

# Horticulture | 2011 Media Kit



PAUL GARRIS | MultiMedia Partner  
e | [Paul.Garris@fwmedia.com](mailto:Paul.Garris@fwmedia.com)  
p | 216.337.6202

PATTY CRAFT | Publisher & Editorial Director  
e | [Patty.Craft@fwmedia.com](mailto:Patty.Craft@fwmedia.com)  
p | 513.531.2690 x11295  
c | 513.706.5265

Click on the sections below for more information on that subject.



**MAGAZINE** | Print advertising keeps your name and your product in front of gardeners almost forever—our readers claim to keep most of their issues for years!



**HortMag.com** | With more than 80,000 pageviews per month, a presence on HortMag.com is powerful.



**ONLINE WORKSHOPS** | Smart Gardening Online Workshops serve as a valuable lead generation tool and marketing vehicle.

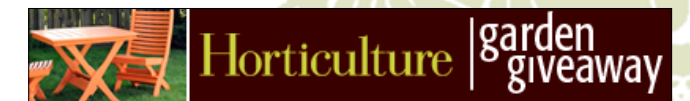


**DEBs** | Dedicated eMail Blasts mail to the entire Horticulture eMail list (currently 72,000+ and growing). Your product and message reaches passionate, engaged gardeners.

**PODCASTS** | Sponsorship of a podcast lasts for as long as the podcast is available...and that's to infinity.



**GARDEN GIVEAWAYS** | Garden Giveaways engender goodwill among your potential customers and generate new leads.



**PHOTOGRAPHY CONTEST** | Sponsorship available at 3 levels: Gold, Silver and Bronze .



**CALENDAR SPONSORSHIP** | Calendar sponsorships provide a gorgeous vehicle that keeps your name in front of gardeners all year long.



**Custom Publishing** | Inserts, polybagged issue, reprints, custom publishing. Call for more information and up-to-date pricing.



## FEB/MARCH

### THEME: Public Gardens

Includes Yew Dell Sculpture Show (KY), Quarryhill Botanic Garden (CA), The Award for Garden Excellence, The High Line (NYC), and plant introductions from leading arboreta.

## APRIL

### THEME: Flower Gardening

Features include flowers for window boxes, exciting annual-and-perennial combinations, and native annuals for shade.

## MAY/JUNE

### THEME: Edible Gardening

Features cover a home orchard, growing squash, elderberries: ornamental and edible, heirloom vegetables, and kitchen-garden design.

## JULY/AUGUST

### THEMES: Summer-Interest Plants / Dealing With Drought

Features include a daylily garden, plants that look good in late summer, fragrant clematis, and how to install soaker hoses.

## SEPTEMBER/OCTOBER

### THEME: Wildlife in the Garden—the good & the bad

Features include a visit to Wing Haven (NC), plants that attract birds and butterflies—plus deer- and rabbit-proofing the garden, and protecting bulbs from critters.

## NOVEMBER/DECEMBER

### THEME: Plants We Love! (Double Issue/Reader Favorite)

Features new introductions for 2012 and award-winning plants.

**IN EVERY ISSUE:** Design Perspectives, Growing Edibles, Insect ID, Science Matters, Q&A, Collector's Choice with Daniel Hinkley, and On Gardening. *All lineups subject to change.*

