



living wisely, living well

natural
HOME & GARDEN

2012

THE **AUTHORITY** ON
GREEN LIFESTYLE AND DESIGN



Natural Home & Garden

Put your products in front of women whose passionate desire to live a healthy, sustainable lifestyle permeates every aspect of their lives, from responsibly made household décor to organic cotton clothing, from heirloom vegetable seeds to natural foods. *Natural Home & Garden* 'green addicts' use their high household incomes to purchase energy-efficient household gadgets, organic foods, herbal supplements, natural cosmetic and beauty products, and eco-friendly paint and flooring. Our readers are dedicated to ensuring their household furnishings and décor are chemical-free, to locating the latest natural health solutions, and to helping their local communities and environments through gardening, landscape design and community engagement. These women learn about the best options and make purchasing decisions based on the ads and articles in *Natural Home & Garden*. These buyers put their money behind their principles – more than three-fourths are willing to pay more for environmentally friendly products. From inspirational and informative articles on creating tasty meals with organic ingredients to spotlights on the best new green products, *Natural Home & Garden* helps them live the life they want – sustainable, healthy and sophisticated.



NATURAL HOME & GARDEN READERS LIVE RICHLY, APPRECIATE BEAUTY AND STRIVE TO LIGHTEN THEIR ENVIRONMENTAL FOOTPRINT. THEY ARE TRENDSETTERS AND TRUTH SEEKERS. THEY ARE HIGHLY AFFLUENT, MOTIVATED, ENGAGED, CREATIVE, GENEROUS, CURIOUS AND HAVE A PASSION FOR A LIFE WELL-LIVED.

Natural Home & Garden readers make home improvements with eco-friendly products.

- * 60% plan to purchase eco-friendly lighting
- * 55% plan to purchase eco-friendly paint
- * 50% of readers plan to purchase eco-friendly bedding/bath (towels, comforters, sheets)
- * 23% plan to purchase solar panels
- * 29% plan to purchase efficient windows & doors

Natural Home & Garden readers eat healthy and pay attention to their nutrition.

- * 89% cook from scratch
- * 82% use herbs for cooking
- * 86% are willing to pay more for organic food
- * 84% feel it is important to use cosmetics or personal care products with natural or organic ingredients

Natural Home & Garden readers love to get their hands dirty.

- * 46% plan to buy planters for container gardening
- * 44% plan to buy gardening tools
- * 86% get their gardening information from *Natural Home & Garden* magazine

Natural Home & Garden readers own animals.

- * 77% own a pet as a companion
- * 70% own cats and/or dogs
- * 21% use herbal/natural products on their pets



Design is easy. From the layout to the materials, creating a new bathroom is a lot easier than you think. This apartment-size bathroom is a perfect example of how to make a small space work for you. The design is simple, but the materials are high-end. The result is a beautiful, functional space that will last for years.

CONSIDER THE MATERIALS Choose natural materials like wood, stone, and bamboo. These materials are durable and eco-friendly. They also add a natural, warm feel to the space.

EXTREMELY DURABLE Invest in high-quality materials and finishes. This will ensure your bathroom looks great for years to come.

WATER CONSERVATION Install low-flow toilets, showerheads, and faucets. This will help you save water and reduce your utility bills.

GREEN PAINTS Use low-VOC paints and finishes. This will improve the air quality in your bathroom and reduce your exposure to harmful chemicals.

PLANTS Add some indoor plants to your bathroom. This will help purify the air and add a touch of nature to the space.

GOOD TO KNOW

LAUNDRY ROOM + SMART APPLIANCES + VICTORY GARDENS + TINY HOUSES + PORTLAND, OREGON

"After enlightenment, the laundry."

seasonal, sustainable ingredients and elegant, natural party ideas. **HEALTH** Easy-to-digest information on products, supplements and habits for healthy homes and families. **BEST FOR** A spotlight on the best green products, resources and ideas.

