treehugger

SUSTAINABLE FORESTRY INITIATIVE

Partnership Review: 2016

Agenda

1. Who is Treehugger
2. SFI and Treehugger partnership
3. How Treehugger can work for you!

Who is Treehugger.com?

Treehugger is the leading media outlet dedicated to **driving sustainability mainstream**. Partial to a modern aesthetic, we strive to be a one-stop shop for **green news**, **solutions**, and **product information**.

Treehugger by the numbers

250

New pieces of content each month

3M

Unique Visitors Monthly

8M

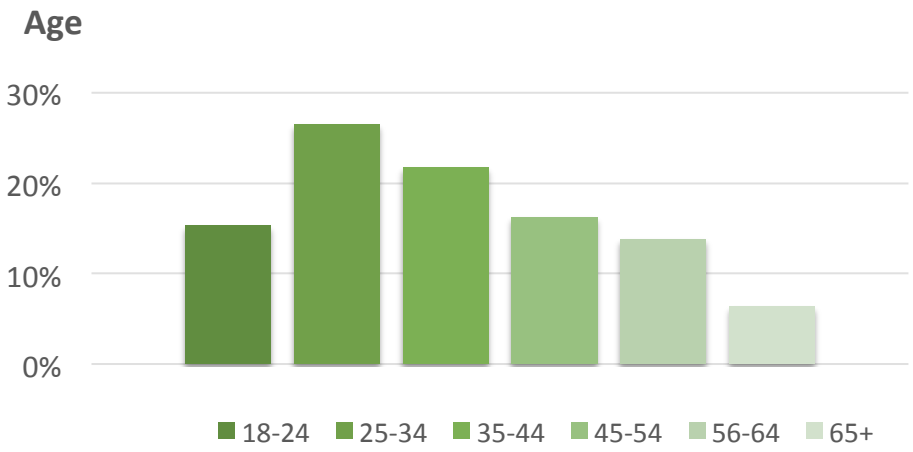
Page Views Monthly

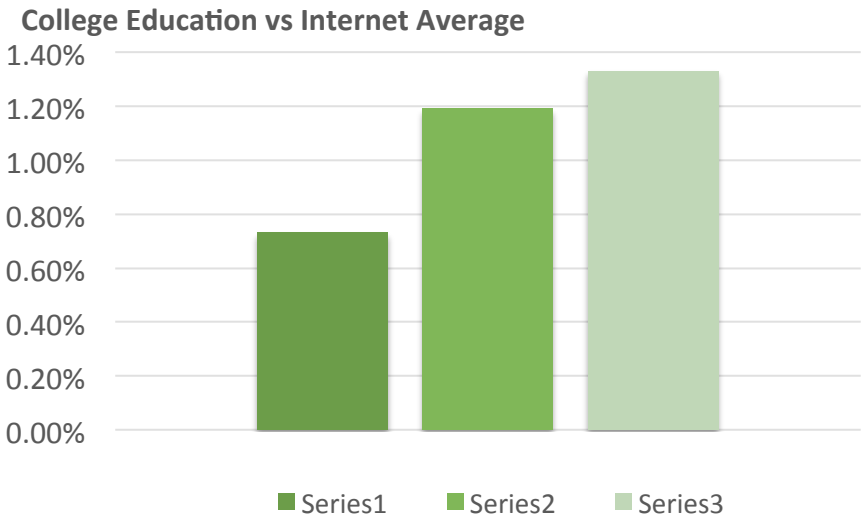
86,164 = **9.84**

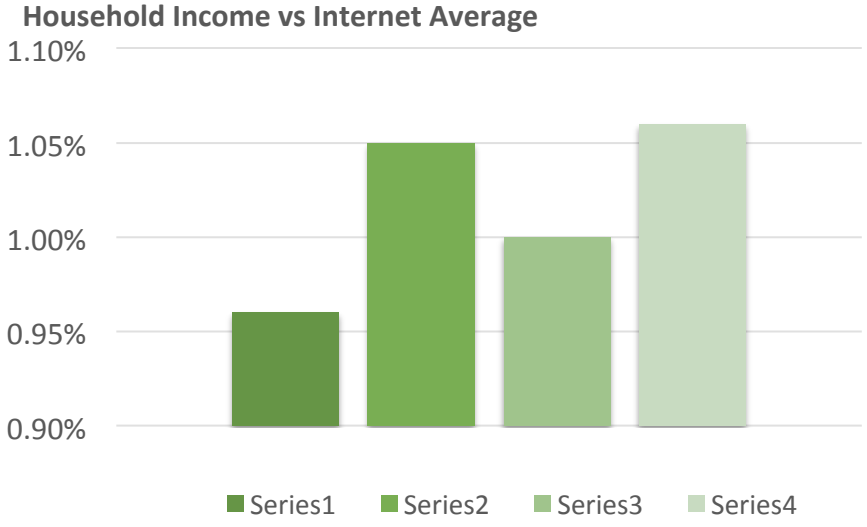
Hours spent on TH.com in April 2016

Years spent on TH.com

Strong following of thought leaders, influencers, and SFI consumers







Treehugger Audience	vs Web In General
63% between 18-44	+10% 18-24 +20% 25-34 +11% 35-44
48% w/ college degree	+19%
19% w/ graduate degree	+33%

We reach millions more via social media

560K

Facebook Followers

= **4 million**

People Reached Each Month on Facebook

345K

Twitter Followers

= **3.5 million**

