



8 great reasons why your products should be in

Home, Garden and Homestead The Media Guide to Smart Modern Living



1. Top media outlets will receive information about your company's products.

Home, Garden and Homestead is sent to top news, feature and lifestyle editors and writers at websites, newspapers, magazines, TV stations, radio stations and news services. These editors and writers are encouraged to use the information contained in *Home, Garden and Homestead* in stories about gardening, home improvement, natural living, homesteading, organic and natural products and other sustainable living topics.

Because *Home, Garden and Homestead* is published in electronic form as a media resource guide to the growing marketplace for products that enhance natural and independent living, editors and writers will continue to refer to it for a full six months—until a newly revised edition of *Home, Garden and Homestead* is released.

2. Media people receive *Home, Garden and Homestead* at their own email addresses.

Using the Schultz Communications proprietary media database, the content of *Home, Garden and Homestead* is emailed directly to the specific media writers, editors, bloggers, show producers and media hosts who are interested in homes, gardens, independent living, natural health and homesteading. In addition, follow-up emails are sent to our media list with links to the www.homegardenandhomestead.com website, where all the content of the Guide is posted in an easy-to-find format. The highly targeted media people on our proprietary distribution list can then disseminate information about your company's products to literally *millions* of interested consumers.

3. *Home, Garden and Homestead* is an exceptional value.

By design, *Home, Garden and Homestead* is a cooperative project that enables many companies to share the cost of a major public relations and marketing campaign. Because

HG&H is a comprehensive guide to the best sustainable living products, top editors and writers are more likely to use the information. These top media influencers frequently run “round-up” stories on a particular type of product or service, and they are always looking for topics for feature stories.

For a fraction of the cost of a small ad in a national magazine, your company’s product listing in **Home, Garden and Homestead** has the potential to be include in the editorial (not advertising) section of hundreds of the nation’s largest circulation publications and websites.

4. We also make follow-up contacts.

After the initial distribution blitz for **Home, Garden and Homestead**, we make follow-up contacts to key editors and writers to make sure they have read the content of **Home, Garden and Homestead**. We track the editorial calendars of key media outlets so we can suggest that they include your products in any upcoming stories.

This follow-up contact increases the likelihood that the information found in your **HG&H** listing will be used in media stories.

5. Each category is redistributed to the media.

To ensure that media editors and writers used the information in your company’s listing, we re-release individual sections from **Home, Garden and Homestead** in the months following its initial release. This additional distribution will result in more stories on websites, over-the-air media and in printed publications.

6. Interested consumers can visit www.homegardenandhomestead.com, too.

Home, Garden and Homestead is designed primarily as the Media Resource Guide to Smart Modern living, but we also promote the website as a destination for consumers to find the latest information about sustainable living. By making the content of **HG&H** available directly to consumers who are interested in enhancing their home, garden and homestead lifestyles, we give your Guide listing a bonus audience.

7. You select the category that’s right for your product.

The text and color photo of your company’s product will appear under the classification you select. Classifications include (but are not limited to):

Featured Stories

New Vegetable Varieties

Outdoor Apparel, Shoes and Gloves

Natural Cleaning Products

D.I.Y. Products

Household Products

Perennials and Annuals

Power Tools and Equipment

(continued on next page)

Categories (continued)

Greenhouses and Coldframes

Garden Tools and Accessories

Birds and Bird Feeding

Energy Conservation

Food Canning and Preservation

Wildlife Control

Natural Fertilizers

And more!

Natural Pet Products

Trees and Shrubs

Natural Personal Care

Water Conservation

Chickens and Poultry

Natural Pest Controls

Outdoor Living

You may select any classification which best describes your product or service. If none of the existing categories adequately describes your company's products or services, we may be able to create a new category for your listing.

8. Only five listings are accepted per category.

Home, Garden and Homestead is a valuable publicity tool because it enables participating products to stand out as category leaders.

We only accept five listings per classification. The reason is simple: from previous experience we know that a typical media story can only include approximately five items because of space considerations. If, for example, the garden writer for the *Chicago Tribune* were to run a story about organic insect control, we want all five of the products listed in that category to be included in that story.

Space in the next edition of *Home, Garden and Homestead* is limited and the deadline is fast approaching. Fill out the Reservation Agreement and send it in with your payment today. Don't miss this opportunity to be featured in *Home, Garden and Homestead: The Media Guide to Smart Modern Living*.

We write the story. We distribute it to the media. It couldn't be easier.

About Schultz Communications

Schultz Communications is a full-service marketing, public relations and advertising agency that has specialized in serving home, garden and lifestyle companies since 1990. Visit our website at www.schultzpr.com, email us at info@schultzpr.com or call us at 505-822-8222.