



Hello. My name is Jennie Lyon; it's nice to meet you. I write [Sweet Greens](#), the daily award-winning green lifestyle blog. I am a mother of a fifteen year old boy and live in Palm Beach, Florida. I post on simple, fun ways families to go green together, starting with my own.

I started Sweet Greens in 2009 as a way to share my green lifestyle ideas with others. As the mother of a teenager, I understand what is influential when it comes to shaping the next generation. With coverage of green family lifestyle tips, green parenting tips, green DIY projects, green projects and activities for children, eco-friendly product reviews, recipes, and giveaways, Sweet Greens offers eco-conscious families a curated guide to raising a family that is happy, healthy and green.

## PARTNERSHIPS:

- Partnership with [AD RescueWear](#) where I provide several weekly blog posts on Eczema, 2015-current.
- Partnership with [EventD8](#) where I provide weekly blog posts on special events and write content for their website, 2013-current.
- Partnership with [Just Boys Bedding](#) and [Family Bedding Shop](#) where I provide weekly blog posts on family living, 2014-2015.
- Partnership with [Integrative Mindfulness](#) where I provide monthly magazine article creation, 2014-2015.
- Partnership with [Baby's Own Room](#) where I provide weekly blog posts on living with baby, 2014-2015.
- Partnership with [Modern Kids Design](#) where I provide blog posts, ezines and special events on green children's design, 2014-current.
- Partnership with [Sabrina Soto](#) for my article on eco-friendly patio makeovers at Target, July 2013.
- Partnership with [Soleil Moon Frye](#) for my article on sustainable tips with Target, April 2013.
- Partnership with [EventD8](#) where I provide weekly blog posts on special events, 2013-current.
- Partnership with [Balance Bar](#) to host their Earth Day Twitter Party, April 2013.
- Partnership with Target via their [Target Inner Circle](#), where I share an insider's scoop on the ways that Target is committed to environmental sustainability, education, community safety, and healthy living, 2011-current.
- Partnership with [Abe's Market](#) to share my curated guide to the better organic brunch for the 2012 holidays!
- Partnership with [Applegate](#) where I share my passion for food, parenting and living a green lifestyle, 2012-current.
- Partnership with [Stonyfield's Yogetter's program](#) where I help educate others and improve the eating habits of families across the country, 2013-current.

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## AWARDS:

- 2012 Most Popular Story and Readers' Choice Award at Inhabitots.
- 2011 Inhabitots Editors' Favorite and Readers' Choice Award
- 2010 Editor's Favorite and Reader's Choice Award too!

## WHAT DO I WRITE ABOUT?

- [Green Home and Garden](#)
- [Green Health and Wellness](#)
- [Vegan and Vegetarian Food and Drink](#)
- [Eco-Friendly Product Review and Giveaways](#)
- [Green Fashion and Beauty](#)
- [Green Travel and Books](#)
- [Green Kids and Family Projects and Activities](#)

## DEMOGRAPHICS:

Sweet Greens readers' are young, eco-conscious, future-forward families who are interested in the best green ways to raise an eco-friendly family. These families are interested in new ways to green their lifestyle and are influential amongst their friends and acquaintances. Sweet Greens audience has a high percentage of females with an emphasis on young families.

75% FEMALE | 25% MALE  
80% BETWEEN THE AGES OF 18-39  
34% EARN MORE THAN 100,000 ANNUALLY

## TRAFFIC + CIRCULATION

Sweet Greens bring new, fresh content daily with over 370,000 monthly impressions and is linked to over 36,000 other blogs. I have a large following via my Google Page (4,525,309) Facebook Fan Page (2,274), Pinterest Boards (3,884), Instagram (832) and Twitter Feed (8,178) that I interact with on a daily basis. Sweet Greens has had great growth since launch and I expect to continue to grow quickly as more people become interested in sustainability.