People Reached Each Month on Twitter

Followers you might know

Leonardo DiCaprio

Jessica Alba
@jessicaalba

WWF
@WWF

UNICEF
@UNICEF

MTV
@MTV

Forbes
@Forbes

Huffington Post
@HuffingtonPost

Mark Ruffalo
@MarkRuffalo

Gisele Bündchen
@giseleofficial

Soledad O'Brien
@soledadobrien

Nature Conservancy
@nature_org

Greenpeace
@Greenpeace

Guardian news
@guardiannews

NelsonMandela
@NelsonMandela

Water.org
@Water

UN Environment
@UNEP

National Wildlife
@NWF

PBS NewsHour
@NewsHour

General Electric
@generalelectric

Walmart Today
@WalmartToday

Energy Department

Architecture for...
@archforhumanity

FRONTLINE
@frontlinepbs

Van Jones
@VanJones68

Audubon Society

Nat Geo Explorers
@NatGeoExplorers

Anthony Foxx
@SecretaryFoxx

Disneynature
@Disneynature

Our top 5K followers reach 398M people worldwide

Treehugger is part of the Narrative Content Group, publisher of top performing content sites

treehugger

mnn mother nature network

tales of the COCKTAIL

FROM THE GRAPEVINE

PROJECT: UPTIME

planet green

Narrative also creates and distributes content for many of the world's leading brands

