

DavesGarden.com

Davesgarden.com is the largest community site on the web for knowledgeable, passionate gardeners.

Build your brand by engaging with our audience of avid, mainly female gardeners and sell your products to people who make gardening purchases year-round.



DavesGarden.com Statistics

Site Traffic

- Monthly Visitors: 3.32 million
- Monthly Unique Visitors: 2.19 million
- Monthly Pageviews: 14.17 million
- 465,518+ Registered Members

Source: Google Analytics, May 2009

Audience Profile

- 78% Female, 22% Male
- 91% US residents
- 93% of is 35 and older
- Hobbies our audience is interested in:
 - Reading - 62%
 - Cooking - 54%
 - Arts & Crafts - 50%
 - Photography - 45%

Income and Spending

- 18% spend over \$1,000 per year on gardening supplies and services
- 23% earn at least \$50k per year, 14% earn over \$100k per year
- The audience plans on buying within the next 12 months:
 - Bagged Soil Mix - 83%
 - Plant Seeds - 76%
 - Fertilizer - 66%
 - Planters/Pots - 64%
 - Gardening Tools - 47%
- 38% purchase their plants and seeds via mail order (online or phone)
- 42% click on the ads seen on Dave's Garden
- 55% would be influenced if coupons/discounts were offered



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Contact us for more information and to plan your campaign!
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