

PROJECT NURSERY

Media Kit 2010



What is Project Nursery?

Project Nursery is a resource dedicated to baby's first room & beyond! We proudly feature inspirational photo galleries submitted by readers, hip finds for the family home, do-it-yourself projects, expert design tips, fabulous weekly giveaways and much more!

Our readers are a mix of expecting parents, experienced parents, boutique owners, passionate home decorators and mom bloggers. Started in April 2008, ProjectNursery.com currently attracts 640,000+ pageviews monthly.

Who's Behind PN?

We are Melisa Fluhr and Pam Ginocchio, long time friends and design fanatics! We met in college and after graduating, both landed in New York City and shared a (tiny!) West Village apartment. We lived the single life, focused on our respective careers, met wonderful husbands, obsessed over 2 elaborate weddings, endured 5 intensive renovations and survived pregnancy 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 a kid friendly spaces that commands 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.

Focus

Project Nursery connects readers to the products featured in real world designs showcased within our member “**real rooms & parties gallery**”. Our **daily blog** exclusively promotes baby, child and family design related products and services. While we love a good book or clever iphone app, we will only review items that best fit our readers interests: children’s room and party decor.

Benefits To Advertisers

Receive personal, fun and honest reviews. We believe in what we promote and our passion about your product is evident in our writing. And if compelled to do so, we’ll even pull our flip cameras to vlog about it!

Gain quality exposure. Project Nursery readers spend an average of 4 minutes on our site in search of inspiration and design ideas. We would be remiss not mention our 640,000+ pageviews monthly and 8,300+ weekly newsletter subscribers (growing daily). Not too shabby for a “Mom blog”!

Reach your target audience. We cater to a network of parents and grandparents who are dreaming up designs and shopping for their next kiddie decorating project.

Enjoy partnership opportunities. We often look to our advertiser’s products for promotional opportunities as we grow Project Nursery through events and media interviews.

Audience

Metrics (via Google Analytics)

Unique Visitors (per month): 75,569

Visits (per month): 109,885

Page Views (per month): 641,220

Average Time On Site: 4 min

Bounce Rate: 53%

RSS Feed Subscribers: 1,938

Forum Membership: 8,820

Quantcast Ranking: 37,819

Technorati Ranking: 26,860

Google Page Rank: 4/10

Demographics (via Quantcast)

Sex: Female = 70%

Age: 18-34 = 43%

Income: 60-100K = 32%

Ethnicity: Caucasian = 89%

Marital Status: Married

Has Kids: 53%

College Graduates: 51%

Social Media Footprint

Twitter Followers: 2,655

Facebook Fans: 2,540

Updated 6/2010

Opportunities At A Glance

Product Reviews

Benefit: Introduce your product to a targeted audience as a "must-have" item by the editors of Project Nursery.
Size: (3) Photos 500pix wide
\$: Product For Review

Weekly Newsletter

Benefit: Be the exclusive advertiser and reach 8300+ opt-in email subscribers.
Size: 120x600 skyscraper graphic
\$: \$75/per issue

Contests & Giveaways

Benefit: Enjoy 160,000+ page views for the week and a feature in our newsletter emailed to 8,300+ subscribers. Drive potential customers to your site while encouraging them to comment back with a favored item.
Size: (3) Photos 500pix wide
\$\$: \$100 per feature plus giveaway item of \$50 min value

Direct Link

Benefit: Sponsor a short list of our editors' favorite websites on our Link Love page.
Size: direct link
\$\$\$: \$400 annually

Website Ads

Benefit: Gain visibility with 110,000+ visits and 640,000+ page views monthly.
Size: Square 125x125, Medium Rectangle 300x250 or Leaderboard 728x90
\$\$\$: Visit FederatedMedia.net

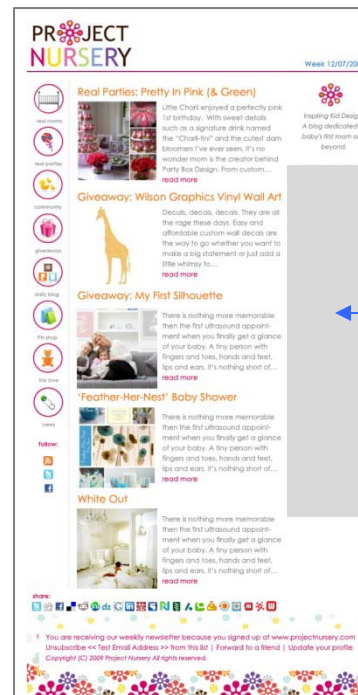
Reviews cannot be guaranteed. We reserve the right to refuse ads based on the content of the ad, product or site being promoted.

Review Policy

- **Product samples are encouraged for a thorough review.**
- Samples will not be returned.
- Project Nursery reserves the right to use such samples for promotional purposes throughout the year.
- Negative reviews will not be posted and therefore we cannot guarantee a review for all products received.

Weekly Newsletter Sponsorship

- Newsletter sponsorship is available for \$75 per issue / one sponsor per issue.
- Weekly e-newsletters are received by 8,300+ opt-in email subscribers.
- A 120x600 skyscraper graphic is required



Newsletter Ad

Contest & Giveaway Policy

- A \$100 administration fee will be charged for contest & giveaway articles.
- The contest period will run for 7 days, (i.e. Friday to Friday) and showcased within the featured giveaway widget for 6 days (i.e. Friday to Thursday).
- Project Nursery will provide a dedicated post link and photo feature within our weekly newsletter reaching 8,300+ opt-in email subscribers.
- A \$50 minimum value is required for all giveaways.
- Giveaways are scheduled approximately 4 weeks in advance.
- You are free to decide how many winners are selected and which product colors/styles you are willing to provide.
- Should you have particular photos you wish to be included, please send them to Project Nursery at least one week prior to your giveaway date; otherwise photos will be chosen for you and taken directly from your company's website.
- Winners will be notified by Project Nursery and asked to provide you with their mailing information directly.
- All giveaways are to be sent directly from the supplier to the contest winner within a timely fashion at no cost to Project Nursery.
- Payment must be finalized prior to your feature. No refunds will be provided.

Payment

All payments are processed via **PayPal** and can be purchased by following this link:
www.projectnursery.com/purchase

Contact

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