SC Johnson
A FAMILY COMPANY

BOY SCOUTS OF AMERICA

Aflac

DUNKIN' DONUTS

NCR

Mercedes-Benz

SUSTAINABLE FORESTRY INITIATIVE

NAPA

at&t

rTI

DELTA

Coca-Cola

GP Georgia-Pacific

United Rentals

CSX

UL

SOUTHERN COMPANY

Johnson & Johnson

GEORGIA AQUARIUM

treehugger

SUSTAINABLE FORESTRY INITIATIVE

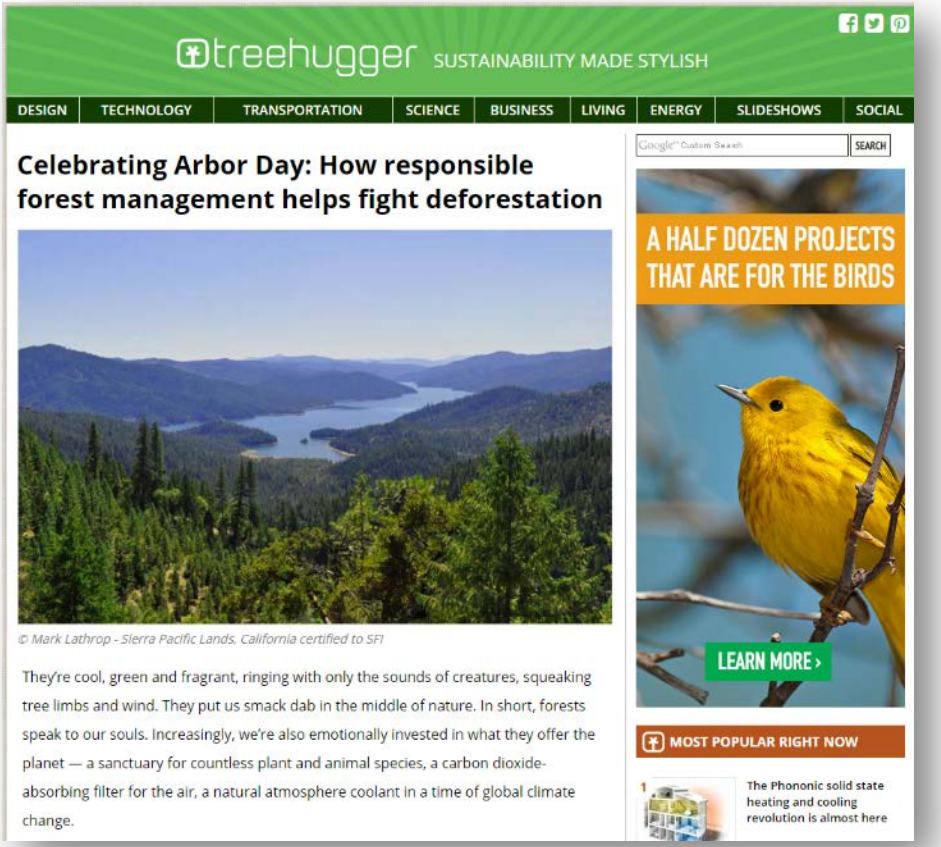
Our partnership

Overview

Consumers are a critically important audience for SFI.

Establishing a high level of **awareness and positive perception for SFI** has a direct influence on purchasing decisions. In turn, it is important to SFI's industry partners in the marketing and selling of their products.

SFI's partnership with Treehugger.com provides a **unique and effective platform for consumer communication**.



Program Objective and Strategies

Objectives

- **Educate consumers** on the need for sustainable forestry.
- **Build awareness** of the Sustainable Forrestry Initiative.
- Further SFI's position as a **leader in sustainability and forest land management**.

Tactics

- Reach consumer opinion leaders through **a mix of editorial and sponsored content on Treehugger.com and its social media**.
- Create educational content intended to be shared via social media. As we're reaching a young, technically savvy audience, the content needs to be fun, engaging, and educational. **We have to find reasons for users to want to share the content with their friends.**
- **Highlight recognizable SFI partners** to provide instant brand credibility.

Program Components

- Content Production
  - 20 articles with images
  - 5 videos
  - 5 infographics
  - Content produced is owned by SFI and can be used beyond Treehugger

- Opportunities to feature SFI content on Treehugger, MNN, and other Narrative properties as editorially appropriate

- 18.5% of all promotional and content marketing units

- Narrative's counsel in marketing and strategic activities beyond Treehugger program as appropriate

