

Horticulture

THE ART & SCIENCE OF SMART GARDENING



WHAT TO PLANT IN 2010 DOUBLE ISSUE

We're revamping and expanding our annual "Get Ready for Spring" issue with a 28-page special section on "Plants We Love", spotlighting more than 100 outstanding native plants, edibles and new introductions to inspire our readers.

- 1) Spotlight on winning plants from awards programs all across the country, including Colorado's PlantSelect and Missouri's Plants of Merit.
- 2) Introducing the newest ornamental and edible cultivars from the country's leading plant breeders.
- 3) State-by-state guide -- including Washington, DC -- to Plants We Love, in which a native-plant expert in each state recommends a favorite native for local gardens.

Reservations Due: September 9

Materials Due: September 14

On-Sale Date: November 10

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NOTE: An online and mobile version of this special section will be available for sponsorship.

Additional Features

Best plants for pollinators, fire pits, dry shade and indoors

Fruits & Veggies: Cherries, potatoes

Special Advertising Sections

- New Plants for 2010
- Holiday Gifts for Gardeners

Gardener's Emporium: Reader Service Sales Leads

"PLANTS WE LOVE" DOUBLE-ISSUE ADVERTISING RATES

INTEGRATED AND DISPLAY RATES

	Integrated	1x	3x
Full Page	\$9,350	\$8,415	\$7,480
2/3 Page (V or H)	\$6,500	\$5,850	\$5,525
1/2 Page (V or H)	\$4,595	\$4,100	\$3,900
1/3 Page (V or H)	\$3,600	\$3,240	\$2,880
1/6 Page (V or H)	n/a	\$1,755	\$1,620
Cover 2	\$13,000	\$10,692	\$9,504
Cover 3	\$11,500	\$9,801	\$8,712
Cover 4	\$13,500	\$12,300	\$11,520

GARDENER'S EMPORIUM AND CLASSIFIEDS RATES

	1x	3x	7x
G.E. 1/4 TH	\$1,750	\$1,490	\$1,315
G.E. 1/8 TH	\$950	\$855	\$715
CD 4"	\$675	\$610	\$575
CD 3"	\$575	\$530	\$485
CD 2"	\$470	\$440	\$380
CD 1"	\$325	\$300	\$275
LINE / WORD	\$8.00	\$7.00	\$480
IGTL	\$575	\$520	\$480

NOTE: Integrated rates include a 1/8th Gardener's Emporium ad (1x), Reader Service Leads (print and online), and 468x60 banner ads in Smart Gardening Tips newsletter (2x).