

LawnWorld 

media **2014** kit

about us

LawnWorld is a leading online lawn care & equipment portal featuring high quality editorial content, product guides, industry news, and a popular online discussion forum community.

With a focus on user-generated content, **LawnWorld** attracts buyers and owners of outdoor power equipment, lawn care products, and home and garden essentials. Reader reviews, real world experiences, and general lawn care knowledgeable help readers navigate the often tricky process of buying equipment, or maintaining their lawns.

With a total audience of more than 1 million readers in 2013, **LawnWorld** is the second-largest lawn care portal online. **LawnWorld** content extends over many platforms, including web and mobile sites, and iPhone/iPad/Android apps.

More Than
1
MILLION
READERS
In 2013



Forums

Product Guide

Industry News

Learning Center



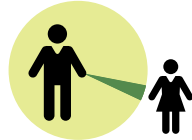
To advertise visit www.lawnworld.com/advertising
call (888) 545-6220 or email advertising@lawnworld.com



audience & demographics



100,000
AVERAGE MONTHLY
UNIQUE USERS



**98% MALE/
2% FEMALE**



**MEDIAN AGE
58**



**MEDIAN HHI
\$68K**



35,000
REGISTERED
MEMBERS



10,000
PHOTOS



9,000
PRODUCTS



92%
UNDER 2 ACRES

Purchased Powers

Within 6 Months **28.1%**
Within 1-2 Years **25.7%**
3 or More Years **46.2%**

Mower Cost

Under \$1,000 **39.5%**
\$1,000+ **60.5%**
\$3,000+ **32.6%**
\$7,500+ **12.3%**

Primary Equipment Type

Residential Walk-Behind **21.1%**
Commercial Walk-Behind **4.7%**
Riding Mower (Lawn Tractor) **37.9%**
Large Riding Mower **25.1%**
(Garden Tractor)
Zero-Turn Mower (ZTR) **22.1%**
Compact Tractor **7.1%**

Property Size

.5 Acre or Less **24%**
.5-1 Acre **16.9%**
1-5 Acres **28.3%**
5+ Acres **30.8%**

Other Equipment Ownership

Chainsaw **83.9%**
String Trimmer **90.8%**
Snowblower **38.6%**
Garden Tools **91.4%**
Power Tools **93.5%**

Gardening

Flower Garden **48.4%**
Food Garden **51%**

Audience

2013 Totals

Unique Visitors **1.1 million**
Page Views **4.6 Million**
Average Time on Site **2:54**
Average Pages Per Visit **3.30**
Newsletter Subscribers **150,000**

(Source: Google Analytics)



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marketing solutions

Banner Ads

High impact graphical and animated banners give your company a commanding presence on the pages of LawnWorld.

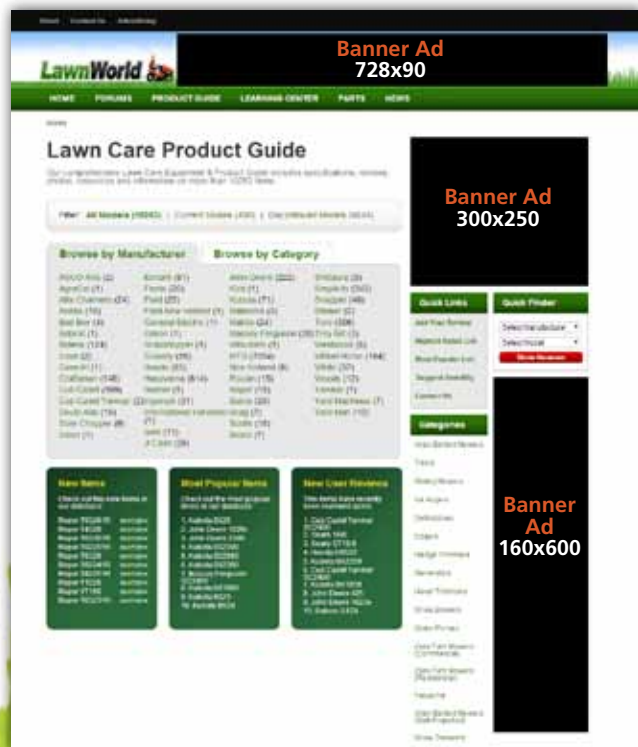
POSITION	SIZE	COST
Top of page	728x90	\$7 CPM
Right side	160x600	\$9 CPM
Mid-page	300x250	\$9 CPM

Run of Site:

- 25,000 impressions/mo
- 50,000 impressions/mo
- 100,000 impressions/mo
- 250,000 impressions/mo

Formats: GIF, JPG, Flash, or 3rd Party Ad Delivery

Banner ads are rotated evenly throughout all sections of LawnWorld.



E-Mail Marketing

Newsletter Ad

LawnWorld's e-mail newsletter is a popular monthly equipment and lawn care publication, with an audience size of 30,000 subscribers. Companies can reach this audience by purchasing a Featured Product ad. These ads are very popular with our readers and generate a high click-through rate.

Included With This Ad:

- Headline (up to 65 characters)
- Description (up to 450 characters)
- Click-through link
- 110x110 pixel image (logo or photo)

Cost: \$295 per insertion



E-Mail Blast

The sponsored e-mail blast gives you direct access to LawnWorld's large membership base. With more than 30,000 opt-in e-mail addresses, this e-mail blast will drive thousands of click directly to your website in a matter of days. A large editorial content section is perfect for new product announcements, financing specials, or lifestyle articles.



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