

What is *Home, Garden and Homestead*?



***Home, Garden and Homestead* is the first media resource guide to the growing sustainable lifestyle sector.**

Home Garden and Homestead is a concise guide to the best new modern living products that enhance natural and independent living. An estimated 77.8 million Americans are now part of this “sustainable lifestyle” movement. Whether they live in urban areas, suburban neighborhoods or “back-to-the-land” homesteads, these independent-minded people value products and services that are environmentally friendly, healthy, and enhance a feeling of smart modern living.

HG&H offers a unique way to get information about your products to media people who write about homes, gardens, natural living, independent living and homesteading.

***Home, Garden and Homestead* is cost-effective.**

Home, Garden and Homestead provides a cost-effective way to speak directly to writers, editors and producers at newspapers, magazines, blogs, radio shows, TV programs and social media sites—who can then spread the information about your products to literally millions of consumers. This cooperative media release program is designed to create “buzz” and increase sales of home, garden and homestead products. A full-service public relations program to promote a product can cost tens of thousands of dollars. Participating in the *Home, Garden and Homestead* program costs only a fraction of that amount.

***Home, Garden and Homestead* content is sent directly to the media.**

We write a great news story about your product or service to include in *Home, Garden and Homestead*, and then we send it directly to the writers, editors, producers, bloggers and other media personnel who are interested in home, garden, food, personal care, pets, home improvement, energy conservation, independent living, and other sustainable and homesteading products. All of the information in *HG&H* is written in AP news style, so it can be taken directly from the Guide and used in stories, columns, blogs and broadcasts. The media has access to the entire Guide at www.HomeGardenandHomestead.com. They also receive

follow-up emails with category-specific information from the *Home, Garden and Homestead*. We'll even follow up with phone calls, texts, tweets and Facebook messages (as appropriate) to make sure they've seen the information.

***Home, Garden and Homestead* content and product photos are also available online.**

Media professionals may also access the entire content of *Home, Garden and Homestead* online at www.homegardenandhomestead.com. This website enables writers and editors to access the text and download product photos anytime, from any device. Media people can also contact Schultz Communications for any additional assistance they might need, including getting contact information for every participating company.

***Home, Garden and Homestead* helps position your company as a leader in the growing independent lifestyle sector.**

If you sell products that appeal to the independent living, do-it-yourself, organic and natural, and sustainable living marketplace, including your products in *Home, Garden and Homestead* is the most cost-effective way to spread the word to the growing number of sustainable living customers.

Space in each edition of *Home, Garden and Homestead* is limited to five (5) products in each category—no exceptions.

To reserve your space, call Schultz Communications at 505-822-8222 or email info@schultzpr.com.