

About Urban Gardens



Urban Gardens, the award-winning and Webby-nominated green lifestyle and design blog, is the premier online resource for people 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 more than 30,000 readers, 1000 subscribers, and 10,000 combined Twitter and Facebook followers. Urban Gardens posts have been picked up by numerous blogs.

Robin's 30 years of design experience informs every product, trend, and story. Through this design lens, Urban Gardens explores the sustainable design and green lifestyle 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

- Between 29-30,000 unique visitors per month
- 55,000+ page views per month
- Geographically diverse readership representing every US state & 100+ countries
- Over 10,000 Twitter and Facebook followers who link to the blog
- 21,000 Facebook post views per month and growing
- 1300 email 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

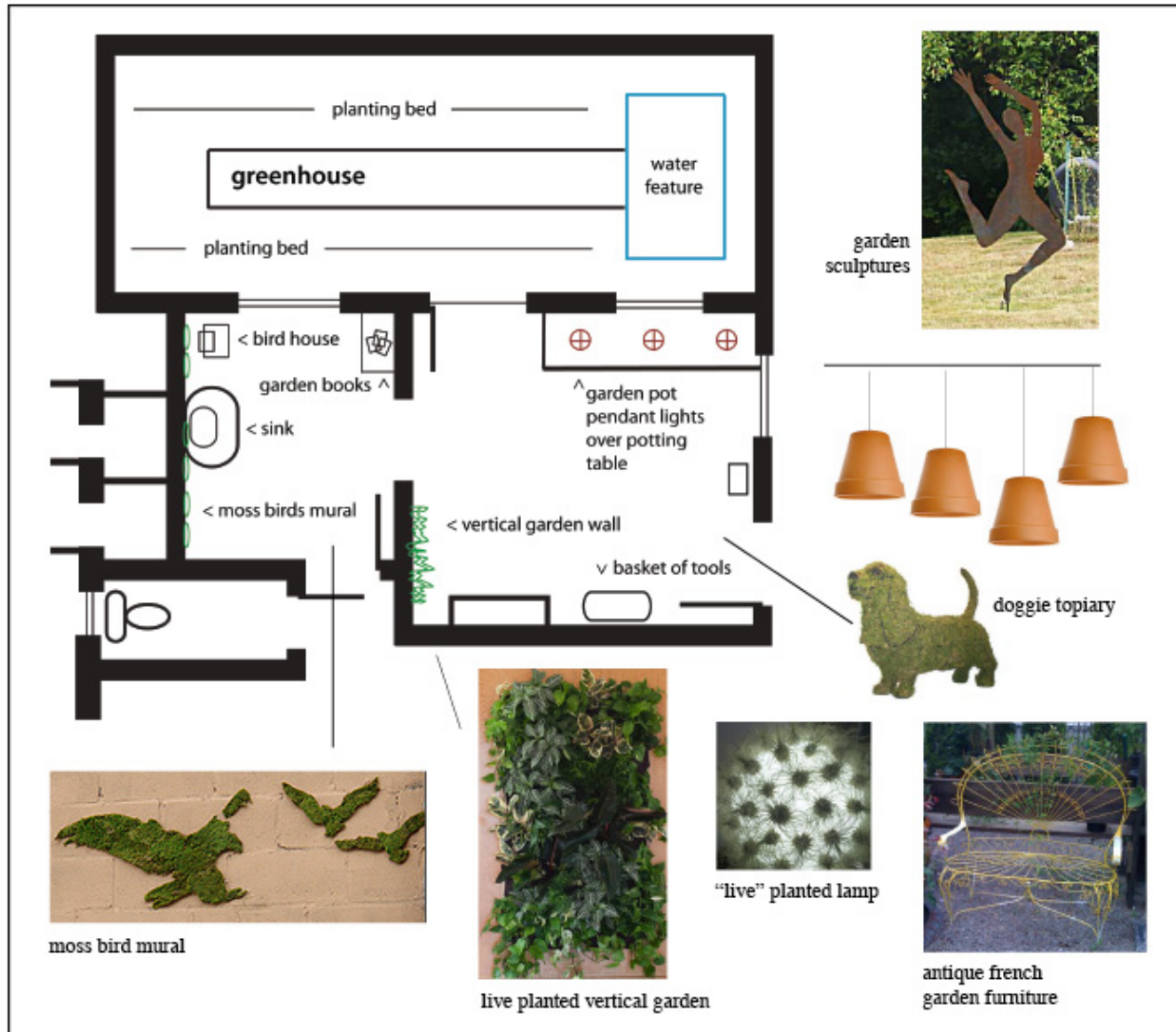
Design

- 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, including a pitchfork, a shovel, and a trowel, are hanging on the wall. There are also some potted plants and a small table in the foreground.

