

# HOMEgarden D I R E C T O R Y



## Market Exposure

### We're Branching Out to Bring New Customers to You.

Home Garden Directory will be promoted through diverse media. You'll see us on targeted design savvy websites, in popular home, garden and design magazines, and we'll be creating quite a stir through Social Media!

Our viewers are affluent and sophisticated consumers who are interested in home design and decor, gardens and outdoor entertaining, food, wine and travel.

#### PROMOTIONAL ACTIVITY

Advertising Medium	Markets	Timing
<b>ONLINE</b>		
Western Living	BC, AB, SK, MB	December
Home & Living Magazine	BC, Vancouver Island	December - June
Avenue E-Newsletter	Calgary	January
Calgary Herald Online	Calgary & Southern AB	March
Postmedia	Calgary & Southern AB	May
<b>PRINT</b>		
Gardens West Magazine	BC, AB, SK	Jan / Feb / Mar / May / June
Avenue Magazine	AB	February
<b>SOCIAL MEDIA</b>		
Facebook Ads	BC, AB	Jan / Feb / Mar
Google Ads	BC, AB	Jan / Feb / Mar
Facebook Business Page	facebook/homegardendirectory.com	
LinkedIn	find us on LinkedIn.	

#### Reach

Through our advertising campaigns we reach over 500,000 home and garden enthusiasts each month, who are actively researching, planning, and buying (sourcing) for their home and garden needs.

#### Bringing New Customers to You

At Home Garden Directory we take New Customer Growth seriously, which is why we take our promotional activity seriously as well. Our goal is to drive new customers to YOUR website and/or business via our unique online resource.

Reach

500,000

Home and Garden Enthusiasts

Connect  
With New Customers

Growing  
Your Business  
- Together -