## APRIL

Space/Materials Deadline | 1.18.11

In Home | 3.1.11

On Sale | 3.8.11

## MAY/JUNE

Space/Materials Deadline | 3.15.11

In Home | 4.26.11

On Sale | 5.10.11

## JULY/AUGUST

Space/Materials Deadline | 5.17.11

In Home | 6.28.11

On Sale | 7.12.11

## SEPTEMBER/OCTOBER

Space/Materials Deadline | 7.19.11

In Home | 8.30.11

On Sale | 9.13.11

## NOVEMBER/DECEMBER

Space/Materials Deadline | 9.13.11

In Home | 10.25.11

On Sale | 11.8.11

## JANUARY/FEBRUARY 2012

Space/Materials Deadline | 11.15.11

In Home | 12.27.11

On Sale | 1.10.12

*All dates subject to confirmation.*





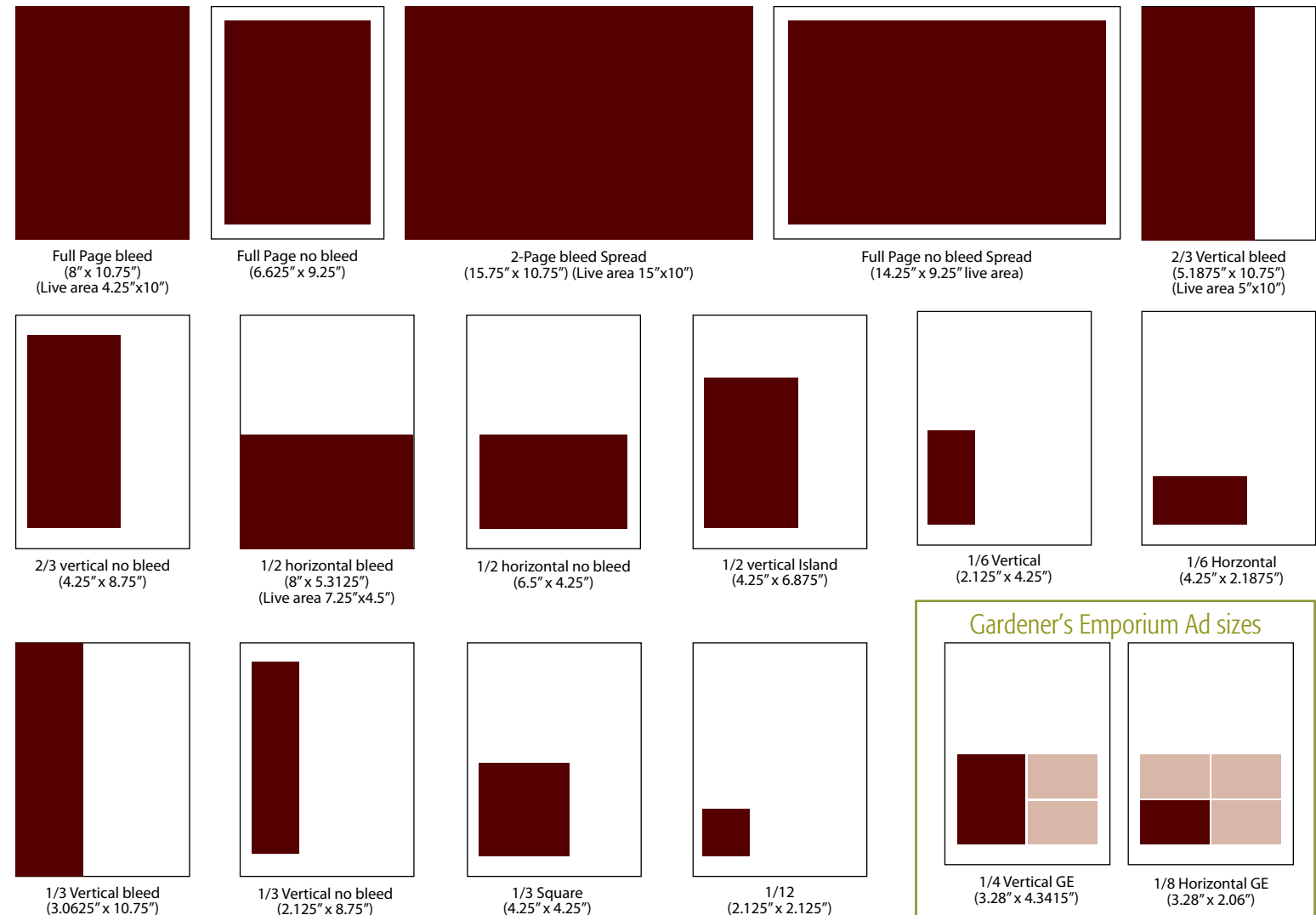
## DISPLAY\* RATES

	1X	4X	6X
FULL PAGE	\$9,630	\$8,668	\$7,705
2/3 PAGE (V OR H)	\$6,695	\$6,025	\$5,690
1/2 PAGE (V OR H)	\$4,735	\$4,225	\$4,020
1/3 PAGE (V OR H)	\$3,710	\$3,340	\$2,970
1/6 PAGE (V OR H)	\$2,295	\$1,960	\$1,670
COVER 2	\$13,390	\$11,015	\$9,790
COVER 3	\$11,845	\$10,095	\$8,975
COVER 4	\$13,950	\$12,670	\$11,865

## GARDENER'S EMPORIUM CLASSIFIED DISPLAY\* RATES

	1X	4X	6X
G.E. 1/4TH	\$1,805	\$1,535	\$1,355
G.E. 1/8TH	\$980	\$880	\$740
CD 4"	\$695	\$630	\$595
CD 3"	\$595	\$545	\$500
CD 2"	\$485	\$455	\$392
CD 1"	\$335	\$310	\$285
LINE / WORD	\$8.25	\$7.25	\$6.25
IGTL	\$595	\$535	\$495

\* All rates listed are net rates



## MECHANICAL INFORMATION

- ✂ Publication trim size: 7.75" x 10.5"
- ✂ Printed 4-color process CMYK web offset.
- ✂ Line screen: 133-line.
- ✂ Trim: No live matter within .25" of the trim edges.
- ✂ Spreads: allow .125" safety for type running through gutter
- ✂ Label ad files and folders with Company Name & Issue Date
- ✂ A proof must be supplied with all ads

## ELECTRONIC MATERIAL PREFERRED

- InDesign CS2, Adobe Photoshop CS2, Adobe Acrobat 6.0, TIFFm Postscript, EPS, PDF, Microsoft Word 7.0 (text only)
- Please contact your sales representative for formats, applications and verions other than those outlined.
- ✂ For advertisers without agencies, ad design and makeup are available at non-commissionable rates.