SFI Performance 2015

120K
Page Views

2:35
Time on page

5,126hrs.
Engaged with SFI Content

37M
Ad impressions

2M+
Facebook Accounts Reached

950K
Max Twitter Reach Weekly

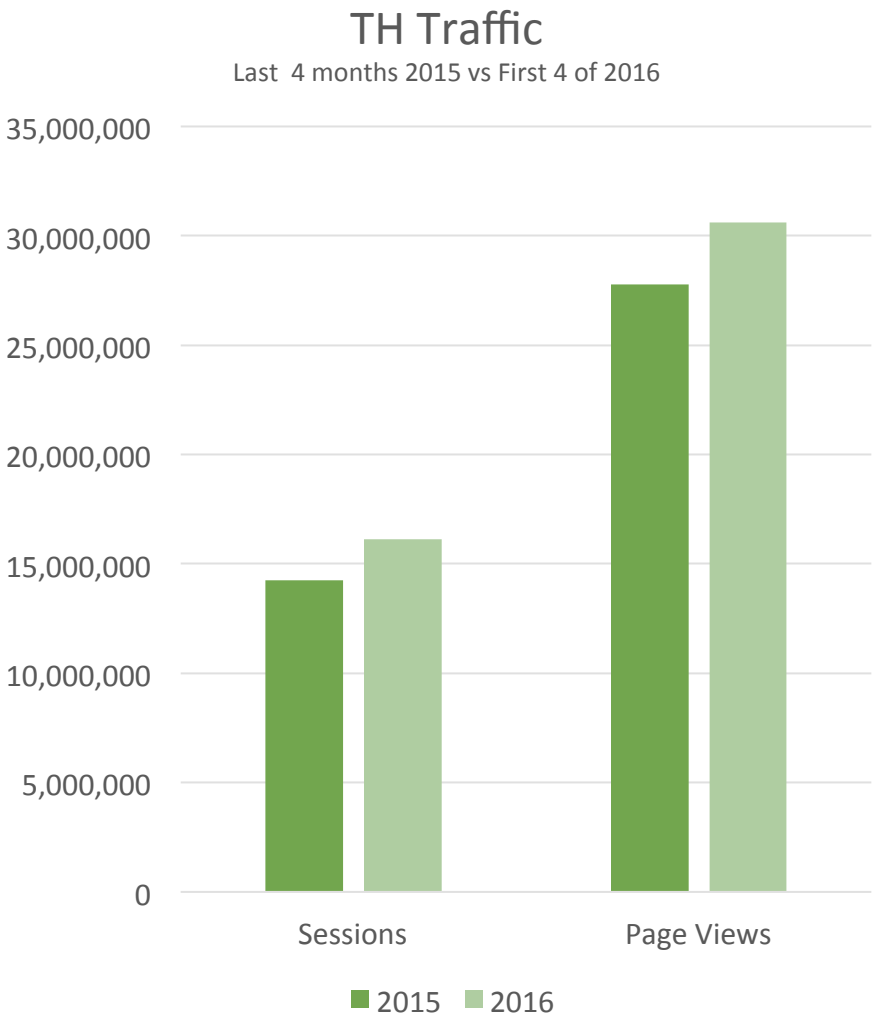
4,019
Social Shares