TEXTILES

Fabric for Your Life

HOW WE USE IT	WHY
RECYCLED COTTON	made from recycled cotton fibers, it's a sustainable choice for bedding and clothing.
ORGANIC COTTON	grown without synthetic pesticides or fertilizers, it's better for the environment and your skin.
PLAID LINEN	made from flax, it's a natural, durable fabric that's perfect for home decor.
WASH	made from recycled materials, it's a sustainable choice for cleaning products.

To wash bamboo... [text describing bamboo fabric benefits]

FLOORING IDEAS

Don't buy cheap cork or bamboo flooring—both are made with formaldehyde-based binders.

Do consider using reclaimed wood flooring. It's one of the greenest options and offers a one-of-a-kind look.

Green Afoot

Healthy, environmentally friendly flooring is easier than ever to find.

NEW PLACES TO VISIT HOMER has a bigger impact on your family's health and planet's budget than you think. Green, sustainable choices are both abundant and diverse, and they come in a wide range of styles. Options make it easy to find the flooring and look that's most suitable for every budget.

made good choices installers save putting down and sealing that do not install. As a green building consultant or retailer, be sure to recommend products certified for indoor air quality by an independent agency such as GreenGuard (www.green-guard.org). Avoid all-bamboo products, which are generally more toxic than water-based products, and try to avoid vinyls.

Natural linoleum

Made primarily from linseed oil, sawdust flour and natural limestone, linoleum has antibacterial properties that help fight common allergens. Unlike laminate, linoleum comes in a handful of colors, textures and finishes, and it's easy to clean. It's also a natural, durable material that's perfect for high-traffic areas.

Bamboo

The good news is that bamboo is a hard, rapidly renewable, fairly sustainable and low-maintenance. The bad news? The material has become so popular it's being manufactured and marketed in a way that's often more expensive and less eco-friendly than other green flooring.

Shop carefully. Flooring experts can help you choose the best flooring product for your needs. Look for a third-party certification from the Flooring Watchdog. Remember, if it's a cheap, it's usually not good in the long run. It's probably a well-known brand such as Pergo, Parquet and others.

Highly rated and the most popular of all, bamboo is a great choice for flooring. It's a natural, durable material that's perfect for high-traffic areas. It's also a sustainable choice that's perfect for high-traffic areas.

WHY ADVERTISERS DEPEND ON *Natural Home & Garden*

Because every article, photograph and column in the magazine motivates readers to buy products – yours!

“In late 2009, Elmira Stove Works launched a new line of high-efficiency clean-burning cookstoves across North America. We chose MOTHER EARTH NEWS and *Natural Home & Garden* magazine as the cornerstones of our consumer media campaign, based on your publications’ demographics and psychographics, and on the level of engagement your readers have with these books.

“The results have been nothing less than outstanding. Over a third of our total mailed-in consumer inquiries last year came from these two books alone, although they represent a much, much smaller portion of our total media budget. Our commitment to MOTHER EARTH NEWS and *Natural Home & Garden* has already been made for 2011, and we anticipate working with both books for years to come.”

— TONY DOWLING, *Business Development Manager*
ELMIRA STOVE WORKS

“*Natural Home & Garden* was our very first venture into national marketing ... and to date, it is by far the most consistent source for productive leads of any advertising we have done. Most of all the staff at Ogden Publications is truly devoted to a ‘greener future’ for the planet. THAT makes all the difference to American Clay when we choose an advertising venue. They are extraordinary.”

— CAROL SORENSEN-BAUMGARTEL, *CVO/Co-Founder*
AMERICAN CLAY ENTERPRISES

“Combining print advertising in *Natural Home & Garden* with online in MOTHER EARTH NEWS, we’ve reached a broad-but-targeted market segment and reached out to prospects in the media they prefer, be it traditional print or electronic. The flexibility the Ogden group offers has really helped us zero in on our customers. The ads have definitely boosted our online traffic.”