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Advertising and sponsorship opportunities are available with Sweet Greens giving you access to young eco-conscious families and engage them in a conversational way that drives awareness and interest in your brand. My readers trust the brands that I work with and Sweet Greens reaches a valuable niche audience of families that have significant purchasing power and who also shape the tastes and trends of their peers. All sponsorship and advertising packages include a Welcome New Sponsor Post on Sweet Greens with links.

## HOW CAN I PARTNER WITH SWEET GREENS?

Here are some ways you can work with Sweet Greens:

- BANNER + TEXT ADVERTISING
- PRODUCT REVIEWS + GIVEAWAYS
- EDITORIAL PARTNERSHIPS
- FACEBOOK + TWITTER PARTIES
- NEWSLETTER SPONSORSHIPS
- SOCIAL MEDIA SPONSORSHIPS
- GUEST PINNING VIA PINTEREST
- ADVENTORIAL PARTNERSHIPS

### BANNER AND TEXT ADVERTISING:

#### **#1: Premium Leader Board Banner Ad** 728x90 pixels

- \$78/1 month
- \$210/3 months
- \$395/6 months
- \$744/1 year

#### **#2: Premium Side Bar Banner Ad** 244x225 pixels

- \$50/1 month
- \$134/3 months
- \$252/6 months
- \$475/1 year

#### **#3: Sidebar Banner Ad | 225 x 61** 225x61 pixels

- \$30/1 month
- \$80/3 months
- \$170/6 months
- \$340/1 year

#### **#4: Side Bar Text Ad (one line)**

- \$12/1 month
- \$27/ 3 months
- \$51/ 6 months
- \$96/ 1 year

#### **#5: Inside Content Banner Ad** 640x61 pixels

- \$25/1 month
- \$70/3 months
- \$125/6 months
- \$250/1 year

#### **#6: Weekly Newsletter Banner Ad**

- \$20/1 month
- \$54/3 months
- \$102/6 months
- \$192/1 year

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Eco Casual apparel devoted to helping America's Pet Shelters

Premium Banner Ad 728x90



HOME ABOUT PRESS FAQs SPONSORSHIP GUEST GREENIES GIVEAWAYS ASK SWEET GREENS SUBMIT A STORY NEWSLETTER SUBSCRIBE



Hello. My name is Jennie Lyon. I am a green lifestyle writer and mother of one little boy in Palm Beach, Florida. I post on simple, fun ways for families to go green together - starting with my own. I am also the green lifestyle writer for Cascadian Farm and Inhabitots.

TUESDAY, APRIL 26, 2011

Sweet Greens | 100 Best Organic Living Blogs



MY LOVELY SPONSORS

Premium Side Bar Ad 244x225

on simple, fun ways for families to go green together - starting with my own. I am also the green lifestyle writer for Cascadian Farm and Inhabitots.

WANT MORE SWEET GREENS?

Subscribe to my RSS Feed. Find me on Facebook. Follow me on Twitter. Get Sweet Greens Goodies. Check out my Eco photos on Flickr. Sign up for my Newsletter. Want to Chat? Email Me.

GET MY EMAIL UPDATES

Form with 'Enter your email address:' and a 'Subscribe' button.



Sweet Greens has been named one of 100 Best Organic Living Blogs of 2011. And I have some great company too, check out the entire list here!

ps: Last Saturday, Eben and I spent the day picnicking at the park. A large portion of the day was spent on a blanket - chit chatting and noshing on organic apples. Don't you just love days like that?

You might also like:

LinkWithin

Have a great weekend and I will see you on Monday.

xo,  
Sweet Greens

You might also like:



How To Make a Recycled Paper Kite



Halloween Dinner Party



Vintage Toy Car Collection from Ko Verzuu



A Simple Cabin in the Woods

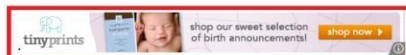


Quiz: How Much Water Do You Use?