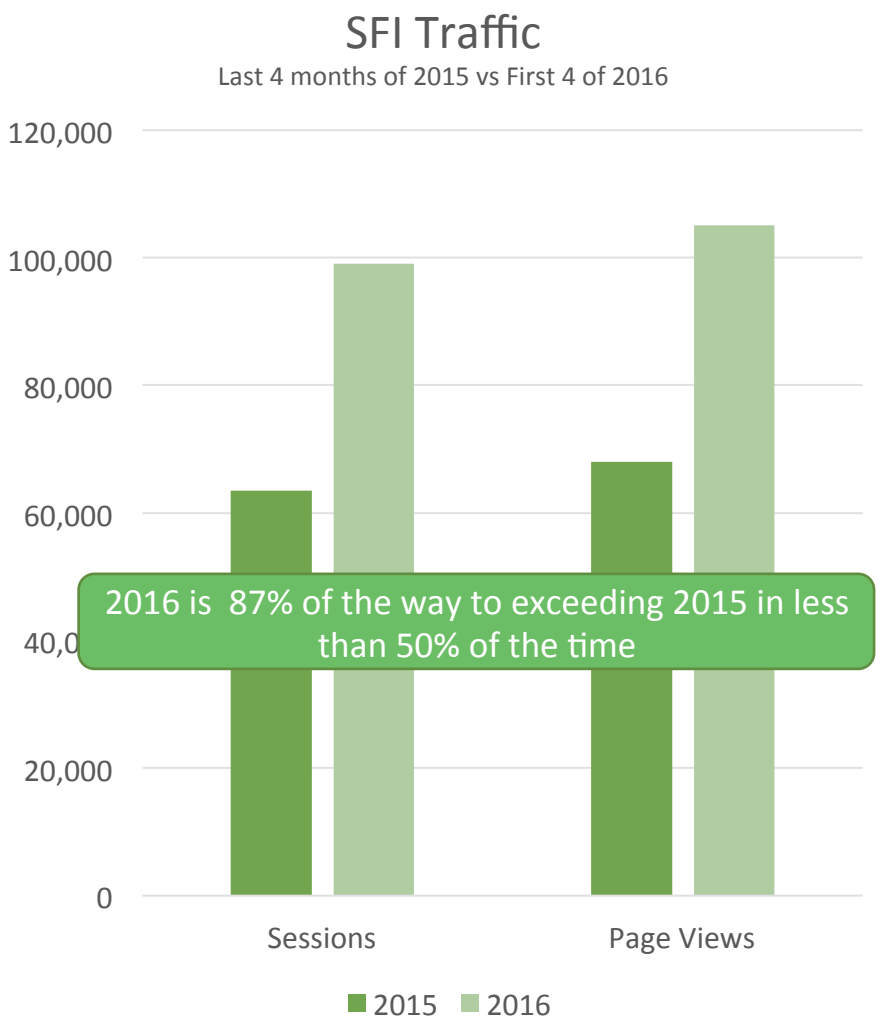
31
Social Pushes

3.6M
Twitter Accounts Reached

Time on site +82% greater than treehugger.com average

Treehugger and SFI Traffic Continues to Grow in 2016 – Up 10% last 4 months for TH and 50% for SFI



