



Brand Partnerships & Advertising | Healthy Houseplants Media Kit

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Houseplant Brand Partnerships & Advertising Opportunities

Welcome to **Healthy Houseplants**, your go-to resource for up-to-date, practical information on creating a spectacular indoor garden. Gardening indoors is a daily adventure, and houseplants provide an endless show of lasting beauty. Better still, indoor gardening can be enjoyed anywhere, at any time, making it accessible to plant lovers of all experience levels.

At HealthyHouseplants.com, we take indoor plant care seriously. Readers turn to us for everything from individual plant care guides and troubleshooting tips to insights into the latest indoor gardening trends, growing herbs indoors, and choosing the best houseplants for every space. With a strong belief in **organic indoor gardening**, the solutions shared are natural, safe, and designed to support both healthy plants and healthy homes.

Founded and published by **Julie Bawden-Davis**, HealthyHouseplants.com blends decades of horticultural expertise with clear, approachable teaching. Julie is a best-selling garden author, blogger, YouTuber, and Master Gardener who has been passionate about indoor gardening since childhood. Widely published and formerly a garden columnist for outlets such as the *Los Angeles Times*, *San Francisco Chronicle*, and *Parade.com*, Julie brings unmatched credibility, storytelling, and trust to every piece of content, making HealthyHouseplants.com a respected authority for readers and an ideal partner for brands.

Audience Snapshot (2025)

HealthyHouseplants.com experienced **significant year-over-year growth throughout 2025**, driven by strong organic search visibility and expanding content coverage.

Audience profile:

- Highly targeted plant owners and indoor gardeners
- Readers actively seeking solutions, products, and recommendations
- Global English-speaking audience

2025-2026 Audience Insights & Website Stats Performance (Totals & Averages)

2025 Totals (Jan-Dec)

Metric	2025 Total
Search Impressions	~27.5 million
Search Clicks	~93,800
Unique Visitors	~413,000
Visits (Sessions)	~597,000
Pageviews	~2.56 million
Bandwidth Served	~762 GB

2025 Monthly Averages

Metric	Monthly Avg
Impressions	~2.29 million
Clicks	~7,800
Unique Visitors	~34,400
Visits	~49,700
Pageviews	~213,000
Avg CTR	0.3–0.5%
Avg Search Position	Improving to Top 5–10 by year-end

Growth highlight:

Traffic more than **doubled** from early 2024 to late 2025, with impressions rising from hundreds of thousands per month to **3M+ per month** by December 2025.

Extended Platform Reach YouTube Channel

- Subscribers (Dec 2025): ~28,680+
- Total Views: 4.2M+
- Strong crossover between website readers and video viewers

Email Newsletter

- Monthly subscriber growth throughout 2025
- Ideal for product launches, promotions, and seasonal campaigns

Collaborative Opportunities: Sponsored Content, Reviews, & Social 1. Banner Advertising

High-visibility placements across evergreen content.

Available placements:

- Header banner
- Sidebar banners
- In-content banners

Best for:

- Ongoing brand awareness
- Product launches
- Retargeting campaigns

2. Sponsored Blog Posts

Custom-written, SEO-optimized articles featuring your brand, product, or service.

Includes:

- Long-form article (1,000–1,500+ words)
- Permanent placement on the site
- Natural internal linking
- Disclosure-compliant sponsorship

Best for:

- Brands seeking long-term organic exposure
- Product education and trust-building

3. Product Reviews

In-depth, honest reviews written for plant owners.

Includes:

- Hands-on evaluation
- Pros, cons, and use cases
- High purchase-intent keywords

Best for:

- Plants, plant tools (i.e. light meters, moisture meters, hygrometers, pruners), fertilizers, organic pest control products, potting soils and amendments, grow lights, pots and planters, apps, and accessories (i.e. stakes and moss poles).

4. Affiliate Partnerships

Performance-based collaborations integrated naturally into content.

Best for:

- E-commerce brands
- Subscription services
- Digital plant tools and courses

5. Newsletter Sponsorships

Reach engaged readers directly in their inbox.

Options:

- Dedicated newsletter feature
- Sponsored placement within regular newsletters

6. Custom Campaigns

Tailored campaigns combining:

- Website content
- Banner ads
- Email features
- YouTube integrations

Why Advertise With HealthyHouseplants.com

- 🌱 Highly targeted niche audience
- 📈 Strong organic growth and SEO authority
- ⏳ Evergreen content with long lifespan
- 🤝 Authentic, trust-based recommendations
- 🔍 Search-driven buyer intent

Your brand appears when readers are actively looking for solutions.

Conversion-Focused Enhancements for Advertisers

Why Brands Choose HealthyHouseplants.com

HealthyHouseplants.com is more than a content site — it is a **purchase-influence platform**. Readers arrive through organic search while actively looking for solutions, recommendations, and products to improve their indoor gardens.

Brands benefit from:

- **High buyer intent** traffic driven by SEO (not fleeting social posts)
- **Long content lifespan** — sponsored content performs for months and years
- **Trusted expert voice** backed by decades of horticultural authority
- **Contextual placement** where products naturally solve reader problems

Advertisers gain visibility exactly when readers are ready to act.

Ideal Brand Partners

HealthyHouseplants.com works best with brands offering:

- Houseplants

- Houseplant tools, fertilizers, natural pest controls, and soil
- Grow lights and indoor gardening technology
- Planters, pots, and home décor
- Sustainable and eco-friendly home products
- Gardening apps, books, and courses

If your product supports healthier plants and homes, this audience is already looking for you.

Ready to Reach Plant Lovers?

We offer flexible campaigns designed to meet your marketing goals — from short-term launches to long-term evergreen exposure.

 **Contact us today** to receive current rates, audience insights, and a custom proposal tailored to your brand.

HealthyHouseplants.com — Helping plants grow, and helping brands grow with them.

Advertising & Partnership Inquiry

Your Name*

Company / Brand Name*

Email Address*

Website URL

What type of partnership are you interested in?*

- Sponsored Blog Post
- Banner Advertising
- Product Review
- Newsletter Sponsorship
- Affiliate Partnership
- Custom Campaign

Estimated Marketing Budget*

Ideal Campaign Start Date

Tell us about your product or campaign goals*

Briefly describe your product, audience, and goals.

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Privacy - Terms

[REQUEST MEDIA KIT & RATES](#)

Join Our Newsletter

Join my **Happy Indoor Gardener** email list. My monthly newsletter teaches you all about growing a beautiful indoor garden. There are also contests and giveaways, and you get a **FREE COPY of 11 Easy to Grow, Low Light Houseplants** as a thank you for signing up.

Advertising Partnership Opportunities

Your email address

First Name

Last Name

SIGN UP

Socials



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