

the
Gardener *for Canadian homes*



Grow your business with us.

Information and inspiration for gardeners in Canadian Zones 2 and 3.

Gardening information to overcome the challenges of gardening in a climate with short growing seasons, difficult winters and unpredictable precipitation.

Branch out your business by targeting gardeners in the prairie region and across Canada with a cost-effective ad in *The Gardener*.

The Gardener's the definitive horticulture magazine that provides current in-depth information tailored specifically for Zone 2 and 3 growing conditions: a growing season of less than 100 days, irregular 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 and Canada through subscriptions, newsstand sales, garden centres

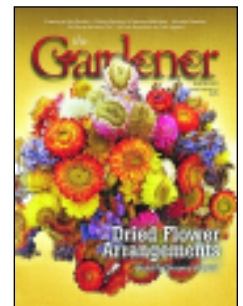
and greenhouses. The magazine has a paid circulation exceeding 10,000 and a pass-along readership of 70,000 gardeners every issue.

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* was voted as the most reliable gardening publication in Western Canada.

The Gardener explores all aspects of prairie gardening and offers informative articles and inspiring photography. Advertise in *The Gardener* and reach a growing group of enthusiastic gardeners and horticulturalists.

The best horticultural magazine for hardy Canadian growing conditions.

Published 4 times yearly - spring, summer, fall and winter editions



"Reader trust, along with commitment, appear to be the two fundamental psychological drivers which produce advertising response –and ultimately purchasing of advertising brands."

- Berlin Readership Symposium

Highly respected and trusted for it's horticultural expertise, this is what our readers have to say about The Gardener

Congratulations on your fine magazine, The Gardener. I just discovered it this year. It's most refreshing and encouraging to find a horticulture magazine aimed at the Canada's Zone 2/3 growing conditions. It raises the quality of the consumer gardening magazine: it should be interesting and educational for both horticultural professionals and laypersons who are serious about gaining horticultural knoweldge and skills with a college commitment. Gary L., Vancouver (Spring 2014 issue).

... The Gardener magazine is a wonderful magazine that I have enjoyed reading for many years. The articles are very informative and in my opinion, it is one of the best educational magazines relating to the prairie provinces. This gardening magazine shows the rest of Canada that we truly can grow marvellous plants in our zones." Marilyn Dudek (Summer 2014 issue)

... thank you, thank you and thank you for such a good magazine. Instead of many pretty pictures of Zone 5 and 6 plants, it is filled with useful information about plants, pests and gardening concerns for our zones. Penny D., Lethbridge AB (Winter 2014 issue).

Even though I do not live in the prairies, your magazine is wonderful for where I do live and garden, which is actually Zone 4, about an hour west of Ottawa. I feel that anything you can grow, I can grow. I also think it is wonderful that yours is a Canadian magazine and of the highest quality. Please keep up the excellent work. I will look forward to many more years of your terrific publication. Melanie (Spring 2014 issue).

If we show it you can grow it!

20th year of publishing • 4 issues per year

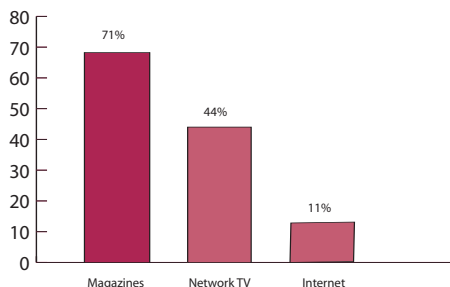
Western Canada's longest running, highest circulation quarterly magazine for gardeners!

For more advertising information: Call, text or email Aran Lindsay: aran@gardenermagazine.ca / Cell: 204-330-1169

Advertising impact is about involvement with the consumer ...

- **A passionate readership:** Your advertising message inherits The Gardener's involved and trusting readership.
- **Guaranteed circulation:** The Gardener has a 100% paid circulation through subscriptions and newsstand distribution.
- **Build your brand.** Align your product or service in a magazine that has national recognition and stature for its gardening expertise!

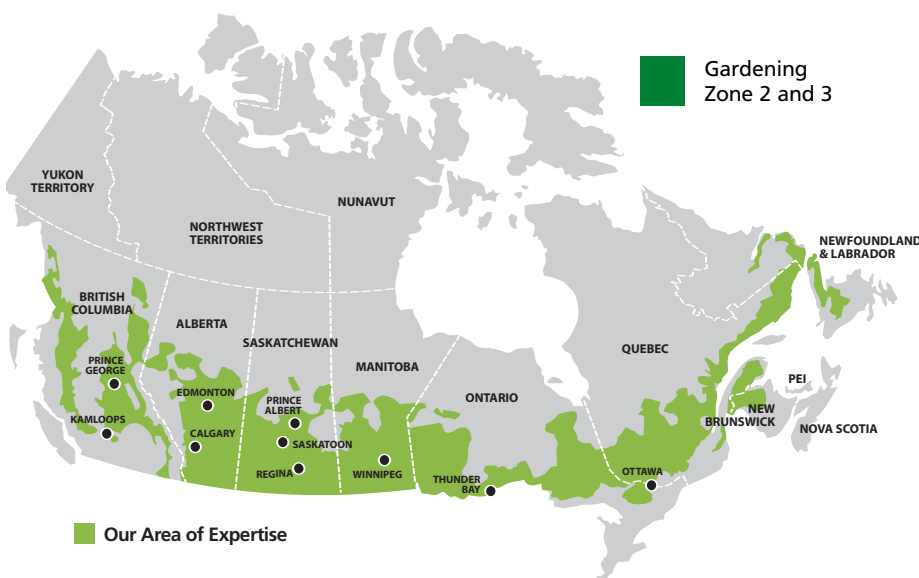
Consumer's identify with magazines.



