

# MEDIA DECK 2020





# LOVE PEOPLE LOVE PLANTS

Our tribe brings together a community of nature lovers, creatives, crafters and scientists to share their passion and projects.

Our platform curates and publishes our cumulative knowledge and experience, and supports those creators making a living in the industry.

# BY THE NUMBERS

---

**25k+**

Monthly Users

**35k+**

Monthly Pageviews



**175k+**

Monthly Viewers



**100+**

Group Members



**150+**

Email Subscribers



**46%**

U.S Readership



**15%**

UK Readership

**41%** **59%**

Male Female

AGE GROUPS

**30%**

18-24

**48%**

25-34

**9%**

35-44

**13%**

45-54

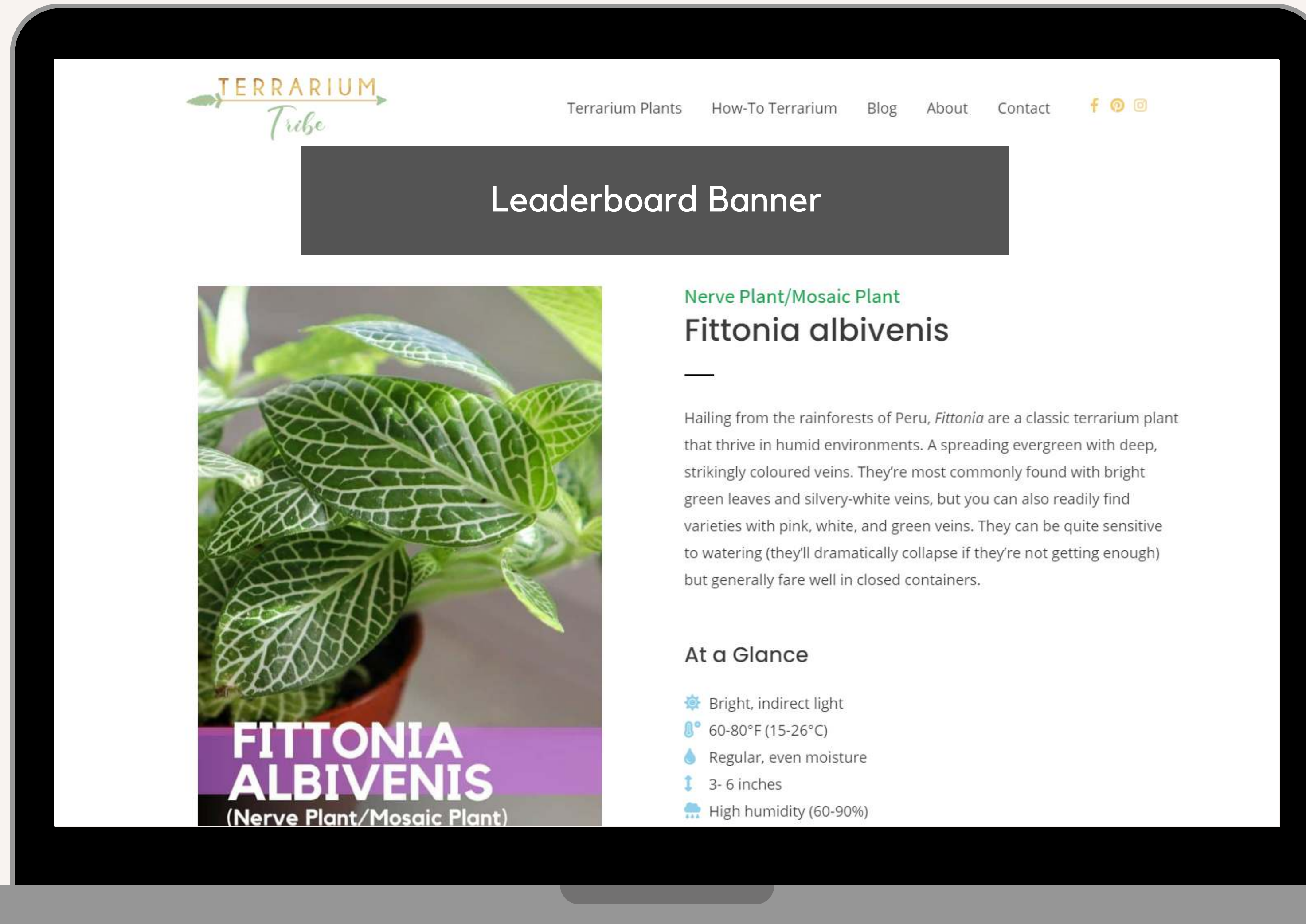




# ADVERTISING OPPORTUNITIES

---

# BANNER AD EXAMPLE #1



The image shows a laptop screen displaying a website banner for a terrarium plant. The website header includes the logo "TERRARIUM Tribe" and navigation links: "Terrarium Plants", "How-To Terrarium", "Blog", "About", and "Contact". Social media icons for Facebook, Pinterest, and Instagram are also present.