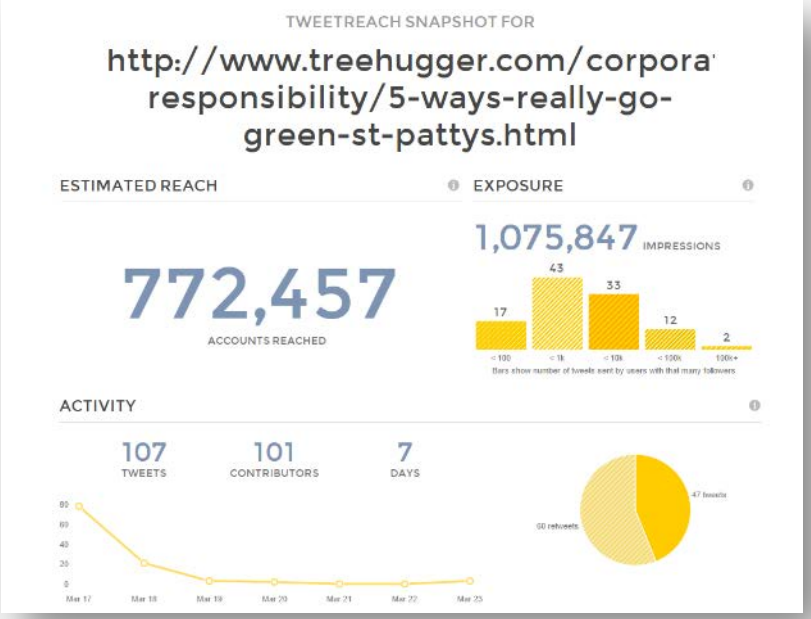


2016 is 87% of the way to exceeding 2015 in less than 50% of the time

Content Highlight – Timely content

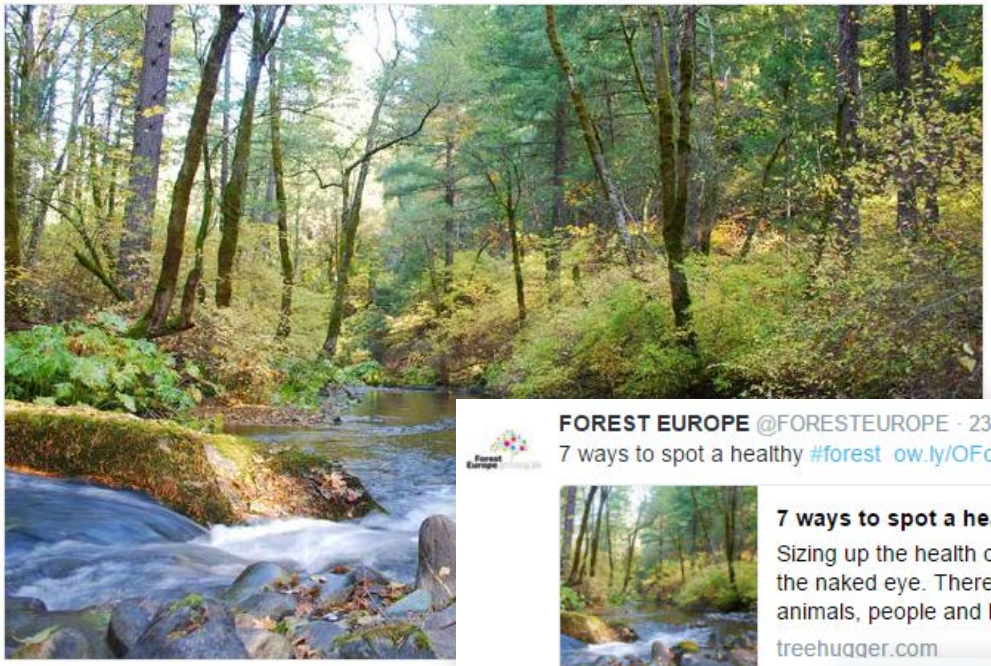
Views	Ave Time Spent	Hours Spent
1,000	2:33	43

Social Actions	Social Amplification
195	39,000



Content Highlights – Engaging message positioning

7 ways to spot a healthy forest



© Mark Lathrop, Hazel Creek on Sierra Pacific I

Sizing up the health of a forest may be hard to do with the naked eye. There
on in there. Plants, animals, people and businesses all play critical roles beh
scenes.

FOREST EUROPE @FORESTEUROPE · 23 Jun 2015
7 ways to spot a healthy #forest ow.ly/OFcUI via @TreeHugger

7 ways to spot a healthy forest
Sizing up the health of a forest may be hard to do with the naked eye. There's a lot going on in there. Plants, animals, people and businesses all play critical roles ...
treehugger.com

NatureConservancy.ca @NCC_CNC · 3 Sep 2015
7 ways to spot a healthy forest bit.ly/1PMIjwW w/ @sfiprogram via @TreeHugger

7 ways to spot a healthy forest
Sizing up the health of a forest may be hard to do with the naked eye. There's a lot going on in there. Plants, animals, people and businesses all play critical roles ...
treehugger.com

