

# PROJECT NURSERY™

The ultimate children's design resource



## *MEDIA KIT* .....2012



# WELCOME TO PROJECT NURSERY



*a la' Mode, PN Member*

## *What is Project Nursery?*

Project Nursery is the leading online resource and community dedicated to baby's 1st room & beyond. We connect readers to products featured in real world rooms and party designs showcased within our member-generated [Project Gallery](#). Our popular [Blog](#), updated multiple times daily, exclusively promotes baby, child and family design-related products and services.

## *Who is the Project Nursery reader?*

Project Nursery readers are a savvy mix of expecting parents, experienced parents, boutique owners, passionate home decorators and mom bloggers. The average reader is 26-35 years old, a college graduate and affluent. She has young children and spends approximately 5 minutes per visit on ProjectNursery.com, generating over 2 million pageviews monthly.



*JDV Home Staging & Interiors, Back in New York, Little Crown Interiors,*





## MEET US

### *Who's behind Project Nursery?*



*Bug & Bean Photography*

We are Melisa Fluhr and Pam Ginocchio, long time friends and design fanatics! We met in college, and after graduating, we both landed in New York City and shared a (tiny!) West Village apartment. We lived the single life, focused on our respective sales and marketing careers, met wonderful husbands, obsessed over two elaborate weddings, endured five intensive renovations and survived pregnancies on modified bed rest. While waiting for our little ones to arrive, we traded hundreds of emails about nursery design, decorating ideas and paint colors. Prompted by HGTV.com's "Rate My Space," Melisa posted pictures of her son's new LA "crib" on the web, and the interest was overwhelming. After receiving hundreds of comments and attention that sparked online decorating debates, an idea was born: Project Nursery.

While not formerly trained in design, we are nevertheless as passionate about the process as any interior designer. We draw inspiration from a variety of unexpected sources and have the innate ability to combine unusual (and budget-friendly) elements into kid-friendly spaces that command attention. Most of all, we understand the value of sharing ideas and are inspired daily by the members of Project Nursery's enthusiastic online community.



# OUR FOCUS



*Trenna Travis Design Studio*

## *What We Feature*

Project Nursery proudly features hip finds for the family home, do-it-yourself projects, expert design tips, inspiring design boards and the hottest furniture, gear and decorative accessories to hit the kids market, ages 0-5. While we love a good book or clever iPhone app, we stay true to our mission and will only review items that best fit our readers interests: well-designed children's products, party and room decor.

## *Our Team of Design Experts*

We proudly boast a roster of the top children's design experts across the country who contribute to our daily blog. Their professional expertise encompasses interior design, architecture, art, party styling, maternity fashion, photography and more!

*Alessia Corpino & Julie Frank of [My Tiny Nest](#)*

*Andrika King of [Andrika King Design](#)*

*Annette Tatum of [Annette Tatum](#)*

*Gerri Panebianco & Naomi Alon of [Little Crown Interiors](#)*

*Johanna Lindsay of [From The West Village](#)*

*Katy Mimari of [Caden Lane](#)*

*Melanie Knopke of [Your Style Scout](#)*

*Michelle Freedberg of [Bellini](#)*

*Paula Briggs of [Frog Prince Paperie](#)*

*Rebecca Propes of [Petite Party Studio](#)*

*Rebekah Dempsey of [A Blissful Nest](#)*

*Sam Simon of [Sam Simon](#)*



# WHAT PEOPLE ARE SAYING...

## *Press*

“Project Nursery is a one-stop shop for moms with a baby-on-board, featuring out-of-the-box nursery ideas, kids’ room photo galleries, and seriously inventive baby shower decorations. Design maven moms Melisa Fluhr and Pamela Ginocchio started Project Nursery in the spring of 2008. As two of the most fashionable mamas on the West Coast, it was only a matter of time until they became business partners and started helping design-stumped parents pull it all together.”

*Babble’s 50 Top Design Blogs For Moms, Babble.com*

“Part Martha Stewart, part Beatrix Potter, Project Nursery is the blog that will give you a ton of totally doable ideas to make your baby’s nursery special. Mothers and design enthusiasts Melisa Fluhr and Pamela Ginocchio started the site in 2008 and think of themselves as having a “real mom” approach to decorating. (That’s a baby style we can all live with!) Over the years, Project Nursery has blossomed into one of the leading resources for outfitting babies’ and kids’ rooms. It’s full of pictures of gorgeous objects and inspiring posts with lots of easy, clever design projects.

*Babble’s 50 Top Pregnancy Blogs For Moms, Babble.com*

“Project Nursery, an online resource for mom, is a virtual jackpot of kid-friendly design ideas...”

*Kids Room Decorating Ideas, AOL’s Stylist Home*

“For design-porn pictures of beautifully decorated baby rooms.”

*Best of the Web & Favorite Blogs For Moms, Stroller Traffic*

## *Vendors*

“I just wanted to take a minute to thank you for the great post on Taut Canvas. We saw a spike in web traffic coming from you and was so pleased to see what you had written....Your site is fantastic. I can't tell you how refreshing it is to find a site that honestly writes about things they've discovered rather than just looking for a handout or giveaway before sharing with their readers. You are truly genuine and we really appreciate that!”