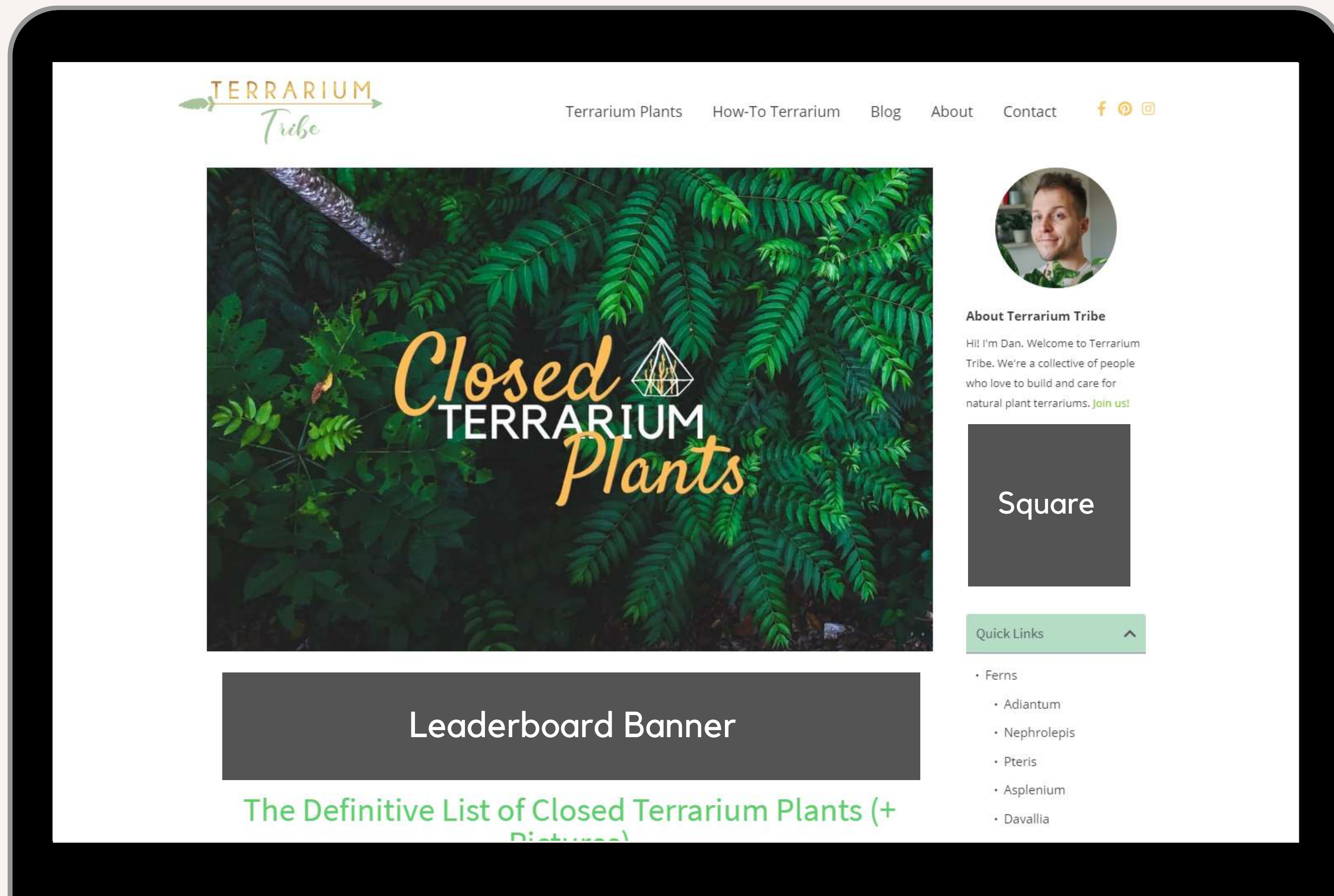
The banner itself features a dark grey header with the text "Leaderboard Banner". Below this is a large image of a Fittonia albivenis plant with prominent white veins on its green leaves. A purple overlay at the bottom of the image contains the text "FITTONIA ALBIVENIS (Nerve Plant/Mosaic Plant)".

To the right of the image, the text reads "Nerve Plant/Mosaic Plant" in green, followed by "Fittonia albivenis" in bold black. A horizontal line separates this from a paragraph of text: "Hailing from the rainforests of Peru, *Fittonia* are a classic terrarium plant that thrive in humid environments. A spreading evergreen with deep, strikingly coloured veins. They're most commonly found with bright green leaves and silvery-white veins, but you can also readily find varieties with pink, white, and green veins. They can be quite sensitive to watering (they'll dramatically collapse if they're not getting enough) but generally fare well in closed containers."

