



**WOMEN'S VOICES
FOR THE EARTH**
OUR HEALTH. OUR FUTURE. TOXIC FREE.

NON-TOXIC SHOPPING GUIDE

Advertising Opportunity

THE SCOOP.

It's no secret that women today make 85% of buying decisions in an average American home. During the holiday season each year, this female influence means added pressure to find the perfect gift. Even the most discerning and conscientious mind can drift away toward sparkly, trendy, and potentially toxic products.

WVE's Green Shopping Guide aims to cut this off at the pass, keeping responsible companies like you top of mind so that more women choose cleaner, greener gifts this year.

This guide is geared toward the normal (read: not huge environmentalist) woman who has little time but high expectations of herself as a savvy gift-giver. The guide offers everything she needs to make responsible choices without compromising fun, excitement, or variety of gift-giving.

- **Tips and Resources:** The perfect way to start any conscious shopping trip is by knowing what exactly she's looking for – or perhaps, what not to look for! None of us want to give away toxins for the holidays, so what better way give smarter than arming ourselves with a few quick tips?
- **Expert Picks:** It can be exhausting to create a list of the best gifts - but what if we had some help? This guide highlights several examples of shopping lists directly from the mouths of experts: celebrity supporters and women leaders who have a pulse on the latest and greatest gifts.
- **Advertising:** Our 12,000+ women readers want products from companies who steer in a responsible, sustainable direction, and this is our chance to highlight the leaders of the pack – like you!

THE OPPORTUNITY.

Last year was our first foray in to highlighting companies of any type – to a collective cheer from our members. While we cannot endorse any of the companies listed in this guide, we can showcase companies whose philosophies coincide with our work toward ingredient transparency and toxic-free products, homes, and communities.

As a conscientious leader within your industry, as well as your consumer community, WVE invites you to join us in the creation and amplification of the 2013 Guide.

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In exchange for your support, WVE provides the following from Nov 2013 - Nov 2014:

- Include your logo on the Advertising Page within the downloadable guide.
- Include your company's name, logo & web link on the Advertisers webpage.
- Include your company's name, logo & web link on the appropriate web page the best matches with your product niche (ex. clothing, toys, baby products, fitness, personal care products).
- Highlight your involvement through our extensive social media networks.
- Opportunities to engage in additional cause-marketing opportunities.

THE REACH.

Last year, **this guide was #7 for our most-viewed pages on WVE's website, with 13,000 monthly views, and close to 6,000 downloads.** This year, WVE is ramping up the functionality and design with both a downloadable guide and unique online content pages for each section of the guide. What's more, WVE's list of active members has grown to 12,000; Facebook users to 10,000 fans; and, Twitter to 3,300 followers. As we expand the Guide this year and market it to this wider audience, we expect the number of downloads and reach to increase exponentially. More accessibility = more empowered women shoppers!

THE COST.

Title Partner: \$2,500

Includes full-page ad in the guide, as well as a special thank you message to your company on the inside cover of the guide. First-tier logo placement on website and other appropriate media.

Featured Partners: \$500

Includes second-tier logo placement in guide, on website and other media.

Partners: \$250

Includes third-tier logo placement in guide, on website and other media.

TIMELINE.

Sponsorship Deadline: Oct. 15th

Final Design & Content Creation: Nov. 1st

Launch: Nov. 12th (Black Friday... "Taking Back Black!" Campaign launched)

Twitter Party for Advertisers, Experts and Shoppers: Nov. 12th

Body & Soul Membership Call: Nov. 19th

PRODUCED BY Women's Voices for the Earth.

Founded in Missoula, MT, Women's Voices for the Earth (WVE) is a national organization that works to eliminate toxic chemicals that harm women's health. To this end, WVE employs successful grassroots campaigns to change consumer behaviors, corporate practices and government policies for nearly two decades.

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