

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

20k+

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. A dark grey banner at the top of the page reads "Leaderboard Banner". Below this, on the left, is a photograph of a Fittonia albivenis plant with a purple overlay at the bottom containing 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. A short paragraph describes the plant's characteristics and care requirements. Below this, a section titled "At a Glance" lists care instructions with icons: a sun for "Bright, indirect light", a thermometer for "60-80°F (15-26°C)", a water drop for "Regular, even moisture", a vertical double-headed arrow for "3- 6 inches", and a cloud with rain for "High humidity (60-90%)".

TERRARIUM
Tribe

Terrarium Plants How-To Terrarium Blog About Contact f p i

Leaderboard Banner

FITTONIA ALBIVENIS
(Nerve Plant/Mosaic Plant)

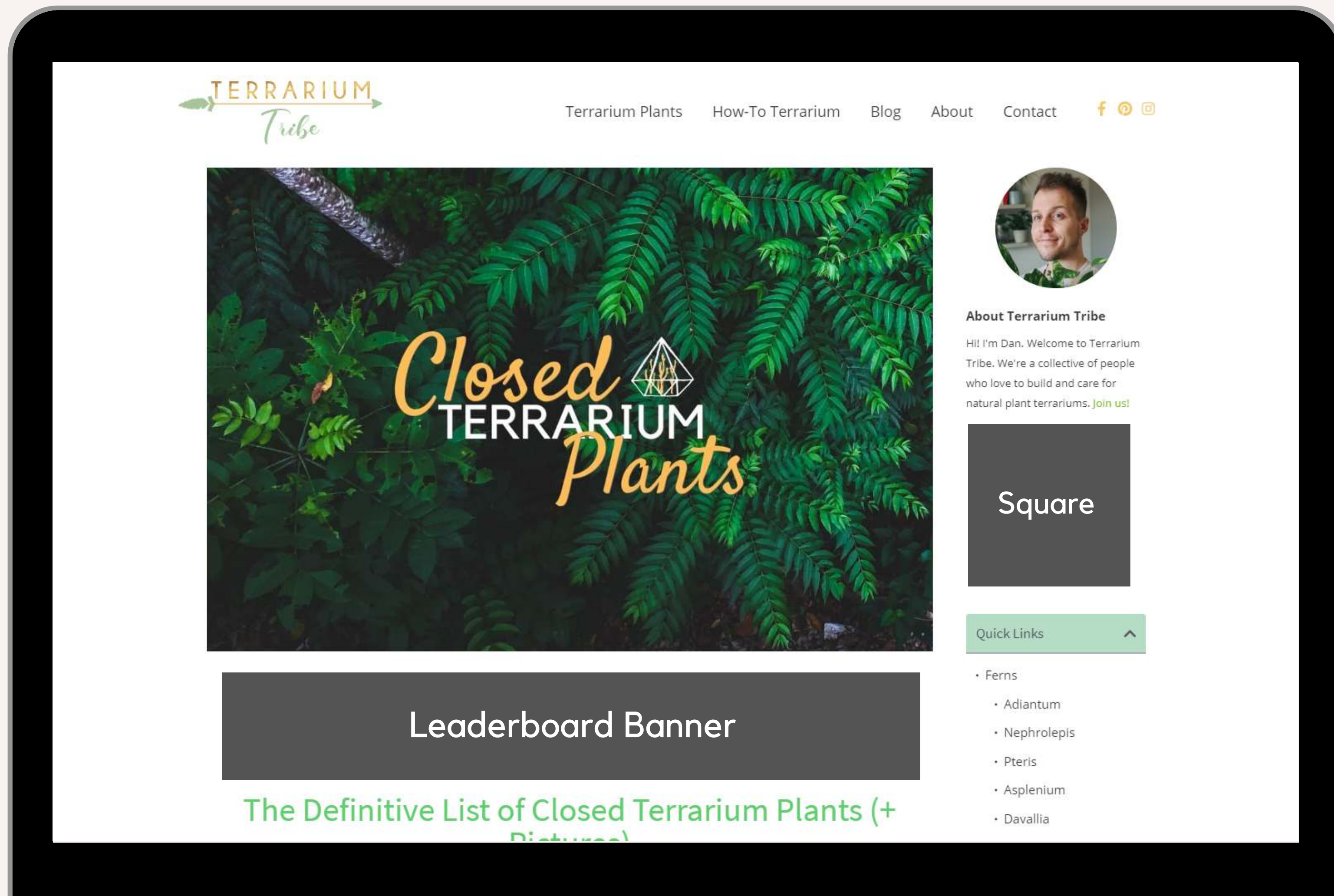
Nerve Plant/Mosaic Plant
Fittonia albivenis

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.