*Rodney Jerabek, Founder, Taut Canvas*

“Thanks so much for the post...It drove over 300 visitors to our site in a few hours. You beat Daily Candy by a landslide!!”

*Anonymous, Public Relations Company*



# WHAT PEOPLE ARE SAYING...(cont.)

## Advertisers

“Project Nursery was the first place we thought about to do our first ever babyletto Mercer 3-in-1 Crib giveaway! We wouldn’t have wanted to do it with anyone else. They have always been a leader in children’s room design, and we knew that this partnership made sense for our audience.”

*Tracy Fong, VP of Sales & Branding, The MDB Family*

“Working with Project Nursery was a great experience overall. Through blog ads, newsletter ads and giveaways, we experienced a marked increase in traffic and sales. And the folks over at PN are professional, attentive, and an absolute delight to work with!”

*Stephanie Goins, Co-Owner, My Wonderful Walls*

“I am having an absolutely wonderful experience with you; your rate click/pay is really strong. I have tried quite a few other advertising blogs before but none of them were even close to providing me with that volume and quality of traffic, love you guys!”

*Eugenia Furman, Owner, [www.evgie.com](http://www.evgie.com)*

## Fans

“After months and months of obsessing over my little one’s nursery and months and months poring over your site, it’s finally done and posted on PN! I couldn’t have done it without you! Thank you, PN! I hope her room fares well!”

*Megan Jones Pickell, PN Member*

“I love, love, love Project Nursery. Looking forward to your newsletter every week. I am working on my son’s nursery now and many of the ideas came from your site. Thank you!”

*Heather Dahms Price, PN Member*



*FORM baby, Sweet Cheeks, Little Crown Interiors*





# ENGAGEMENT & DEMOGRAPHICS



## Website

293,402 Unique Visitors per Month  
1,846,782 Page Views per Month  
4,589 RSS Feed  
13,286 Quantcast Ranking

## Audience

82% Female  
57% Ages 25-44  
21% Household Income 100K+  
64% Have Kids  
67% Have Higher Education  
84% Caucasian



## Weekly Newsletter

35,756 Subscribers  
10% Open Rate

## Social Media Footprint

86,288 Google+ Circles  
31,107 Facebook Fans  
9,544 Twitter Followers  
14,134 Pinterest Followers

Top: Andrika King Design, Bottom: Fresh Chick Designs

Updated March 2012



# NEWSLETTER ADS

## *Newsletter Ad Policy*

Project Nursery's weekly newsletter is blasted to thousands of inboxes every Tuesday morning. Accepted ad formats include png, jpg and gif (no flash). Ads are non-refundable, and payment must be finalized prior to the run date.

## *Ad Options*

Option #1: Small Leaderboard 600x90 pix

Option #2: Medium Rectangle 300x250 pix



To view Project Nursery's newsletter please visit: <http://projectnursery.com/eblast/>





# FLAT RATE ADS

## *Flat Rate Ad Policy*

Flat rate ads will appear 100% of the time and are located within the sidebar of Project Nursery [Blog](#) and [Project](#) pages, which accounts for approximately 90% of web traffic.

Accepted ad formats include png, jpg, gif or animated gif. Ads run at the 1<sup>st</sup> of every month and may be prorated. Ads are non-refundable, and payment must be finalized prior to the run date.

## *Ad Options*

Option #1: Small Square 125x125 pix

Option #2: Small Rectangle 300x120 pix



To view live samples of these ads please visit: <http://projectnursery.com/blog/>

All flat rate and newsletter ads are booked directly through Project Nursery. Please contact Kristin Saulsbury at [kristin@projectnursery.com](mailto:kristin@projectnursery.com) for pricing and availability.



# CPM ADS

## CPM Ad Options

CPM refers to “Cost per Thousand.” One may purchase a set number of page impressions and be charged per every 1000 page impressions where the ad is shown.

Option #1: Medium Rectangle 300x250 pix  
(“Above the fold” and “Below the fold” options are available)

Option #2: Skyscraper 160x600 pix



To view live samples of these ads please visit: <http://projectnursery.com/blog/>

All **CPM** ads are self-serve and can be booked directly through Federated Media.  
Please visit **Federated Media** to begin your campaign.



# GIVEAWAY SPONSORSHIP

## *Featured Giveaway*

Giveaways are revealed on Project Nursery's blog every Friday morning. The post is carefully crafted by Project Nursery's Editor. Examples of past "Featured Giveaways" are listed below:

[The Storytime Rocker by Nurseryworks](#)  
[Bitty Birdie Boutique + Kate Spade Diaper Bag](#)  
[Baby Appleseed Crib and Combo Changer](#)

## *Giveaway Policy*

The contest period will begin on Friday morning and end on the following Friday at 11:59pm PST.

The giveaway will be highlighted within a homepage widget (Friday to Thursday), featured within the blog sidebar, posted in the weekly newsletter and actively promoted via Project Nursery's social media channels.