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 left is the logo "MOTHER EARTH NEWS THE ORIGINAL GUIDE TO LIVING WISELY". A search bar is located to the right of the logo. In the top right corner, there is a promotional banner for a "Chicken Coop" contest. Below the header is a navigation menu with categories like HOME, DO IT YOURSELF, RENEWABLE ENERGY, etc. 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". The post includes a date, tags, and a brief 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", "Health & Environment", etc. Below the form is a "Recent Posts" section and a sidebar with a "New from TV's CANDICE OLSON" advertisement.



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

är'ti-zən

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.

STYLE



Exterior Motives

Style and Function, bringing people outdoors

BY ROBIN HORTON

What's drawing people outdoors these days? Perhaps it's the rise of the "telecommuter," originally driven by the economic downturn, or the increasing number of individuals telecommuting from home, that has resulted in people investing more in creating outdoor living areas that extend the boundaries of their indoor spaces. Whether it's a need for respite from our virtual worlds or just a desire for time outdoors, it's no surprise that taking the indoors outside is becoming a bigger and bigger trend. People are creating outdoor spaces that function much like their indoor rooms. The outdoor living room has become a stylish place for lounging, dining, and entertaining, and even working.

CLEARLY STYLISH
The Pella Chair by Italian designer Paolo Soleri features an intricate web of modern style in modern polycarbonate.

THROWING CURVES
Some have seating and planters from Laura Beckman's Borneo Borneo incorporating into their design the organic, undulating curves of woven baskets and wicker.



GO CONFIGURE!
Modular pieces offer the possibility of many different seating configurations using a few select pieces whose arrangement can be changed depending on use. Consider investing in high quality, well designed modular furniture that will enable you to use it many different ways: from picnic, movie nights.

Urban Gardens is the publisher of *VENÜ Magazine*. Editorial Planning for *VENÜ Magazine* is coordinated with Urban Gardens. The small business grant from the design firm allowing design innovation and creativity through research and development. Urban Gardens provides *VENÜ Magazine* information, funded by the New York State Office of the Governor's Budget Office, as well as an International Creativity Award awarded through the New York State Office of the Governor's Budget Office. *VENÜ Magazine* is published by Urban Gardens Design, a design and creative firm that designs residential, commercial and public spaces, with a focus on the design of the built environment, creating a vibrant and healthy neighborhood.

HANGING OUT IN THE GARDEN
New fountains in Italian-style gardens are an outdoor garden's centerpiece. A modern take on the Louis XV style.



WEAVING OUR WAY OUT
Modern furniture designed with a focus on sustainability, offering a new look for modern gardens and an ideal contribution to creating an eclectic mix of the traditional and the contemporary.



DOUBLE AGENT DESIGNS
Many of us are taking the pleasures from our offices into our gardens. Multifunctional furniture may change the way we think about lighting and landscaping design.



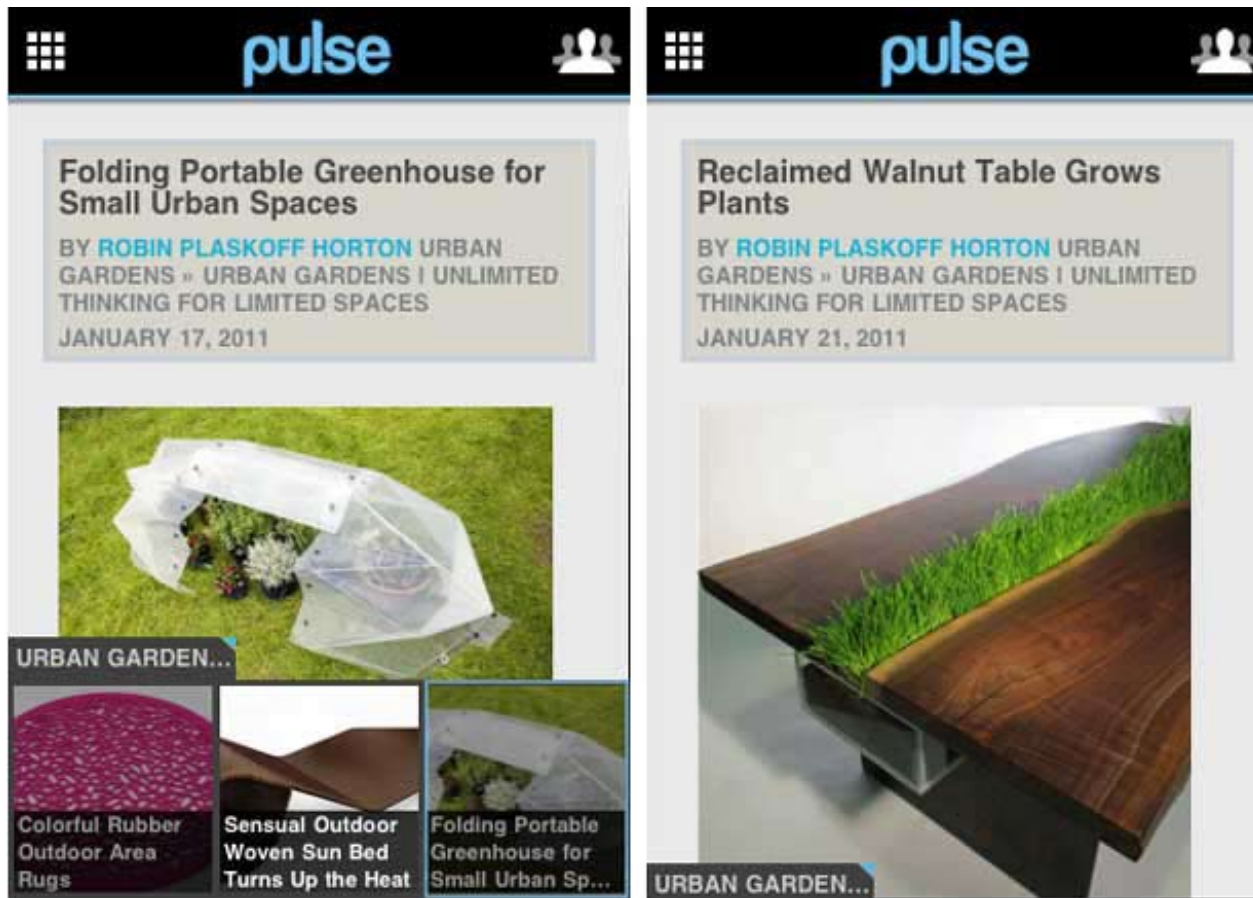
SEATING, HEATING AND COOKING ALL IN ONE
Urban Gardens' Fire Pit is a unique design that also incorporates an optional barbecue grill. According to the 2011 American Society of Landscape Architects (ASLA) Residential Trends Survey, today's homeowners want function, affordability, and style in their landscape design. They desire some of the same things being because they have outdoor light, hot food and a place to sit and enjoy it all.





