

READER SURVEY HIGHLIGHTS

71% rated the magazine as excellent; **24%** good

95% would renew their subscriptions

90% of our readers are over the age of 40

89% of our readers keep their magazines for reference

60% urban, **40%** rural demographic

75% of our readers have post secondary education

50% of our readers earn between \$30,000 – \$75,000

18% earn over \$75,000

10% over \$100,000



Grow with us.

Information and inspiration for prairie gardeners.

The longest running, highest circulation quarterly magazine for prairie gardeners!

Branch out your business by targeting gardeners in Alberta, Saskatchewan and Manitoba with a cost-effective ad in *The Gardener for the Prairies* magazine.

The Gardener's the definitive horticulture magazine that provides current in-depth information tailored specifically for prairie growing conditions: a growing season of less than 100 days, 13 inches of precipitation and winters of -40°C...conditions largely ignored by national gardening magazines.

Published since 1995, *The Gardener* continues to grow circulation and readership each year. It is distributed widely across the Prairies through subscriptions, newsstand sales, garden centres and greenhouses. The magazine has a print run of 18,000 and boasts readership of 70,000 avid gardeners every issue.

Your ad will work for years to come. Most of our readers (89%) keep their back issues "forever" as a valuable gardening resource. In an

icangarden.com poll, *The Gardener for the Prairies* was voted as the most reliable gardening publication in Western Canada.

Published four times a year – winter, spring, summer and fall – *The Gardener for the Prairies* explores all aspects of prairie gardening and offers informative articles and inspiring photography.

Advertise in *The Gardener* and reach a growing group of enthusiastic horticulturalists.

the
Gardener
for the prairies

Rates & Specifications

2009 Rates

All Ads Full-Colour

Frequency	1x	4x
Full page	1,725	1,555
2/3 Page	1,300	1,185
1/2 Page	990	875
1/3 Page	714	535
1/4 Page	540	475
Back cover	3,540	3,185
Inside front	3,300	2,975
Inside back	3,300	2,975
Centre spread	5,784	5,200

Agency placement discount – 15%

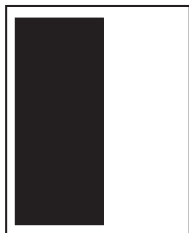
Inserts

Blow-ins or stitch-ins	125.00 / PER M
------------------------	----------------

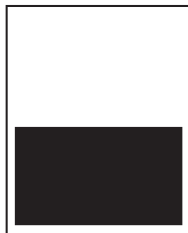
Ad Dimension Reference Chart



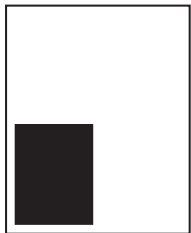
Full Page
9" x 11.5" (full bleed)
7.5" x 10" (no bleed)



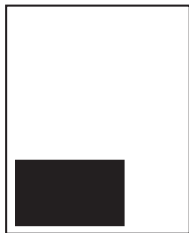
1/2 Page Vertical
3.67" x 10"



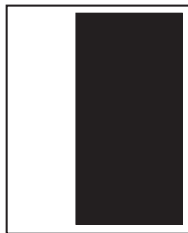
1/2 Page Horizontal
7.5" x 4.901"



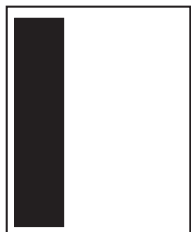
1/4 Page Vertical
3.662" x 4.904"



1/4 Page Horizontal
4.954" x 2.977"



2/3 Page
4.937" x 10"



1/3 Page Vertical
2.389" x 10"

Specifications

Print run: 18,000 magazines (per issue)

Paid subscribers: 9,000 magazines (per issue)

Newstands: 8,000 magazines (per issue)

Controlled Circulation: 1,000 magazines (per issue)

Line Screen: 150

Platform: Macintosh. If PC files must be supplied, please call to ensure compatibility.

Software Used: QuarkXpress, Adobe Illustrator, Adobe Photoshop

Resolution: Minimum of 300 dpi required

Creative Services: Our creative agency can produce an effective colour or B&W ad for you at very competitive rates. If you require assistance in developing your ad, please contact John at: **Telephone:** (306) 230-7424 or (306) 934-2059

Fax: (306) 244-3686, **Email:** thegardener@quadrant.net

Deadlines

Advertising deadline:

Issue	Deadline
Winter 2009 (Nov)	October 30, 2009
Spring 2010 (Mar)	January 30, 2010
Summer 2010 (June)	April 30, 2010
Fall 2010 (Sept)	June 30, 2010

General Policy

1. Rates quoted are for space only. If material must be altered, there will be an extra charge.
2. Ads must run within 12 months of the first insertion to qualify for the frequency discounts.
3. Advertising is non-cancellable after closing date with the exception of the covers. They are non-cancellable.
4. Rates do not include G.S.T.

the
Gardener
for the prairies

P.O. Box 838, Saskatoon, SK S7K 3L7
Telephone: (306) 477-5593 Fax: (306) 244-3686
Email: steve@thegardenermagazine.ca
www.gardenermagazine.ca