— AMY CAMPBELL, *Marketing and Representative Support Manager*
RIVERBEND TIMBER FRAMING

“*Natural Home & Garden* is an important component in our overall advertising strategy. The magazine’s intelligent, engaging health and wellness content helps us connect with the right audience, and the staff is always wonderful to work with.”

— TODD PAULI, *Marketing Communications Director*
NOW FOODS

AUDIENCE DEMOGRAPHICS

Subscriptions: 31,600
Single Copy Sales: 22,400
National Paid Circulation: 54,000

Source: Jan-June 2011 Publisher's Own Data

Total Print Audience: 127,980

Source: 2011 Custom Study

Total Audience: 318,938

Source: 2011 Custom Study

Average Age 48
 Average HHI \$103,882
 Average Value of Owned Home \$253,611

<u>GENDER</u>	% of readers
Men	17.8%
Women	82.2%

<u>EDUCATION</u>	% of readers
Attended/graduated college	80.4%
Graduated college plus	36.6%
Attended college	17.9%
Post graduate	25.9%

<u>AGE</u>	% of readers
18-24	10.4%
25-34	15.3%
35-44	19.8%
45-54	17.3%
55-64	20.5%
65-85	16.7%

<u>MARITAL STATUS</u>	% of readers
Never married	13.3%
Now married/committed relationship	70.8%
Separated/widowed/divorced	15.9%

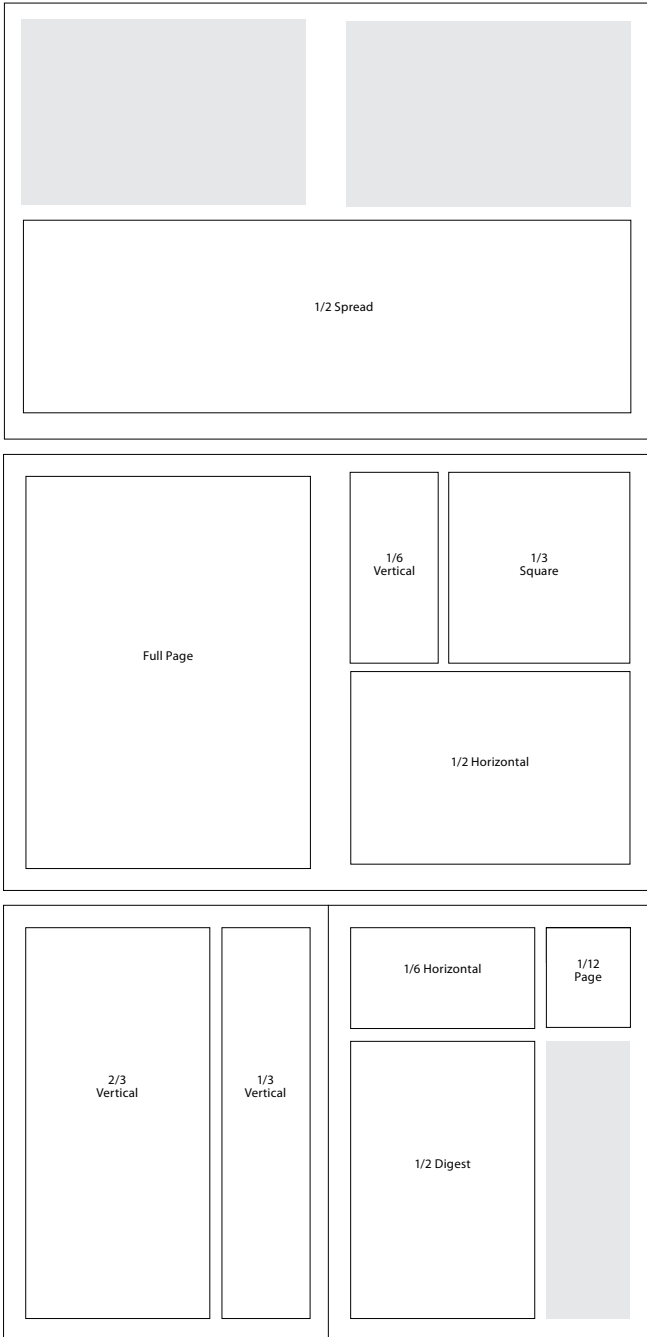
<u>HOME</u>	% of readers
Home owned	91.2%
Home value: \$500,000+	13.7%
Home value: \$200,000-\$499,999	25.3%
Home value: \$100,000-\$199,999	42.1%
Home value: \$50,000-\$99,999	16.8%
Home value: Less than \$50,000	2.1%