RETWEETS 3 LIKES 4

Views	Ave Time Spent	Hours Spent
18,901	2:06	616

Social Actions	Social Amplification
439	87,800

Content Highlights – Aspirational social hits

Views	Ave Time Spent	Hours Spent
3,953	2:58	195

Social Actions	Social Amplification
350	70,000

Content Highlights – Unique takes on off-beat topics

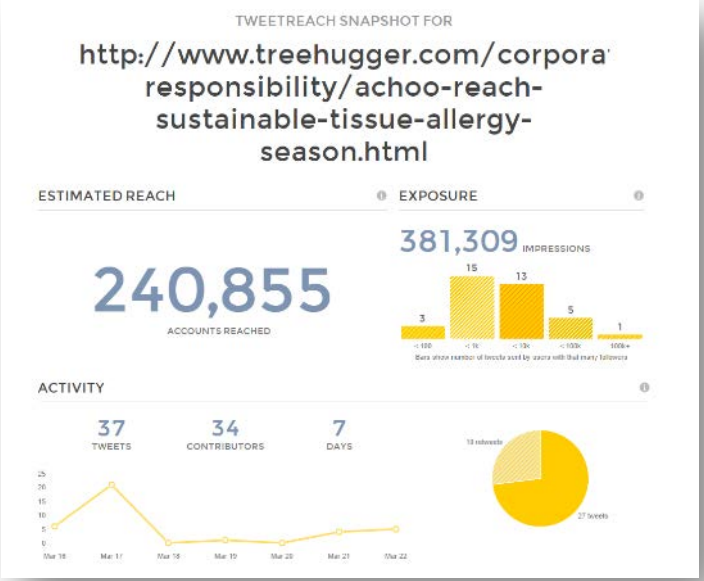
Achoo!!? Reach for sustainable tissue this allergy season

© SFI

Even ordinary spring allergies come with choices that can make a real environmental difference. Look for the label before you reach for your next tissue.

Views	Ave Time Spent	Hours Spent
1,615	2:20	23

Social Actions	Social Amplification
39	7,400



Content Highlights – Editorial exposure

U.S. Green Building Council pilots a new credit designed to eliminate illegal logging

Melissa Breyer (@MelissaBreyer)
Design / Green Architecture
April 6, 2016

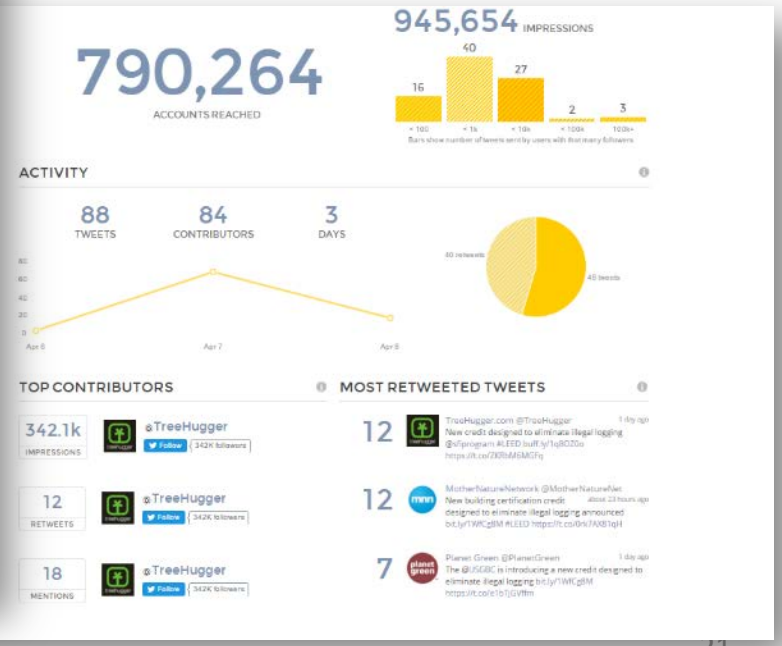
Share on Facebook

CC BY 2.0 TreeHugger

TreeHugger has followed the evolution of the LEED green building certification system from the beginning. Run by the U.S. Green Building Council (USGBC), it is a system based on getting credits for choosing green materials, saving energy, and building healthier buildings. It's also a changing system, addressing new environmental problems as knowledge and understanding of them increases.