At a Glance

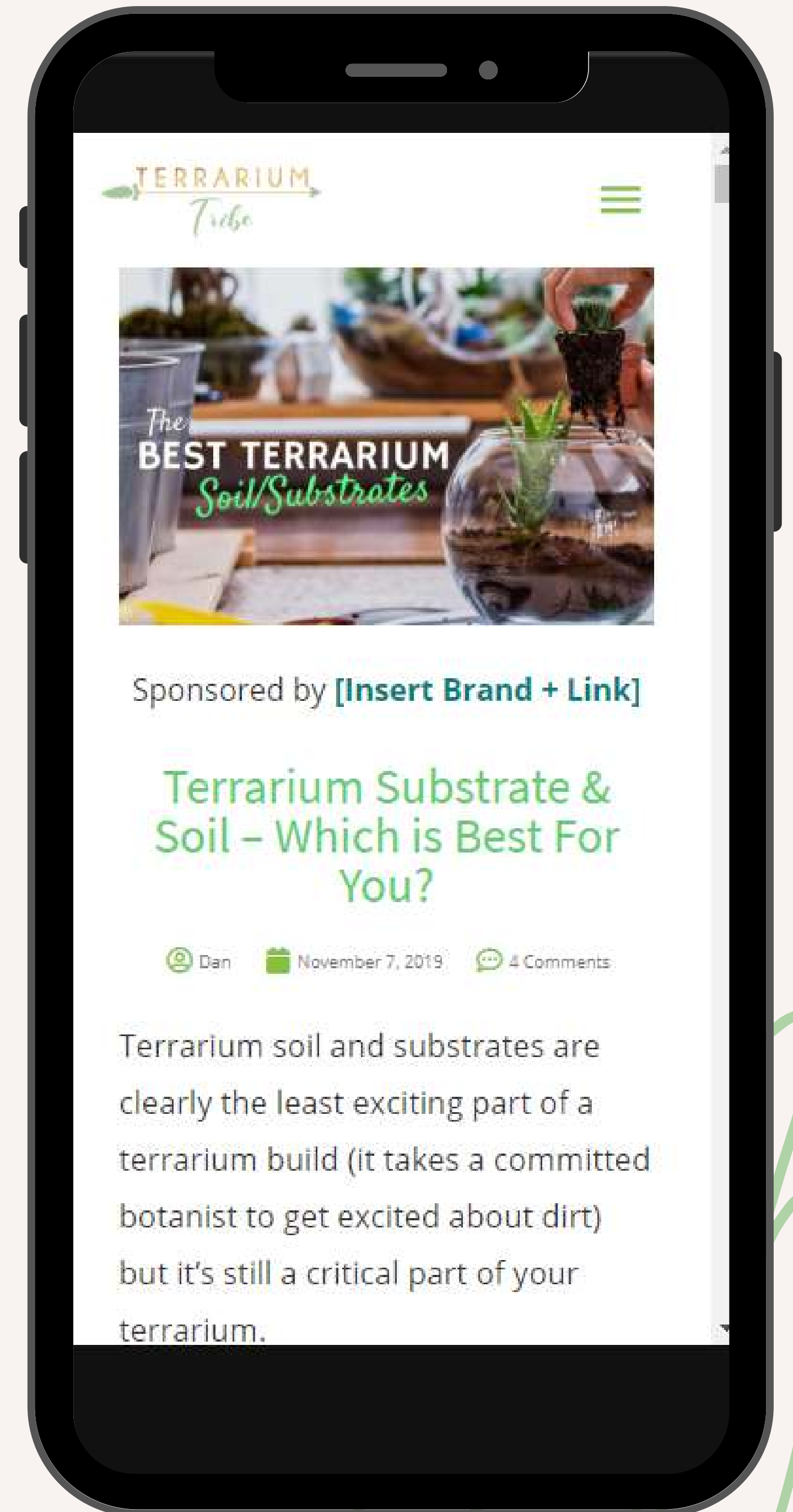
- ☀️ Bright, indirect light
- 🌡️ 60-80°F (15-26°C)
- 💧 Regular, even moisture
- 📏 3- 6 inches
- ☁️ High humidity (60-90%)