To qualify for extra entries, participants will be encouraged to "Like" you on Facebook, "Follow" you on Twitter and/or "Pin" an image from the giveaway post on Pinterest.

A \$50 minimum value is required for all giveaways. Giveaways must be open to both US residents and Canada unless otherwise specified at time of booking.

Product photos and copy (optional) must be sent to Project Nursery at the time of securing the giveaway date.

Winners will be notified by Project Nursery. Prizes are to be sent directly from the supplier to the contest winner in a timely fashion at no cost to Project Nursery.



*Hope, PN Member*





# ADDITIONAL SPONSORSHIPS

## Giveaway & Editorial Enhancements

The following visual upgrades are available in addition to your giveaway sponsorship or editorial feature on Project Nursery's blog:

Option #1: Slideshow Image on homepage 635x300 pix

Option #2: Background Takeover, approximately 200x200 pix—this is an image peeking out from behind our pages, positioned on the left and above the fold, enabling access to the giveaway or blog post from anywhere on the Project Nursery website. Please inquire about image requirements.

The screenshot displays the Project Nursery website interface. At the top, the logo reads "PROJECT NURSERY™ The ultimate children's design resource" with social media icons for Facebook, Twitter, Google+, Pinterest, and RSS. A subscription box on the right prompts "Get PN Delivered Weekly:" with an email input field and a "Subscribe" button. The navigation menu includes "BLOG", "PROJECT GALLERY", "VIDEO", "RESOURCE CENTER", "ABOUT", and "CONTACT".

Option #1 is highlighted with a red circle and the number "1", pointing to a large promotional banner for a giveaway. The banner features a stroller and text: "WIN \$1000 Giggie GiftCard + CMYK Zen Stroller". The main content area shows a bookshelf with a "GOOD NIGHT GORILLA" book and a headline: "How Do You Keep Your Kid Space Clutter-Free? Tell us for a chance to win a \$500 gift card to Target + The Container Store". A small "1 2" indicator is visible in the bottom right of the image.

Option #2 is highlighted with a red circle and the number "2", pointing to a "MOST POPULAR POSTS" section on the right. This section lists several article titles, including "I am a Method Maven & You Can Be Too!", "Have You Entered The Zen Stroller + \$1000 Giggie Giveaway Yet?", "Declutter with \$500 to Target & The Container Store", "Show Us Your CMYK Style! Win a \$1000 Giggie Gift Card and CMYK Zen Stroller", and "February Project Gallery Winners". Below this is a search bar with the placeholder text "keywords, tags" and a "Search" button.

The "COMMUNITY PROJECT GALLERY" section is titled "Inspiring baby nurseries, toddler spaces and children's parties shared by our members" and features three thumbnail images of decorated rooms. To the right of the gallery is a blue advertisement for Clorox disinfectant with the text "Disinfect surfaces and help stop the spread of germs\*" and images of Clorox products.

All giveaways and enhancements are booked directly through Project Nursery. Please contact Kristin Saulsbury at [kristin@projectnursery.com](mailto:kristin@projectnursery.com) for pricing and availability.



# PARTNERSHIP OPPORTUNITIES

## *Customize Your Campaign*

Put Project Nursery to work for your brand! Founders Melisa Fluhr and Pam Ginocchio have created a powerful online community within the world of children's design, catering to new and expecting families.

As nursery and toddler design experts, they have been featured on prominent family websites and publications such as Pregnancy, American Baby, Babble, Daily Candy Kids and many more. While New York City is home for Melisa and San Fransisco is for Pam, both women can be seen appearing across the country promoting their brand and headlining expecting mom events such as [PLUSH](#) and [Big City Moms](#).

The designing moms' reach has also expanded into curating for the popular celebrity shopping site [OpenSky](#). When not blogging for Project Nursery, both women can be found contributing to [HGTV.com](#) and [giggle GAB](#).

Please contact Brooke Stewart of [Power Moms Media](#) to discuss ways Melisa, Pam and the Project Nursery brand can work with you. Past projects include:

*Video Content, Sponsored Posts, Design Projects, Public Speaking, Event Planning, Social Media Outreach, Live Web Events including Facebook, Twitter, Spreecast & more!*

The ultimate children's design resource



**PROJECT NURSERY™**

**For more information and customized campaigns involving Project Nursery's Co-Founders, contact Brooke Stewart of [Power Moms Media](#).**



[www.projectnursery.com](http://www.projectnursery.com)

# GETTING STARTED

## *Contacts*

For rates and to secure your newsletter ad, flat rate website ad or giveaway promotion, please email Kristin Saulsbury, Marketing Manager, at [kristin@projectnursery.com](mailto:kristin@projectnursery.com).

All banner ads (medium rectangle and skyscraper) are charged on a CPM basis and are self-serve through our advertising partner [Federated Media](#).

For spokesperson, video content, social media events, custom sponsorship packages and beyond, please contact our rep, Brooke Stewart of [Power Moms Media](#).

We look forward to working with you!

*Team Project Nursery*



*Tara Rochelle Photography*

