Reach your Core Customers through Green America

Green America members rely on our publications, e-newsletters, events, new media and web sites for world-changing resources. That is WHY they support businesses and causes like yours!

Green America’s extensive marketing and PR efforts connect businesses with millions of consumers — from early adopters to those curious about today’s green marketplace.

Our team is your dedicated marketing agency working hard to help you grow your business, and educate your customers. And only Green Business Network® members may advertise with Green America: our publications are your platform.

Make 2017 a banner year for your business! Reserve your spot now!

“When ad dollars are in short supply, Green America remains our first choice to reach our target market, people who care about their money as well as the planet.”
—Erin Gray
Green Century Funds

“We are pleasantly surprised by the number of online sales referred by our advertisements in Green American Magazine.”
—Wil Baker,
Max Green Alchemy Ltd.
Members Profile

source: Green America member survey 2013

Well-educated
Knowledgable about green issues
Discretionary income

82% have bought a green product or service within the last six months
92% have college or professional degrees
74% use the Internet every day
58% have a household income $50,000 or above
78% have bought online within the last six months
79% have purchased products at GreenFestivals

Demographics

20% 35 or under
33% 36-55
47% 56-75

Digital Profile

over 2.6 million pageviews annually which means:
3,300 visits per day to GreenAmerica web sites
762 pageviews per day at www.GreenPages.org
visitors to GreenPages.org spend over 3 minutes on the site.

Facebook likes:
Green America 51,104
GMO Inside 266,437

Twitter followers:
Green America 6,722
GMO Inside 58,241

E-mail Newsletter

Subscribers

Individual: 160,000
Business: 3,300

Our members describe Green America as “friendly, reliable, professional, and innovative”--Align your business with us today!
Green American Magazine

Beautiful 4-color, magazine. *Green American* is the perfect way to be in front of green consumers. A magazine for building economic alternatives, offering practical advice on sustainable living and responsible investing. Digital companion edition includes color ads and advertisers’ rich media.

Reserve space now!

Guide to Socially Responsible Investing

America’s most popular and comprehensive guide to socially responsible investing. An excellent place to advertise for all SRI companies and practitioners. Print and Digital Circulation: over 30,000. Call today to be in the next edition.

Reserve space now!

2017 EDITORIAL CALENDAR

**Spring: Stand Up To Hate**
Economic & community-based actions to stand up to hate; herbs for women’s health; growth, impact and future of Social Investing

**Fall: Poisoned Water: What can we do?**
On-demand and sharing vs True Green Economies; setting up students for financial success for life

**Winter: Climate Change**
The road forward after Paris accords; green burials update; shareholder action and LGBTQ rights

Green America Member/Reader Profile:

* 60+% share Green America information with family, friends, and colleagues.

* Up to 88% researched “how green” a product or service was within the last 6 months.

* 62% find Green America’s “green your life” content as useful, and 46% find our “green your community” content as useful.
The National Green Pages

The nation’s premier resource for green companies to reach conscious consumers. With a circulation of 60,000 there is no better way to reach your market. Reader surveys show that the average consumer will purchase from 10 or more businesses. Digital companion edition includes color ads and advertisers’ rich media. Reserve space now! As the definitive directory of green businesses, our reach extends from local organic grocery stores to major retailers like Barnes & Noble. A special promotional campaign with Whole Foods featured the National Green Pages at checkout counters. Can you afford to miss out?

Place your reservations now:
* Sponsor the National Green Pages and be seen as a leader in the green and sustainable industry.
* Advertise your business in the new Green Living Sourcebook
* Profile your best products “Amazon-style”

Reserve space now!
GREENPAGES.ORG
Get listed in Google's #1 green business directory today! Featuring thousands of green companies, the National Green Pages® is the nation’s premier resource for green consumers and the perfect way for green companies to reach them. With the online directory at GreenPages.org and special advertising options, mobile apps, and the print edition, there's no better way to reach your market.

* Showcase listings
* Leader banners
* Featured listing

EXCLUSIVE BENEFIT
Only Green Business Network members that have earned the Green Business Certification are eligible to advertise in Green America publications and on Green America web sites.

* Learn more at greenbusinessnetwork.org/green-business-certification/about-certified-businesses/
WEB BANNER ADS ON GREENAMERICA.ORG

Placed on key pages throughout the Green America site, it’s a great place to run promotions, special offers, or discounts.

* Proven Results: Green America gets over 2 million page views annually. Your web ad on key pages will drive traffic to your web site!

WEB BANNER ADS ON GREENBUSINESSNETWORK.ORG

The new Green Business Network site is the perfect place to promote your B2B offer. Whether you are a printer, consultant, or supplier, check it out!

* Limited space for maximum results.
www.GreenBusinessNetwork.org

WEB BANNER AD ON GREENAMERICA.ORG/FOSSIL-FREE

An important trend in divesting and reinvesting – promote your fossil-green Financial Products & Services here.

* Prominently placed on the site.
* Ad banners at 500x100
app.GreenAmerica.org/fossil-free/

NEW!

Reserve your ad now

Web banner ads on greenamerica.org
Placed on key pages throughout the Green America site, it’s a great place to run promotions, special offers, or discounts.

* Proven Results: Green America gets over 2 million page views annually. Your web ad on key pages will drive traffic to your web site!

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