<u>HHI</u>	% of readers
HHI \$100,000-\$300,000	32.5%
HHI \$60,000-\$99,999	31.5%
HHI \$30,000-\$59,999	25.7%
HHI \$10,000-\$29,999	10.3%

<u>AREA OF RESIDENCE</u>	% of readers
County size A	1.8%
County size B	22.1%
County size C	21.2%
County size D	54.9%

Source: 2011 Custom Study, American List Counsel, Compete.com

AD SIZES



AD TYPES	SIZES
Trim size	8 1/8" x 10 5/8"
Full page	7 7/8" x 10 3/8"
Full page with bleed	8 3/8" x 10 7/8"
2 page spread	17" x 10 3/8"
2 page spread, bleed	17 1/4" x 10 7/8"
1/2 page spread	17" x 4 3/4"
1/2 page spread, bleed	17 1/4" x 5"
2/3 page vertical	4 3/4" x 9 3/4"
1/2 page digest	4 3/4" x 7 1/4"
1/2 page vertical	3 1/2" x 9 3/4"
1/2 page horizontal	7 1/4" x 4 3/4"
1/3 page vertical	2 1/4" x 9 3/4"
1/3 page square	4 3/4" x 4 3/4"
1/6 page vertical	2 1/4" x 4 3/4"
1/6 page horizontal	4 3/4" x 2 1/4"
1/12 page	2 1/4" x 2 1/4"

PUBLICATION TRIM SIZE

8 1/8" x 10 5/8"

PERFECT BINDING

Image area of all full bleed ads must extend 1/8" minimum beyond trim.

Live area must have 1/4" allowance from trim on all four sides.

2012 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Jan/Feb 2012	Oct 19, 2011	Oct 26, 2011	Dec 13, 2011
Mar/Apr 2012	Dec 16, 2011	Dec 22, 2011	Feb 14, 2012
May/June 2012	Feb 17, 2012	Feb 23, 2012	Apr 10, 2012
July/Aug 2012	Apr 18, 2012	Apr 26, 2012	June 12, 2012
Sept/Oct 2012	June 15, 2012	June 22, 2012	Aug 14, 2012
Nov/Dec 2012	Aug 17, 2012	Aug 24, 2012	Oct 16, 2012

Published bimonthly (six times a year).

PRINT

MATERIAL SPECIFICATIONS

We require all ads to be supplied electronically to the following specifications:

FILE FORMATS: PDF/X-1a files or Adobe InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos or images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Small images and type in black should be made up of 100% black. If the black area is large, it is recommended to add about 40% cyan. This will cause the black to trap rather than overprint, rendering a richer black.

SUBMITTING MATERIALS:

E-mail: Ads (no larger than 10 megabytes) can be e-mailed to bhurwitz@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

YouSendIt FTP site:

- Visit www.yousendit.com
- Enter recipient e-mail address:
AdCoordinator@NaturalHomeandGarden.com and your e-mail address.
- Select file and send it.

Ogden FTP site:

- Install FTP software on your computer. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from www.download.com).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Natural Home folder within the ADS_IN folder. Save any Mac Files as Macbinaryll.
- E-mail bhurwitz@ogdenpubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded, with information about the software used.

