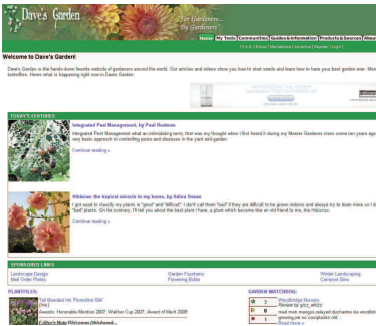


# The NameMedia Home and Garden Channel:

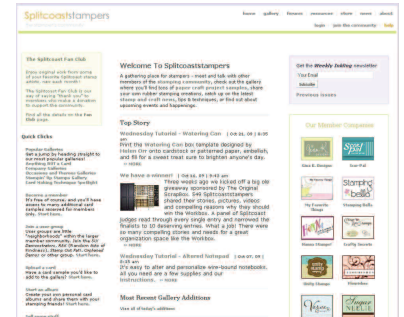
▶ davesgarden.com



▶ craftster.org



▶ splitcoaststampers.com



## A prime channel to offer services and products to women

Enthusiasts for both indoor and outdoor home projects, comprise over one million unique visitors who come to our Home and Garden Channel each month. They visit our sites to find how-to tips, support and advice for their concerns and challenges, to share videos and photos of their projects, and to enjoy an online community of like-minded users.

Use this channel to reach do-it-yourself types, people who enjoy their yards, and especially women who love to nurture plants, pets, and children. Ads geared to women and home life do particularly well in this channel, including items such as jewelry, flowers and seeds, fabrics, pet supplies, child care and education services, home improvement products, and arts and crafts supplies.

## Reach and Activity

- Monthly Visitors: 6,756,815
- Monthly Unique Visitors: 3,386,030
- Monthly Pageviews: 61,153,523

Source: Google Analytics

## Demographics

- Gender: Overwhelmingly female
- Ages: Median Age 35-44
  - DavesGarden.com - 93% ages 35+
  - Craftster.org - 75% ages 18-34
  - SplitCoastStampers.com - 82% ages 25-54



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# 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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# Craftster.org

Craftster.org is an online community for fans of crafting and do-it-yourself projects with a uniquely hip, fresh, modern sensibility.

The \$31 billion crafting industry<sup>1</sup> is booming<sup>2</sup> and Craftster.org is at the forefront of the cutting-edge, young, female do-it-yourself niche of this market. Craftster has been written about in *People StyleWatch Magazine*, *TIME Magazine*, *The London Guardian*, *The New York Times Magazine*, *USA Today* and *Wired Blog Network*.

1. Source: The Craft and Hobby Association

2. Source: MultiChannel Merchant

## Craftster.org Statistics

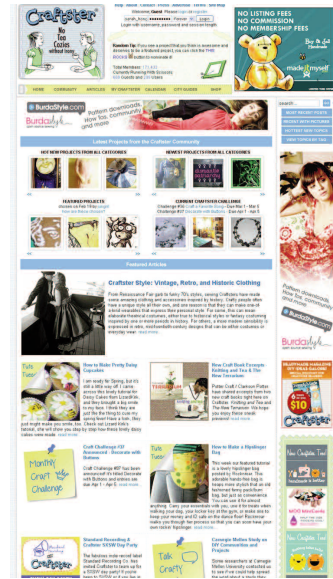
### Site Traffic

- Monthly Visitors: 1.2 million<sup>3</sup>
- Monthly Unique Visitors: 674,829<sup>3</sup>
- Monthly Pageviews: 8.46 million<sup>3</sup>
- Time Spent on Site: 7:08 minutes<sup>3</sup>
- 168,359 Registered Members
- Avg Posts Per Day: 1,661

3. Source: Google Analytics, January 2009

### Audience Profile

- 96% Female and 4% Male
- 75% are between the ages of 18–34
- 44% College Graduate or more
- 70% are located in the US
- 53% visit Craftster.org 7 days a week



### Income and Spending

- 18% earn at least \$50k per year and 12% earn over \$100k per year
- 80% clicked on an ad on Craftster.org and as a result 23% have purchased the product/service
- 54% are influenced by comments/postings seen on Craftster.org

**THEN: TIME Magazine, March 2005:**

“That creative urge has found expression all over the Internet, where hundreds of websites and blogs allow crafty gals and even some guys to find comrades and get tips on how to turn a pillowcase into a skirt or how to sew felt on a blouse. Craftster.org, which Kramer founded a year ago, has more than 20,000 registered members and attracts 250,000 visitors a month.”

**NOW: Craftster.org, March 2008: 135,000 registered members and nearly a million visitors a month!**



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# Splitcoaststampers.com

Online since 2003, Splitcoaststampers.com is the only site papercrafters need for inspiration. Over 500,000 unique visitors each month come to learn the latest techniques from the industry's most talented instructors, to share their talents with others, to talk about trends and materials, and to find the inspiration to continue creating beautiful cards, scrapbooks and hand-crafted gifts.



## Splitcoaststampers.com Statistics

### Site Traffic

- Monthly Visitors: 2,238,727<sup>1</sup>
- Monthly Unique Visitors: 523,545<sup>1</sup>
- Monthly Pageviews: 38,527,151<sup>1</sup>
- Average Pageviews: 17.21<sup>1</sup>
- Average Time on Site: 11:28 minutes<sup>1</sup>
- Registered Members: 211,163
- Monthly Posts: 662,583

1. Source: Google Analytics- January 2009

### Income and Spending

- 80% spend over \$500 annually on paper crafts and 46% spend over \$1000 annually.
- 64% have made purchases as a result of advertising on Splitcoaststampers.com - a 17% increase since 2008
- 44% with HHI over \$80k per year
- 65% with HHI over \$60k per year

Source: Splitcoaststampers.com User Survey

### Audience Profile

- 99.5% Female<sup>2</sup>
- 82% age 25-54<sup>2</sup>
- 92% reside in North America<sup>2</sup>
- 85% engage in card making activities at least once per week<sup>2</sup>
- 67% also enjoy scrapbooking<sup>2</sup>
- 52% visit at least once a day and 48% visit more than once a day<sup>3</sup>
- 67% consider Splitcoaststampers as their exclusive craft destination<sup>2</sup>
- 79% of our users learn about new companies through online advertising<sup>2</sup>

2. Source: Splitcoaststampers.com User Survey

3. Source: Google Analytics - February 2009



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