BANNER AD EXAMPLE #2



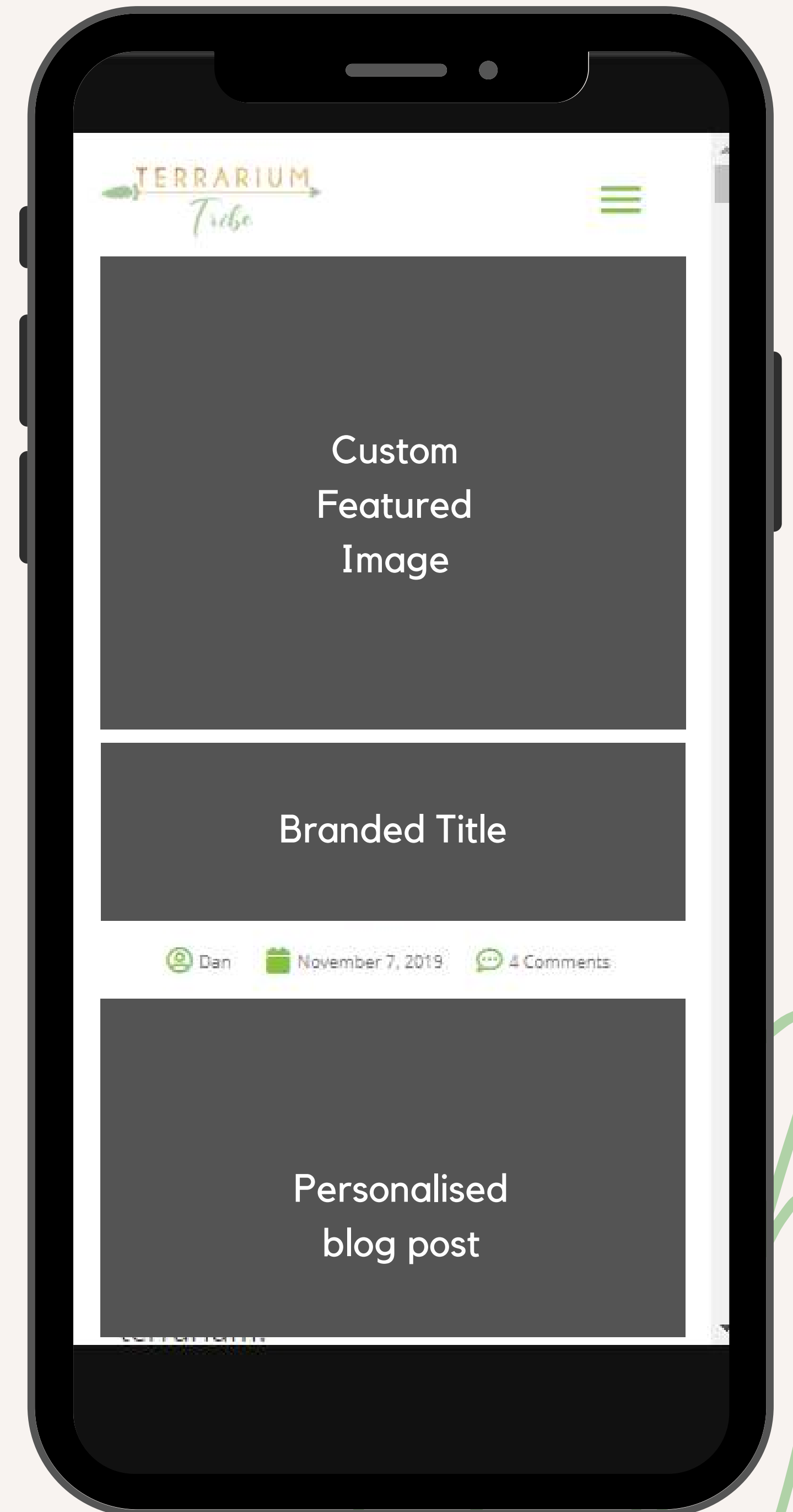
SPONSORED ARTICLE

- 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!



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