Please note that any files sent through e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

CD-ROM or DVD: Ads submitted on a Macintosh-formatted CD-ROM or DVD must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

Send all materials to:

Advertising Department
Ogden Publications, Inc.
1503 SW 42nd Street
Topeka, KS 66609
e-mail: bhurwitz@ogdenpubs.com
(800) 678-5779

COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error, and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.

All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing, or distributing *Natural Home and Garden* or *Natural Home and Garden Online*.



www.NaturalHomeandGarden.com

Introduce, brand and sell your product to this female, health-conscious audience. Features content from the magazine, editorial blogs, a directory of green professionals and Web-only content for creating beautiful, healthy spaces for people and the planet, as well as videos of home tours and DIY projects.

Average Monthly Page Views: 258,036

Average Monthly Unique Visitors: 69,486



www.MotherEarthNews.com

Reach green consumers most efficiently with America's No. 1 environmental website. Contains all editorial content from the magazine's first 40 years in a searchable database, as well as an "Ask the Experts" section, editorial blogs, reader forums and polls.

Average Monthly Page Views: 4,110,114

Average Monthly Unique Visitors: 949,731



www.Utne.com

Introduce your products to these affluent, forward-thinkers. Since 1984, *Utne Reader* has been a leading voice for the best of the alternative press. The site offers editorial content, editorial blogs and contests. Plus, the newly launched online *Alt Wire* digital magazine acts as a real-time reflector of influential alternative sources, with content curated by social media.

Average Monthly Page Views: 330,000

Average Monthly Unique Visitors: 132,417



www.HerbCompanion.com

Save big when you promote your natural cooking, gardening, healing and lifestyle products and services with this one-stop shop for herbal enthusiasts. This site helps readers upgrade the basics in their life – from food to gardening to health – with herbal recipes, tips of the week, articles, daily polls and editorial blogs.

Average Monthly Page Views: 340,597

Average Monthly Unique Visitors: 106,511



Video

Our eco-friendly network visitors always enjoy watching our video features on green homes, gardening, natural health, recipes, green hints and more.

Average Monthly Views: 400,000

Ad spot: 15 second pre-roll

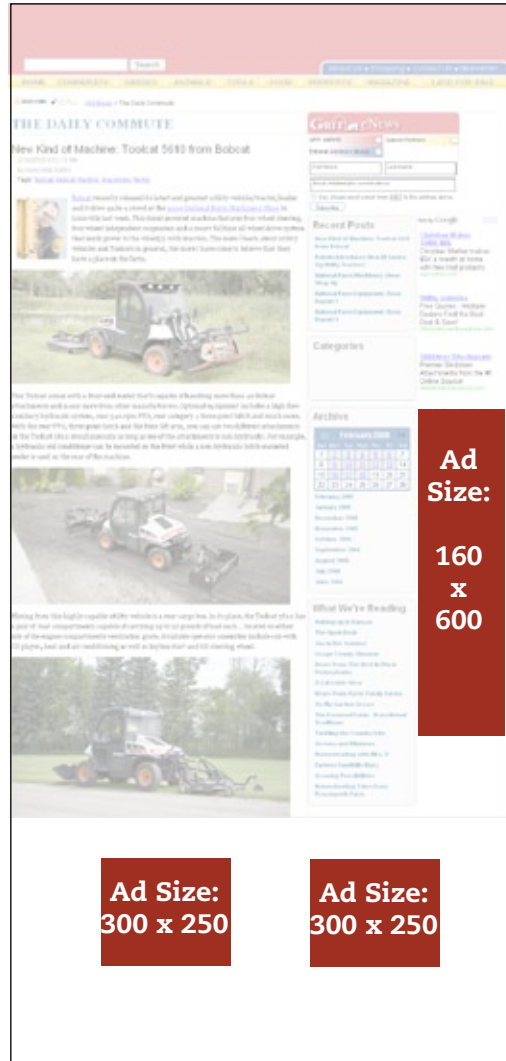
CPM: \$28

ONLINE ADVERTISING SPECIFICATIONS

ARTICLE PAGES All Titles



BLOG PAGES All Titles



SIZES FOR RUN-OF-SITE ADVERTISING:

- Leaderboard (728 x 90)
- Jumbo box (300 x 250)
- Scraper (160 x 600)

CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL.
- All ads may include an alternate text description.