Which medium would you most want to be identified with?

Top 10 reasons why advertisers get the best ROI with the Gardener magazine

1. Reach "high value" consumers with the financial means to purchase advertised brands. 78% of our readers have income over the national average.
2. *The Gardener* readers are receptive to advertising – ads are seen as an integral part of the magazine content.
3. Connectivity to engaged readers with a shared interest and passion for gardening.
4. 90% of our readers keep their magazines for long-term reference.
5. 60% urban / 40% rural demographic
6. Guaranteed circulation: *The Gardener* has a 100% paid circulation through subscriptions and newsstand distribution.
7. 70% of readers rate the magazine as excellent / 24% as good.
8. 75% of our readers have post-secondary education.
9. Strict content ratio of 70% editorial and 30% advertising.
10. Magazines are rated as the best media across all age groups to drive on-line purchases.



Over 10,000 paid copies every issue throughout western Canada

Readership by province

- Saskatchewan - 44%
- Alberta - 37%
- Manitoba - 7%
- Other provinces - 12%

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Rates & Specifications

2016 Rates

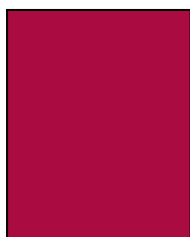
All Ads Full-Colour

Frequency	1x	4x
Full page	1,850	1,700
2/3 Page	1,450	1,300
1/2 Page	1,050	950
1/3 Page	875	750
1/4 Page	700	600
Business card size	300	250
Back cover	2,900	2,600
Inside front	2,700	2,400
Inside back	2,700	2,400
Centre spread	4,900	4,300

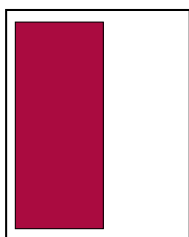
Agency placement discount – 15%

Inserts - please call for rates

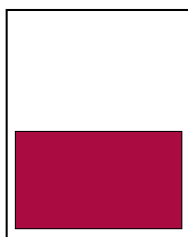
Ad Dimension Reference Chart



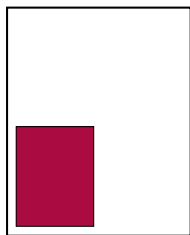
Full Page
9" x 11.5" (full bleed)
7.5" x 10" (no bleed)



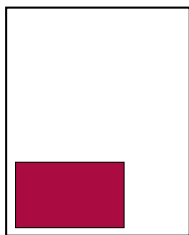
1/2 Page Vertical
3.67" x 10"



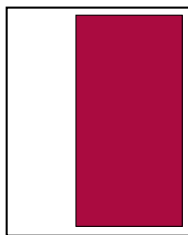
1/2 Page Horizontal
7.5" x 4.901"



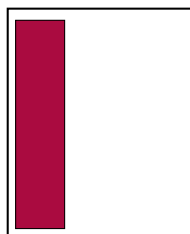
1/4 Page Vertical
3.662" x 4.904"



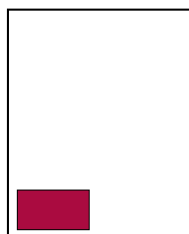
1/4 Page Horizontal
4.954" x 2.977"



2/3 Page
4.937" x 10"



1/3 Page Vertical
2.389" x 10"



Business card
3.5 x 2"

Specifications

Print run: 20,000 magazines (per issue)

Paid Circulation: 10,000+ magazines (per issue)

Newstands: 7,000 magazines (per issue)

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

Software Used: Adobe In-Design, QuarkXpress, Adobe Illustrator, Adobe Photoshop

Resolution: Minimum of 300 dpi required

Creative Services: Our creative agency can produce an effective colour ad for you at very competitive rates. If you require assistance in developing your ad, please contact Aran at: **Telephone:** (204) 330-1169 or

Email: aran@gardenermagazine.ca

Deadlines

Advertising deadline:

Issue	Publish Date	Ad Deadline
Spring 2016	March 1, 2016	February 8, 2016
Summer 2016	May 15, 2016	April 15, 2015
Fall 2016	Sept. 1, 2016	June 30, 2016
Winter 2016	Nov. 15, 2016	October 15, 2016

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

Reserve your advertising space today! Call, text or email Aran Lindsay: aran@gardenermagazine.ca
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