Below the paragraph is a section titled "At a Glance" with a list of care instructions, each preceded by a small icon:

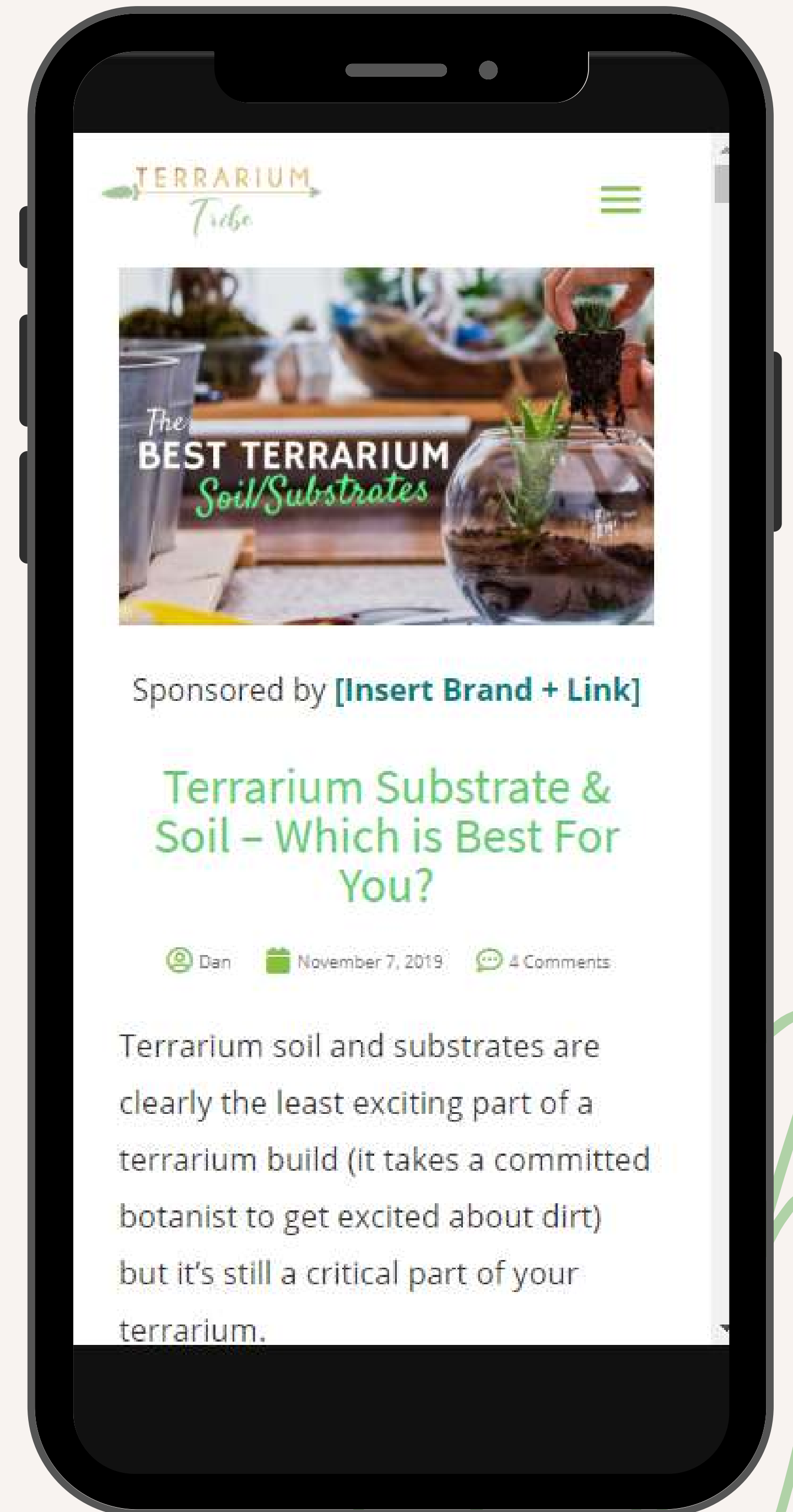
- Bright, indirect light
- 60-80°F (15-26°C)
- Regular, even moisture
- 3- 6 inches
- High humidity (60-90%)

