

2017 DATES & RATES

Garden Making magazine encourages people to enjoy gardens and gardening. Our print and digital audiences continue to grow because we provide reliable and credible ideas and inspiration. Our affluent, engaged audiences actively seek products and services for their homes and gardens. With our focused readers, you'll be in front of them with your marketing message. We can help you grow your sales.

Magazine Editorial Calendar

We assign articles and organize our content with an emphasis on plant ideas, design inspiration, small-space gardening, tips & tools, container gardening, soil and fertilization, garden travel and gardens to visit.

ISSUE	FOCUS	AD BOOKING	MATERIAL DUE	ISSUE RELEASED
# 29 February 2017	Spring issue showcases new plants, water gardens, planting plans, growing from seed, vegetables, tools, container gardening.	Jan. 3, 2017	Jan. 10, 2017	Feb. 14, 2017
# 30 May 2017	Summer issue reaches avid gardeners when they are shopping for new products, starting containers. In 2017: native plants feature.	April 4, 2017	April 11, 2017	May 15, 2017
# 31 August 2017	Fall issue provides ideas and examples as people order bulbs, consider changes in their garden, plan garden-related gifts.	July 3, 2017	July 10, 2017	Aug. 14, 2017
# 32 November 2017	Winter issue provides ideas and inspiration for garden design, garden destinations, and garden-related events and travel.	Oct. 3, 2017	Oct. 10, 2017	Nov. 13, 2017

Magazine Advertising Rates

Effective January 1, 2017. Gross rates. Frequency discounts for insertions in 1-year period.

FOUR-COLOUR ROP	1X	2X	3X
1 page	\$1,975	\$1,778	\$1,679
2/3 page	\$1,500	\$1,350	\$1,275
1/2 page	\$1,200	\$1,080	\$1,020
1/3 page	\$750	\$675	\$638
1/6 page	\$500	\$450	\$425
Outside back cover	\$2,150	\$1,955	\$1,828
Inside front/back cover	\$2,050	\$1,855	\$1,743
MARKETPLACE	1X	2X	3X
Horizontal	\$315	\$290	\$265
Vertical	\$315	\$290	\$265
Square	\$220	\$200	\$175
Bottom banner	\$270	\$240	\$210
Classified ads	\$2 a word; \$50 minimum		

Website rates

300x250 px	Large rectangle	\$150 per month
300x100 px	Mini rectangle	\$100 per month

Email newsletter rates

300x250 px	Large rectangle	\$100 per week
468x60 px	Banner	\$100 per week

Other opportunities

- Contest partnerships with targeted prizes
- Inserts and samples in magazine or polybag
- Sponsorship of sample copies or videos

About the founders of *Garden Making*

Beckie Fox, Editor-in-Chief

A long-time magazine editor and a Master Gardener, Beckie is a frequent speaker on gardening and authored the book *The Potted Garden* about container gardening. She received the Garden Media Award in 2016 from the Perennial Plant Association. She knows how to engage and inspire gardeners.



Michael Fox, Publisher & CEO

With over 35 years of publishing experience as a journalist and consumer marketing executive, Michael is one of Canada's top circulation experts. He retired in 2012 as Senior Vice-President, Circulation & Development, at Rogers Publishing Limited in Toronto to devote his expertise to making sure *Garden Making* continues to grow its print and digital audiences.



Reader profile

Age: 35 to 65 years
Female: 86%
Home owner: 93%
Household income: 57% are \$100K+ ; 43% \$150K+

Actions taken as a result of reading *Garden Making*

66% Bought a new plant, product or service
72% Told someone about the magazine
59% Made changes in their garden
42% Changed an opinion as a result of an article

Readers who report noticing ads

92% Nurseries and garden centres
91% Seed and bulb companies
88% Tools, soil and other supplies
88% Landscaping, garden design and garden art

Where they shop for plants and supplies

92% garden centres/nurseries
41% specialty retailers
32% mail order
24% national chains

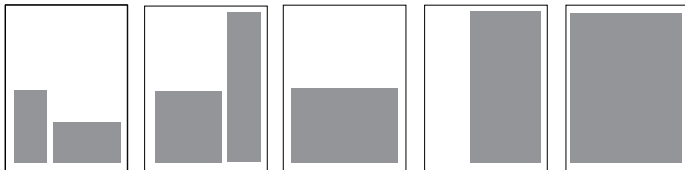
Source: Strategic Readership & Database Survey 2012 by KAT Strategic Insights

Display advertising specifications

Dimensions are width by height in inches.

AD SIZES	NON-BLEED	BLEED SIZE
Full page	7.3" x 10"	8.25" x 11.125"
2/3 page	4.5" x 10"	4.95" x 11.125"
1/2 page horizontal	7.33" x 5"	8.25" x 5.42"
1/2 page vertical	3.625" x 10"	3.87" x 11.125"
1/3 vertical	2.25" x 10"	2.7" x 11.125"
1/3 square	4.5" x 4.9"	n/a
1/6 vertical	2.25" x 4.9"	n/a
1/6 horizontal	4.5" x 2.36"	n/a

Display ad formats



1/6 page 1/3 page 1/2 horizontal 2/3 vertical full page

Marketplace section

Dimensions are width by height in inches.

AD SIZES	AD DIMENSIONS
Marketplace Square	2.25" x 2.25"
Marketplace Vertical	2.25" x 3.4"
Marketplace Horizontal	3.4" x 2.25"
Marketplace Bottom Banner	7" x 1.12"

Design services

We can create effective print and digital ads for a fee.

Terms & conditions

Please review the details on your contract.

Ad submission

Printing process: web offset

Perfect bound: trim size 8" x 10.875"

Material: CMYK; press quality PDF files

Material submission: Upload at <https://addirect.sendmyad.com/>
or email file to publisher@gardenmaking.com