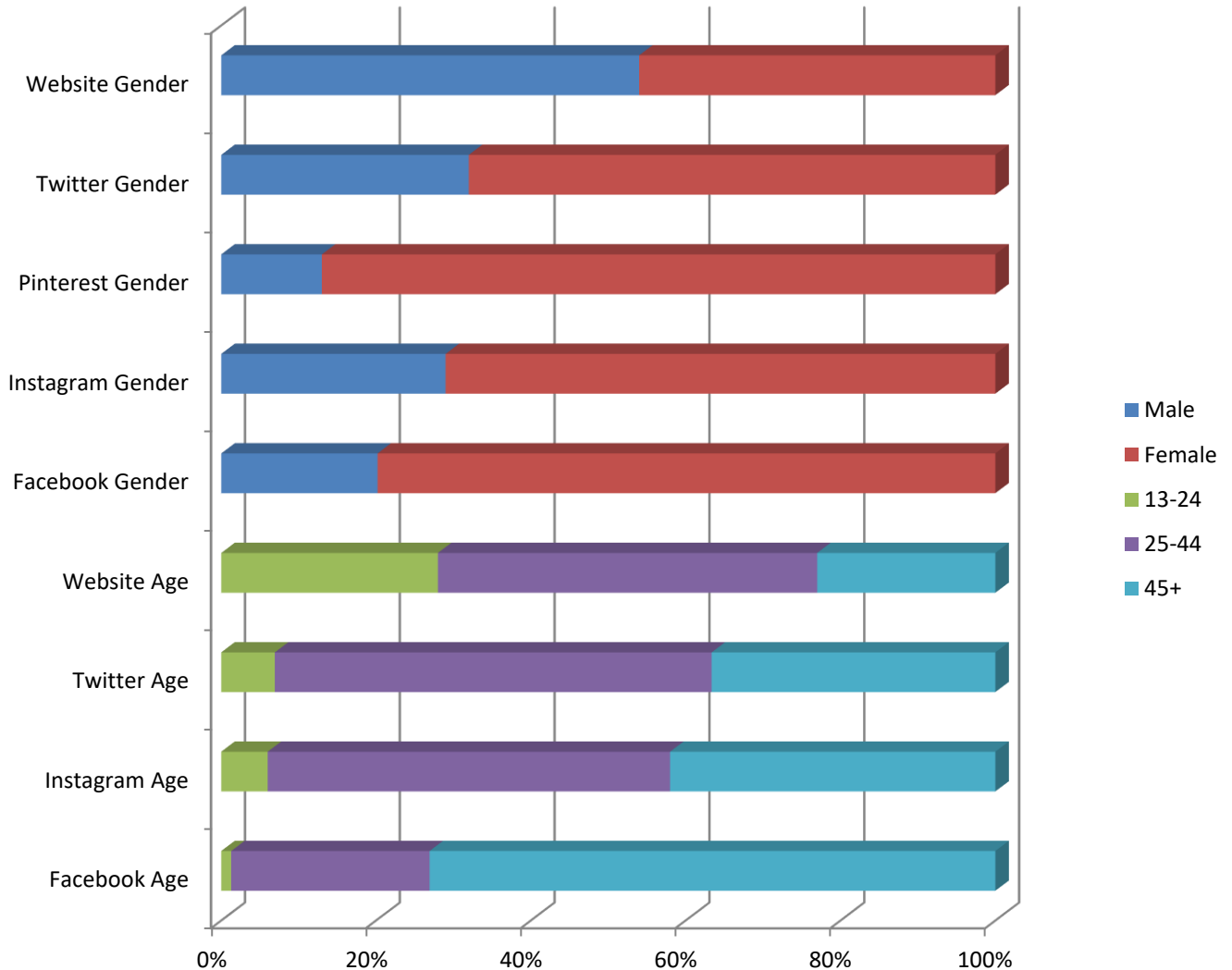
- There is a limit of four new blog posts per month
- Content subject to organization approval
- Customized options available



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***As a National Garden Bureau member, your company benefits from our community of 75,000 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 325,000 repins and 41,000 engaged followers. We have over 1.3m monthly viewers of our boards
- [Facebook](#) –26,000+ fans. Our posts feature garden tips and links/mentions to member companies.
- [Twitter](#) – Over 8,900 followers reading our NGB posts as well as sharing posts from other “Twitterers”.
- [Instagram](#) – Currently 11,600+ followers of our posts, stories and videos.
- [YouTube](#) – 7,300 subscribers to videos that originate with our blogs.