# BANNER AD EXAMPLE #2



# SPONSORED ARTICLE

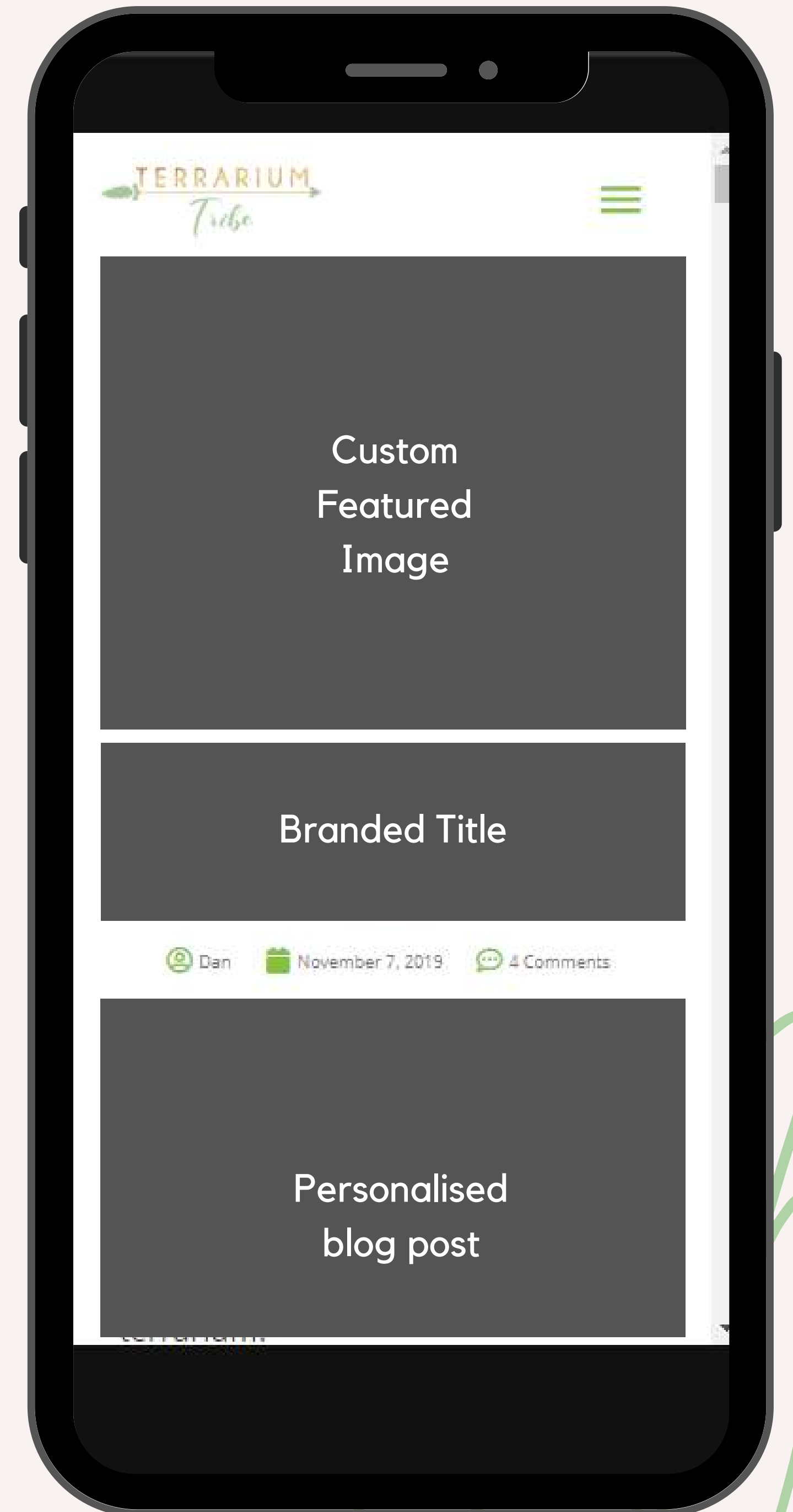
- Brand sponsored byline
- Promoted on all relevant social media channels
- Article featured on homepage for 1 week
- Promoted on 1 monthly newsletter



# ADVERTORIAL

---

- Editorial highlighting your brand, products and message
- Promoted on all relevant social media channels
- Article featured on homepage for 1 week
- Promoted on 1 monthly newsletter





# PRODUCT PLACEMENT

---

- \* For those based in - or can ship to - the UK
- Inclusion of your products in a how-to blog post or video
- Content promoted on all relevant social media channels
- Article featured on homepage for 1 week
- Promoted on 1 monthly newsletter



# SPONSORED EMAIL

---

- Dedicated email or newsletter addition
- Your offer will be sent out to the full email list

\*With the email list and Facebook group still in their infancy, they're not available as standalone packages - but they make a great supplement to an Advertorial or Banner Ad combination.



# ADVERTISING DEALS

---

The Terrarium Tribe website, email list and social media channels are all in a period of rapid growth. So, in 2020, potential deals and opportunities are ever evolving with us.

The above advertising opportunities are all examples, but in reality we're very flexible with custom arrangements and combinations.

Let's talk!

*Thank you!*

dan@terrariumtribe.com

TERRARIUM  
*Tribe*