



MEDIA KIT

2019

ABOUT

Green Philly makes sustainable living easy, accessible and affordable to the region through its website and events.

Since 2008, Green Philly is the region's top source for sustainability news, tips, inspiration and career advice including recycling do's and don'ts, city initiatives, sustainable living, healthy habits, supporting local businesses and more.

Digital Advertisements: Green Philly reaches over 30,000 socially conscious readers each month. Whether you want clicks, website traffic or brand awareness, partner with us to reach your target demographic.

Event Sponsorships: Green Philly hosts engaged, enriching sustainability events throughout the year. Your brand can be a part of these events to reach people looking for ways to live a sustainable, healthy lifestyle.

Green Philly is more than a website. We've built a community who reads our content, attends our events and slides into our DMs with sustainability questions.

READER DEMOGRAPHICS

Our highly engaged readers live a conscious lifestyle, shopping locally and choosing ethical options. They work across non-profit, private and civic/government sectors (or start their own businesses), are involved locally and volunteer.



86% of our readers seek sustainable products or services while shopping



82% of our readers are likely to purchase or use services that we recommend



82% of our readers support local business



68% would spend more on sustainable or ethical products

STATS

30,000+ pageviews/month

19,000+ social media followers

5,000+ email subscribers

AGE

55% 25-44

15% 18-24

30% 45+

"I always try to support small and locally owned businesses."

– Jeremy, Green Philly reader

FEATURES



billypenn.com

Philadelphia

TRAVEL+LEISURE



Generocity



GREENPHILLYBLOG.COM

QUESTIONS & PRICING:
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6 WAYS TO ADVERTISE & SPONSOR GREEN PHILLY

We work with sponsors to ensure our advertising meets their goals and budget.

EVENT SPONSORSHIP



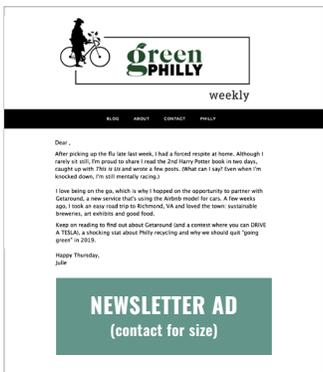
We host intimate events throughout the year to bring the website experience to life! Sponsor a panel, roundtable, tour, film screening or another idea to build a connection with our readers.

EVENT TABLING



60% of our attendees would support our sponsors or brands tabling. Get facetime with your target audience at an upcoming event!

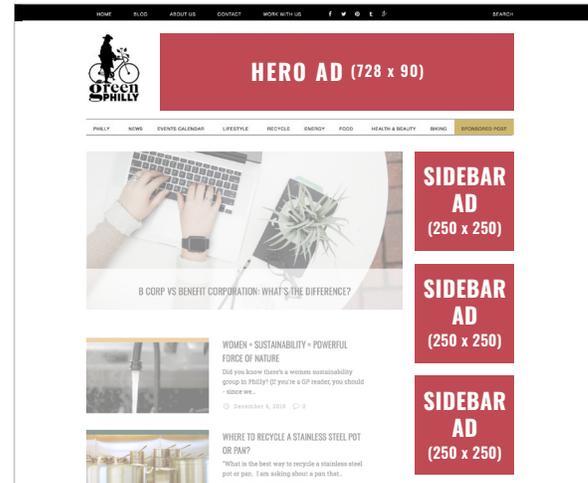
EMAIL NEWSLETTER



Our weekly newsletter reaches 5000+ weekly readers and allows a direct call-to-action. Many of our readers find our latest stories through this weekly recap.

WEBSITE ADVERTISING

Get your message out to 30,000+ readers each month!



CITY RISING PODCAST

City Rising is a 30-minute podcast that compares how cities are approaching climate solutions. Sponsor an advertisement in the podcast to connect with our listeners from Philly and around the world!



SPONSORED POSTS

Sponsored posts use our editorial voice to tell your brand's story in an authentic way. This is a perfect way to connect with our readers, add to your SEO ranking and build trust.



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