For *VENÜ Magazine*, Urban Gardens writes a regular bi-monthly column, *Exterior Motives*, about green lifestyle and design trends.

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 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 contest announcement reads: "Win a Lechuza Self-Watering Container: Enter Our Think Outside the Planter Box Photo Contest! March 18, 2011". A photo of a leopard-print planter hanging from a wooden hanger is shown. Below the photo is the text: "Photo: AlwaysInspired via Flickr" and "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!".

To the right of the main content is a sidebar with various links and logos, including "subscribe for news, specials, & updates!", "grow with us on Facebook!", "REACH 30,000+ LOYAL READERS", "ADVERTISE ON URBAN GARDENS", "DOWNLOAD OUR MEDIA KIT", "garden design", "Container Gardening", "Herb Gardens", "Hydroponics", "No-Dig Gardening", "Rain Gardens", "Raised Beds", "Rooftop Gardens", "Shade Gardening", "Sky Planters", "Square-Foot Gardening", "Terrariums", "Window Boxes", "great finds", "Apparel", "Books", "Bulbs and Plants", "Containers and Pots", "Decks, Patios, & Paths", "Food & Entertaining", "Furniture", "Garden Art", "Garden Software", "Heating & Cooling", "Lighting", "Privacy: Walls & Screens", "Shade", "Water", "green & sustainable", "Birds, Bees, and Butterflies", "Community Gardens", "Composting", "Edible Landscaping", "Green Gadgets", "Green Roofs", "Green Walls", "Irrigation", "Permaculture", "Reclaimed & D...", "CREATIVITY 39 MEDIA PLATINUM", "Garden Writers Association", "Social Media Expert", and "AMERICA'S MOST Desperate LANDSCAPE".

At the bottom left, there is a detailed advertisement for the Lechuza Diamante container. It features an image of the container and its components. The text reads: "Enter our photo contest for chance to win this Lechuza Diamante container with sub-irrigation system!". Below the image, it says "The Sub-Irrigation System:" and shows a diagram of a plant in the container with labels: "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.

- **Major 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 10,000+ dedicated Twitter and Facebook 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 30,000 *targeted readers* per month and over 10,000 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!

Full-Width Between-Post
Horizontal Banner (614x76) >



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

< Right Sidebar Rectangle (160x320)

< Right Sidebar Square (160x160)

< Large Rectangle (320x280)

< Skyscraper (160x600)



Benefits

- Engage our loyal readers in a dedicated post featuring your business and products as part of our editorial content. Links to your site.
- 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 fans on *Twitter* and *Facebook*.

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 and have your brand featured and mentioned whenever Urban Gardens is mentioned, as well as on *Twitter* and *Facebook*.



Twitter Klout

Urban Gardens is an influencer:
With a Klout rating of 56,
Urban Gardens is a “specialist.”

What is Klout?

Within our area of expertise, our
opinion is considered second to none.
Our content is focused around a specific
topic and industry with a focused,
highly-engaged audience.

Social Media Bonus!

We love our sponsors! We will promote your business to our **over 10,000** dedicated **Twitter** and **Facebook** 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. We're excited to talk to you 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!

robin@urbangardensweb.com

203-698-2630