HTML/JavaScript (DHTML)/Flash (URL embedded)

- Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

FILE SIZE:

- File size of 40kb or less @ 72 dpi (larger for Flash)

VIDEO ADVERTISING FORMATS:

- .mp4 or .wmv
- 4:3 aspect ratio

MATERIAL SUBMISSION:

- Send all ads to bhurwitz@ogdenpubs.com.
- Within the e-mail please note the following: *Company name, contact name, contact number, website the ad will be running on and expected start date.*

E-NEWSLETTER SPECIFICATIONS



Natural Home & Garden (weekly)

Target homeowners looking to green their living spaces. Each issue offers news, gardening tips, recipes, blog teasers and more. Available for entire month or by issue.

Rates: \$260 per ad or \$520 for all 3 ad positions

Average opt-in subscribers: 51,986

Utne Reader (20 issues per month)

Join the “in-the-know” audience with Utne’s Emerging Ideas. Topics include: environment, spirituality, politics, arts, media, science and technology, great writing.

Rates: \$260 per ad or \$520 for all 3 ad positions

Average opt-in subscribers: 29,421

Mother Earth News (5 categories – 10 issues per month)

Use Mother Earth’s unique insight to reach subscribers interested in DIY skills and projects, food and gardening, simple living and country skills, green energy and great homes, and health and environment. Available for entire month or by category.

Rates: \$1,500 per ad or \$3,000 for all 3 ad positions

Average opt-in subscribers: 288,469

The Herb Companion (weekly)

Connect with the growing herbal market! This newsletter features recipes, gardening tips, new natural health research updates from the American Botanical Council and more. Available for entire month or by issue.

Rates: \$260 per ad or \$520 for all 3 ad positions

Average opt-in subscribers: 65,311

Specifications

SIZES FOR E-NEWSLETTER ADVERTISING:

Banner Ad (728 x 90)

Skyscraper (160 x 600)

Text Ad with logo (150 x 150) + 50 words

CURRENTLY ACCEPTED AD FORMATS:

GIF, GIF89, Animated GIF, JPEG

All ads should include a click-through URL.

All ads may include an alternate text description.

FILE SIZE:

File size of 40kb or less @ 72 dpi

MATERIAL SUBMISSION:

Send all ads to bhurwitz@ogdenpubs.com.

Within the e-mail please note the following:

Company name, contact name, contact number, date and name of newsletter.

360° MARKETING

Natural Home & Garden is the ultimate resource for today's eco-conscious homeowners. Our affluent readers see, source and buy products directly from the pages of *Natural Home & Garden*. For all our customers, we offer 360° experiential marketing solutions that extend well beyond the page. From innovative online tools and sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.



Video/Television

Ogden Publications develops entertaining video content for cable, network and online platforms, delivering brand integration opportunities.

Sweepstakes

Grow your e-mail lists for future e-commerce communications.



Online

We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs.

Branded Products

Partnering with us can provide new audiences and instant authority, as well as huge promotional vehicles through our media.



Events

Consumers can experience your brand firsthand at one of our live, exclusive events, bringing you closer to your customer.

Custom Publishing

Custom content is the perfect opportunity to build relationships with customers, employees and prospects.



Research

We can provide marketing intelligence to help you understand and define the market for your product or service.

Direct Mail

Let us create targeted direct mail lists and help you find new customers.



Print

Let our sales team work with you to create a print campaign that will reach your target audience.

Mobile Apps

Put your brand and marketing on a custom app built around the content your customers want — when they are on the go.