LinkWithin

SHARE ON FACEBOOK • TWIT THIS! • DIGG THIS! • STUMBLE IT! • EMAIL THIS

LINKS TO THIS POST COMMENTS (0)



In-Content Banner 468x60



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## NEWSLETTER SPONSORSHIPS | \$50

Each week, I send a weekly newsletter to over 2,200 newsletter subscribers that include a round-up of the week's top stories. Also, there is banner advertisement space available in the newsletter

### EXAMPLE OF A NEWSLETTER SPONSORSHIP

The screenshot shows the top of a newsletter with the 'Sweet Greens' logo and tagline. Below the logo is a greeting 'Dear Sweet Greenies,' followed by text about organic dried apple slices and AmaraGold Sustainable Sterling Silver earrings. To the right are social media links for Facebook, Twitter, and a 'Forward to a Friend' link. Below the social media links is a red circle highlighting an advertisement for macarons. The ad features a stack of four macarons (pink, brown, green, yellow) on a white plate. Below the image is the text: 'Did you know you can advertise here or at Sweet Greens? Click [here](#) to get started.'

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## PRODUCT REVIEWS + GIVEAWAYS | \$150

Make an emotional connection with my readers by involving them in an exciting giveaway to win free stuff! We create buzz by getting Jennie's readers interested in your products via a blog post with beautiful, large photographs, Facebook interaction, Twitter buzz, Pinterest pins, and my newsletter. To enter a giveaway, I request my readers visit your website, leave a comment on the post and also share it via Twitter, Facebook and Pinterest. You can see an example of a product giveaway [here](#). Giveaways are featured for a 2-week period and this includes weekly tweets and the giveaway will stay on my homepage for the entire time that the giveaway runs! You supply the products for the review and/or giveaway – leave everything else to me. The \$150 administrative fee covers the time that it takes me to review the item, write the giveaway post, edit the photos, moderate and promote the event.

## ADVENTORIAL PARTNERSHIPS | \$150

Underwrite a special column or feature on Sweet Greens, or post as a guest blogger and engage my readers' interest. Just remember that Sweet Greens is a green lifestyle blog and ensure that your article and products will be engaging to my readers. All content and photos will be edited before being published on Sweet Greens.

## EDITORIAL SPONSORSHIPS | \$175

I can write a sponsored editorial post or how-to post using your products! You supply the product and me and my family will review it and post about it on Sweet Greens.

You can see an editorial sponsorship [here](#).

*I only write positive reviews, so if for any reason I decide not to feature your product, you will not be charged for the review and I will not post about your product.*

## SOCIAL MEDIA SPONSORSHIPS | \$100

Get the word out about your product, company or mission via my extensive Twitter feed, Pinterest boards and Facebook fan page. Each package includes 2 daily tweets, your products pinned to my Pinterest boards and status updates on my Facebook fan page.

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## TWITTER + FACEBOOK PARTIES | \$250

Sweet Greens' Twitter or Facebook Parties last for 1 hour and include a set of prewritten tweets that you can approve ahead of time. You provide the content and the prizes; I invite my fans or followers to join, we all have a great time. My twitter party with Balance Bar was a huge success – causing the brand to trend on Twitter during our campaign.

## CUSTOM CAMPAIGNS

I enjoy coming up with creative campaigns for advertising partners that integrate your message and brand into my website's conversation. In addition to tradition banner placement ads, Sweet Greens offers creative, custom marketing and partnering opportunities that include a mix of sponsored posts, giveaways, social media shout-outs, and sponsorships. If you are interested in a custom campaign, please contact me directly at [jennie@mysweetgreens.com](mailto:jennie@mysweetgreens.com) with your goals and budget and I will get back to you with the most effective proposal for your needs.

## HOW DO I GET STARTED?

Once you have decided what type of sponsorship you would like to pursue, please contact me directly at [jennie@mysweetgreens.com](mailto:jennie@mysweetgreens.com). Invoicing and payment can be made via PayPal. Once payment has been received and the advertising products and /or artwork has been approved your campaign will begin.

If you have any questions or need assistance, please let me know. I am happy to work with your brand in many other capacities as well.

I want to thank you for considering advertising and partnership opportunities with Sweet Greens. I would love to work with you and look forward to hearing from you.

Jennie Lyon  
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