

# Frequently Asked Questions about **Home, Garden and Homestead**

## *The Media Guide to Smart Modern Living*

### **What is a media resource guide?**

Think of it as a giant, cooperative news release. *Home, Garden and Homestead* is the only media guide that includes all kinds of home, garden and home improvement information.

Editors and writers love having access to lots of information in one place, and that's exactly what [www.homegardenandhomestead.com](http://www.homegardenandhomestead.com) provides.

We love the concept of a media resource guide, and it's not new to Schultz Communications. Back in the 1990s, we published 11 editions of *The Consumer's Guide to Planet Earth*, which was also a media resource guide. Back then, eco-friendly products were just being introduced, and we anticipated the need for a directory of environmentally friendly products that the media could use.

*The Consumer's Guide to Planet Earth* was very popular and successful during that first wave of eco-friendly products, and it generated media coverage in USA Today, Washington Post, The Today Show (NBC TV), Good Housekeeping, Los Angeles Times, Good Morning America (ABC-TV), and hundreds more media outlets.

Our experience with *The Consumer's Guide to Planet Earth* morphed into our company focus on home, garden and related products.

### **What clients has Schultz Communications represented?**

Our PR, advertising and marketing clients have included EarthBox, Mantis, Wingscapes, The Greenhouse Catalog, Summit Responsible Solutions, The Direct Gardening Association, NatureHills.com, Wood Prairie Farm, Natural Industries, Trout Lake Farm, Logee's, Dixondale Farms, and many, many more.

### **What gets posted on *HomeGardenandHomestead.com*?**

When you buy a story space in *Home, Garden and Homestead*, your story will appear on [www.HomeGardenandHomestead.com](http://www.HomeGardenandHomestead.com) in the appropriate category. All of the content will be available online for media to use. We'll post both the text and JPEG files of the photos for easy downloading.

Not only will media people use the website, but we also encourage interested consumers to visit the site, too. That way, they can get the info from **HG&H** directly and click on the product links that interest them.

**Do I have to write my own story?**

No. Our staff of professional writers will write your story. All you have to do is give us the information, and we will craft it into Associated Press style. That way, your story is ready to be dropped into newspapers, magazines, blogs, etc. without needing any additional rewriting by media people.

We're sticklers about using newspaper style throughout *Home, Garden and Homestead*, because we know that it greatly increases your results.

**What media outlets will receive *Home, Garden and Homestead*?**

*Home, Garden and Homestead* is distributed to virtually every major media outlet, editor and writer who is interested in homes, gardens, do-it-yourself projects, natural products and sustainable living. Our proprietary media list includes nearly 2,000 editors, writers, producers, bloggers, radio show hosts, etc. at every conceivable media. This list includes everything from Mother Earth News and the Chicago Tribune to the Wall Street Journal and Martha Stewart Living. In addition, we will distribute announcement news releases to all major media via an electronic service called PR Newswire. (If you have a particular publication, website, writer, etc. that you want to make sure is on our media list, just forward his or her contact info and we will add him or her if they're not already on our list!)

**When will *Home, Garden and Homestead* be distributed?**

The Spring Edition of *Home, Garden and Homestead* is posted online and distributed to the media in February—the perfect time to introduce new home and garden products to consumers. The Fall/Holiday edition of *Home, Garden and Homestead* is posted online and distributed to the media in early September. This is the perfect time for short-lead-time media (newspapers, websites radio, etc.) to cover fall gardening, late-season home improvement, and new products for fall and holiday gifts. It's also the perfect time for longer-lead-time publications (magazines, etc.) to start planning their Spring issues.

*Does this answer your questions? If not, please feel free to call me. Thanks—and I look forward to working with you.*

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