Trick
only the best
water because
the largest.

LAURIE DOESN'T HIDE THE FLOAT TRICK.
"These spots in the garden are my pride," she says. "These living hay bales become as much a part of our outdoor ritual that I feel consoled by the sun. And now I find myself feeling sorry for the people just sitting on the beach on the Fourth of July with nothing to do."
Laurie and Luanne's farm is a natural outgrowth of their desire to eat as much local food as possible. "If we want to eat something, we figure out if we can grow it," Laurie says.
The couple raises beef cattle, pigs and chickens, and they grow a diverse set of crops, including corn, barley, oats and wheat, which Laurie makes into bread. They use their honey to barter with their neighbors, trading barley for pork, steers for bees, wheat for honey and maple syrup for wild rice. Their next crop? A dozen egg under jars of Laurie's homemade tomato sauce, ketchup, salsa, pickles and sauerkraut and baskets of beans, peas, onions, squash and pumpkins. The couple is beholden to the grocery store only for dairy, coffee, chocolate and some fruit.
"There's something about making a meal where you're out in the garden and come right in and eat it—you feel like there's just got to be so much more to that food," Laurie says. "I believe that food in its freshest, most local form has to be the best for our bodies and souls."



Grow Like Crazy!

Laurie keeps just 200 lbs. of beans each field region enough organic produce to feed 1000 people. Laurie grows organic food and so do you. It's all here.



natural HOME & GARDEN

Green Homes | Eat Healthy | Green Living | Product Reviews



5 Steps to Avoiding BPA

BPA is everywhere, but with a little know-how you can effectively cut this dangerous chemical from your life. Follow these five steps to avoid contact with BPA.



- #### CURRENT ISSUE
- Go Off the Beaten Path in Jamaica with Hotel Nocturne
 - Let it Grow: Best Products for the Garden
 - Your Home's 10 Chemical Classes

SEE MORE ARTICLES
SUBSCRIBE
RENEW
GIVE A GIFT SUBSCRIPTION
CUSTOMER SERVICE

DIY Empty eggshells into a mini indoor herb garden.
DIY Make your small home feel bigger with 10 tips.
DIY Could hobbies be your new hobby? Weeping is right for you!
DIY Energy Efficient: Plan your ways to go with solar: landscaping.

BLOGS

- Green Decor and Design**
A Green Home: Use Brady Picture Frames for Organization
Colors of Inspiration: Zero-VOC Turquoise Olympic Paint
- Natural Health**
Innovative Popcorn: Lines with Carcinogenic Chemicals
Climate Change: Lengthens Pollen Season, Worsens Allergies
- Leafy Greens**
Organic: Bring Discounted Home Improvement Items to Your City
Building the Newsmarket Fit Home: Learn About Remote Work Systems



SEE MORE ARTICLES | SEE MORE BLOGS | SEE MORE VIDEOS

NETWORKING | QUESTION OF THE MONTH | SHARE YOUR PHOTOS

natural HOME & GARDEN

green homes | eat healthy | green living | product reviews | shop

BUY GREEN. LIVE GREEN GO GREEN. Los Angeles, Jan. 23-24
For \$5 tickets use promo code **NATURALHOME**

2010 Predictions: Green Buildings, Smarter Homes and Simpler Lifestyles

It's self-serving to suggest that the topics we've been covering in *Natural Home* for a decade will emerge as important trends in 2010. But all the experts agree. This is the year when everyone will want a green, energy-efficient home, clean energy, bright, natural interiors, and healthy, local food and products. Cruise through our list of trends we think will catch on quickly in 2010, and let them to add your own! Leave us a comment and let us what we forgot.

- Green Building Trends
- Smarter, Simpler, Greener Homes
- Interior Design Trends
- green jobs
- green dream home
- organic beauty
- fix your home's trouble spots

Kick off Spring GIVEAWAY

Hurry! Giveaway ends 4/30. Enter Now!



