



**REACH ENGAGED AND DEDICATED READERS WHO ARE SERIOUS ABOUT  
GARDENING, CRAFTING, AND COOKING –  
A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

**WHO BELONGS TO MEQUODA PUBLISHING NETWORK?**

- 1,400,000+ opted-in email members
- 84+% female
- 96% Age 45+
- Average Household Income: \$61,000+/year
- 80+% are homeowners
- 84% are proven online buyers in the last 12 months



FOODGARDENING.COM



GREENPRINTS.COM



ILIKECROCHET.COM



ILIKEKNITTING.COM



WELIKESEWING.COM

**WHAT MEMBERS SAY ABOUT OUR PUBLICATIONS**

- "These systems are really cool. Where do you get your seed? Thank you for all the information!"
- "Thank you so very much. I am enjoying these gardening ideas and information very much."
- "Thank you for this really nice pattern! Sooooo cute! I'm anxious to get started making one!"
- "I'm now attempting patterns and I find your directions extremely clear and straightforward. Thank you so much."
- "Your advertisers interest me a great deal—good stuff that I don't see everywhere."
- "This is just what I have been looking for and it looks quick and easy. Thank you so much."

## CHOOSE YOUR LEVEL OF SPONSORSHIP WITH MEQUODA PUBLISHING NETWORK

Contact Christy Page at [christy@mequoda.com](mailto:christy@mequoda.com) or by phone at 978-501-4275 to discuss sponsorship levels and what would work best for your needs.

### WHAT YOU GET WITH YOUR SPONSORSHIP:

**Guaranteed dedicated custom email broadcast**, using our Extra dedicated email-newsletter template—to promote your brand or products.

#### Subscriber count per publication:

Food Gardening Network (FGN)	300,000+
GreenPrints (GPA)	200,000+
I Like Crochet (ILC)	300,000+
I Like Knitting (ILK)	300,000+
We Like Sewing (WLS)	275,000+

## FREE ADS!

### YOU CAN EVEN ADVERTISE FOR FREE!

**WE WILL SWAP FREE AD SPACE IN OUR PUBLICATIONS WITH  
HIGHLY ALIGNED PARTNERS. PLEASE ASK US FOR DETAILS.**

**EMAIL: [CHRISTY@MEQUODA.COM](mailto:CHRISTY@MEQUODA.COM)**

### 2023 ADVERTISING DEADLINES

**AD RESERVATIONS ARE DUE TWO WEEKS BEFORE YOUR PROPOSED EMAIL SEND DATE.  
AD MATERIALS ARE DUE ONE WEEK BEFORE YOUR EMAIL SEND DATE.**

**CHRISTY PAGE, SPONSORSHIP & OPERATIONS DIRECTOR**

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[foodgardening.com](http://foodgardening.com) and [greenprints.com](http://greenprints.com)

# FOOD gardening NETWORK

FOODGARDENING.COM

**REACH ENGAGED HEALTH-CONSCIOUS READERS WHO ARE SERIOUS ABOUT GARDENING AND COOKING. A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

## WHO IS THE FOOD GARDENING NETWORK AUDIENCE?

- 300,000+ opted-in email members
- 87% female
- 96% Age 45+
- Average Household Income: \$64,381/year
- 84% are homeowners
- Where do they live?
  - South: 28%
  - Midwest: 20%
  - West: 20%
  - Northeast: 17%
  - Canada: 14%
- 84% are proven online buyers in the last 12 months



## WHAT MEMBERS SAY ABOUT FOOD GARDENING NETWORK

- "These systems are really cool. Where do you get your seed? Thank you for all the information!"
- "Thank you so very much. I am enjoying these gardening ideas and information very much."
- "Wonderful information, looking forward to the next growing season. We love the large tomatoes."
- "Thank you for the information. I will certainly use the garlic pesticide. I have tried everything else. I do not use Roundup. I do use Sevin Dust. I am afraid to even use that. I have animals."
- "Thank you for the information. With my health concerns, it is imperative that we eat better."
- "I love all the wonderful ways you present your gardening hints. I am really enjoying your site!"

# GREENPRINTS®

GARDENING STORIES FROM THE HEART

GREENPRINTS.COM

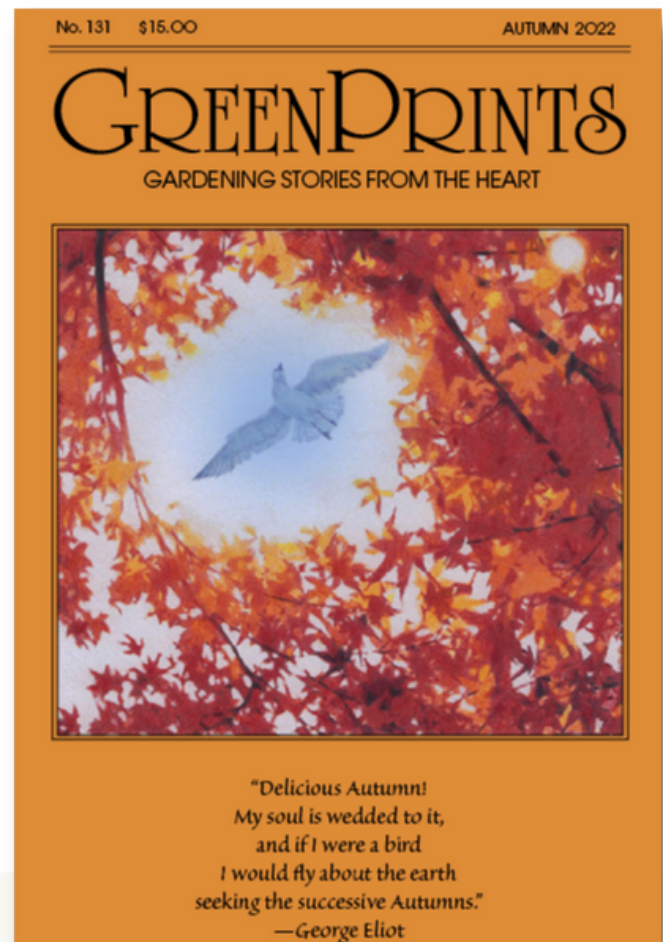
**REACH ENGAGED, PASSIONATE, DEDICATED, EXPERIENCED GARDENING READERS –A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