Views	Ave Time Spent	Hours Spent
731	1:56	23

Social Actions	Social Amplification
61	12,200



Content Highlights – Content amplification

HOME SFIPROGRA

good for
FORESTS
Good for you. Good for our forests.®

Best news for forests that I've heard in a long, long time

Guest Blogger / 2 weeks ago

Guest blogger:
Chuck Leavell, family forest owner and keyboardist for the Rolling Stones

Creating a new pathway for family forest owners to earn Leadership in Energy and Environmental Design (LEED) points is some of the best news for forests that I've heard in a long, long time. The U.S. Green Building Council should be congratulated for recognizing forests certified to the Sustainable Forestry Initiative (SFI) and the American Tree Farm System (ATFS) standards.

It may seem odd for a rock 'n roll piano player to be picking up this cause. Let me explain: Back in the mid-1980s when I was between Rolling Stones tours, my wife, Rose Lane, and I began to actively manage our family forest that we inherited from her grandparents. Through the now 2,900 acre Charlane Plantation, we are carrying on the tradition of good stewardship that her family started many generations ago.

I'm proud of the progress family forest owners like Rose Lane and I have made on the sustainability front. Many of us are committed to managing our forests in ways that support core LEED principles. Managing working family forests in a sustainable way delivers benefits we can all cherish: cleaner air, safer drinking water, greater biodiversity, and opportunities for recreation. Forests are also a critical resource in the fight

http://www.goodforforests.com/leav
leed-best-news/

ESTIMATED REACH

202,374
ACCOUNTS REACHED

EXPOSURE

219,513 IMPRESSIONS

ACTIVITY

9 TWEETS
9 CONTRIBUTORS
2 DAYS

TOP CONTRIBUTORS

174.6k IMPRESSIONS — @MotherNatureNet — Follow (175K followers)

4 RETWEETS — @MotherNatureNet — Follow (175K followers)

5 MENTIONS — @sfiprogram — Follow (37.5K followers)

MOST RETWEETED TWEETS

4 — MotherNatureNetwork @MotherNatureNet: "The best news for forests that I've heard in a long, long time" - @ChuckLeavell

2 — Laura Cise @lauracise: @ChuckLeavell: @USGBC should be congratulated for recognizing forests certified to #SFI & @AmForestFndn #ATFS. goodforforests.com/leavell-leed-b...

Content Highlights - PR and Amplification

SUSTAINABILITY: The lightning strike that fueled her passion for forests

Mary Johnson, Editor
Apr 21, 2016, 11:57am EDT Updated: Apr 21, 2016, 3:37pm EDT

FREED PHOTOGRAPHY

Kathy Abusow, 49, is the CEO of the Washington, D.C.-based nonprofit Sustainable Forestry Initiative.

Planet Green @PlanetGreen · Following

.@sfiprogram CEO Kathy Abusow on the lightning strike that fueled her passion bit.ly/1NMnIGy

RETWEETS 4 | LIKES 4

3:23 PM - 25 Ap

TreeHugger.com @TreeHugger · Following

CEO Kathy Abusow, of @sfiprogram on the lightning strike that fueled her passion - Bizwomen buff.ly/1pz0uh9

RETWEETS 7 | LIKES 9

1:52 PM - 25 Apr 2016

Reply to @TreeHugger @sfiprogram

eric carlson @EcarlsonEric · Apr 25
@TreeHugger @sfiprogram great leader thanks

Arbor Day Foundation @arborday · Apr 22
@sfiprogram Just read this great piece on Kathy Abusow.
bizjournals.com/chicago/bizwom…

1

treehugger

How we can do the same for you

Three Options to start your engagement - Custom engagements available too

treehugger

	$25K	$50K	$100K
Content production	0	4 Articles 1 Video 1 Infographic	10 Articles 2 Videos 1 Infographic
Distribution of sponsored content *Your content published to treehugger.com and promoted on TH.com and via social media.*	6 pieces	12 pieces	Up to 24 pieces
Dedicated promotional spaces *Based on % of total promotional spaces available site-wide (estimated 350 million impressions).*	2%	4%	10%
Social media support	Included	Included	Included
Duration	3 months	6 months	1 year
Estimated value	$35K	$120K	$350K