



Olemme puutarhassa



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Media Kit

Sponsorship opportunities at the olemmepuutarhassa.fi-website

Olemme puutarhassa (“We’re in the Garden”) is a Finnish blog for grow-your-own enthusiasts, whether they are newbies or old hands, and tend an allotment or participate in a community project, grow veg in their home garden or on the balcony.

Since its start in 2012, the blogger intriguingly conveys the pleasure of gardening in all its facets. She packs growing advice in stories about success and failures; watches its readers through the seasons along the phenological calendar and the walk of the moon; and tickles their taste buds with classical and new recipes for one’s own crop. She shares her struggles in hands-on landscaping, but also the pride and satisfaction these projects ultimately deliver. And she takes her readers to known and lesser-known garden destinations all around Europe.

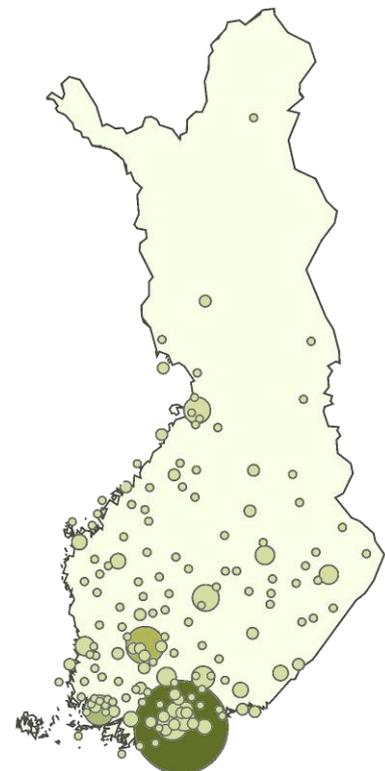
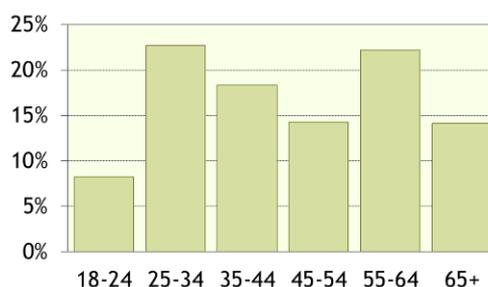
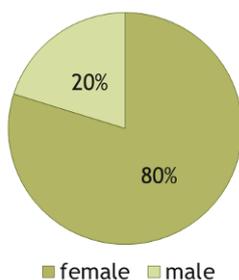
Audience

The olemmepuutarhassa.fi-website has more than 10 000 unique visitors each month (May 1-31, 2014: 11 067, source: Google Analytics), who visit about 20 000 pages.

Demographics

Visitors belong mainly to the following demographic groups

- female (c. 80%),
- aged 25 or above (c. 90%),
- living in the Helsinki metropolitan area (c. 60%).

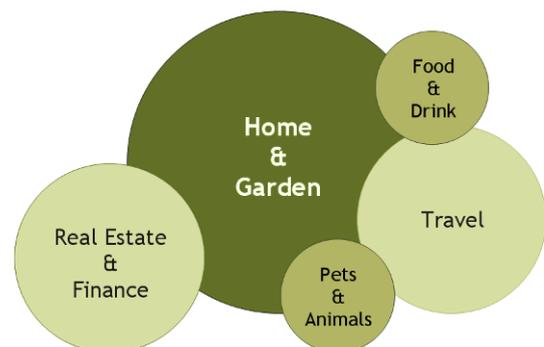


Interests

The majority of users come to the site via an organic Google search (c. 85%). Most frequent search queries¹ relate to

- Crop and ornamental plants
 - ... Cultivation of specific plants, e.g. “sowing garden cress”, “planting onions”, “cultivating kale”, “pruning hawthorn hedges”
 - ... Treatment of garden crop and its usage in general, e.g. “drying lavender”, “boiling broad beans”, “using Tuscan cabbage”, “preserving Jerusalem artichoke”, “overwintering aubergines”
 - ... Recipes for garden crop, e.g. “ground elder recipe”, “rhubarb drink”, “barbequed courgettes”, “Garden Angelica jam”, “broad bean stew”, “oven-prepared veg”
- Gardening techniques
 - ... Common and traditional knowledge e.g. “crop rotation”, “companion plants”, “allotment tilling”
 - ... Urban gardening e.g. “growbag”, “potato growing containers”
 - ... Gardening with the moon e.g. “lunar cycle effect on plants”, “moon calendar”
- Gardening calendar, e.g. “biodynamic sowing calendar”, “phenological calendar”, “spring garden chores”, “harvest time”, “autumn sowings”

Using Google’s categorization of Internet users according to their online behavioral pattern, visitors of olemmeputarhassa.fi share predominantly an interest in Home & Garden matters. Many of these visitors are also interested in Food & Drink and in Pets & Animals. Interestingly, people with this particular set of interest are often interested in Travel and in Real Estate & Financial Services, too.



Banner Ads

The olemmeputarhassa.fi-website reserves advertisement space for sponsors in a sidebar to the right of the main content. There are static sponsorboxes available, which come in three different sizes.

| Banner format | Code | Width×Height | File Size Limit |
|-----------------------|------|--------------|-----------------|
| Sponsorbox | c1 | 280×100 px | 30 kB |
| Sponsorbox, twofold | c2 | 280×210 px | 35 kB |
| Sponsorbox, threefold | c3 | 280×320 px | 40 kB |

Banner ads are sold on a cost-per-time basis. Display period is one calendar month; bespoke periods are available on request.

For the currently valid price list and applicable terms and conditions, visit <http://olemmepuutarhassa.fi/media> or email us at media@puutarhassa.fi.

¹ Visitors use Finnish terms in Google search. In the interest of the Anglophone advertiser, search terms are translated.