## WHO BELONGS TO GREENPRINTS?

- 200,000+ opted-in email members
- 84% female. Average age = 54
- Average Household Income: \$61,000/year
- 80% are homeowners
- Where do they live?
  - Top 11 Reader States:  
CA, NY, PA, WA, OH, MI, MA, IL, NC, NJ, TX
- 100% passionate, dedicated, and experienced gardeners!

## WHAT MEMBERS SAY ABOUT GREENPRINTS

- *"I also love the advertisements!"*
- *"I enjoy it, and read every word, even the ads."*
- *"Even the advertisements are nicely done, don't change them."*
- *"I commend your advertising choices. They add rather than detract from the magazine."*
- *"Your advertisers interest me a great deal—good stuff that I don't see everywhere."*
- *"One of the few magazines where I actually enjoy the ads!"*





# I Like Crochet

Live. Love. Crochet. 

ILIKECROCHET.COM

**REACH ENGAGED, FIBER-LOVING READERS WHO ARE SERIOUS ABOUT THEIR CROCHETING. A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

## WHO IS THE *I LIKE CROCHET* AUDIENCE?

- 99% female
- 95% Age 45+
- Average Household Income: \$62,084
- 76% are homeowners
  - South: 34%
  - West: 21%
  - Midwest: 19%
  - Northeast: 14%
  - Canada: 12%
- 86% are proven buyers in the last 12 months

## WHAT MEMBERS SAY ABOUT *I LIKE CROCHET*

- "I feel like a lucky customer to flip through these pages and enjoy myself while I find a project to do..."
- "Thank you for this really nice pattern! Soooooo cute! I'm anxious to get started making one."
- "I had no idea how practical the art of crochet is. What a rich history. Can't wait for the next issue."
- "This would be fun using up some of the odd skeins of different colors. This might be my next TV watching project."
- "My daughters-in-law want me to teach them to crochet and I Like Crochet will help me learn."
- "Thank you so much for the patterns. I am 88 and enjoy making them all the time."
- "This hooded blanket looks so adorable. Can't wait to get started. Thanks!"
- "This item is so pretty. I want to make it. All these ideas - my head's about to pop!"
- "This is a pretty afghan, I will have try and make it. Thank you."





**REACH ENGAGED, FIBER-LOVING READERS WHO ARE SERIOUS ABOUT THEIR KNITTING. A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

### WHO IS THE I LIKE KNITTING AUDIENCE?

- 98% female
- 98% Age 45+
- Average Household Income: \$68,061
- 80% are homeowners
  - South: 26%
  - West: 26%
  - Midwest: 17%
  - Northeast: 14%
  - Canada: 17%
- 85% are proven buyers in the last 12 months

### WHAT MEMBERS SAY ABOUT I LIKE KNITTING

- "Can't wait to knit this sweater with wool I dyed and spun from my sheep."
- "These easy breezy sweaters are absolutely beautiful..."
- "I joined so I could get some newborn baby patterns, as I am expecting my first great grandchild."
- "I'm now attempting patterns and I find your directions extremely clear and straightforward. Thank you so much."
- "I love Penny's patterns. They are always clear and beautiful. This one is perfect for Valentine's Day."
- "This is about the most gorgeous shawl I've seen. Hats off to a fine designer."
- "Love this one for those great sock yarns that somehow never became socks. I have to give this a try."
- "I have not yet proven myself in the knitting world, but I keep trying. I like this pattern and will give it a go."
- "This is my favorite sweater. I will definitely knit it."





**REACH ENGAGED, FABRIC LOVING READERS WHO ARE SERIOUS ABOUT THEIR SEWING. A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!**

### WHO IS THE *WE LIKE SEWING* AUDIENCE?

- 99% female
- 95% Age 45+
- Average Household Income: \$62,084
- 76% are homeowners
  - South: 34%
  - West: 21%
  - Midwest: 19%
  - Northeast: 14%
  - Canada: 12%
- 86% are proven buyers in the last 12 months

### WHAT MEMBERS SAY ABOUT *WE LIKE SEWING*

- "Looooove these can't wait to make some for gifts"
- "Love this. Quick and easy to make. Especially with the holidays at hand. Thank you for the pattern and the great tutorial!"
- "The instructions were well-explained and helpful."
- "This is just what I have been looking for and it looks quick and easy. Thank you so much."
- "A perfect Apron pattern to make as a gift for my sister."
- "These are so helpful. I am a novice but am looking forward to becoming so much better."
- "Great starter project for those learning to sew. Thank you."
- "Thank you for the great tips. I especially like the list of possible locations for fabric!"