- ✂ Advertising material archived for one year from publishing date unless shipping instructions are given.

## FTP INSTRUCTIONS:

- MAC users: ftp.krause.com
- PC users: ftp://ftp.krause.com
- User ID: type the word "anonymous"
- Password: is your email address
- Inbound folder. Then look for folder of publication you are submitting for.



Readers of *Horticulture* are thought leaders in the gardening category, and eager early adopters of smart gardening practices. Getting your message to this powerful group of consumers allows you to partner with them as grassroots marketers who will extend your brand in the community. Readers review their magazine 3.6 times and share it with 1.7 friends.

The average *Horticulture* reader:

- 85% is female
- 31.4 years has been gardening for an average of 31.4 years
- \$118,000 has a household income of \$118,000
- \$397,600 owns a home valued at \$397,600
- 1.5 acres has a garden that's 1.5 acres

Readers spend a great deal of time and money on their gardening passion, and they trust *Horticulture* to provide them with the best information about products and practices in the industry. With more than 100 years of continuous publication behind us, we serve you as a marketing partner while satisfying our readers' needs for the best information in the industry. They turn to us as a trusted friend when they make their garden-related buying decisions, and they've clearly expressed that they rely on *Horticulture* as much for growing information as they do for buying information.

Also important to note is that 97 percent of *Horticulture* readers are subscribers. They do not want to miss an issue and they subscribe to be sure that each issue is delivered as soon as possible to their door. They are affluent, intelligent, dedicated gardeners with substantial buying power.

#### HORTICULTURE'S CIRCULATION

Total circulation: 124,547\*

Previous 12-month average: 139,200

\*2010 Statement of Ownership (details reported in the D/J 2011 issue of *Horticulture*)

#### HORTICULTURE'S WEBSITE | HORTMAG.COM

50,000 PAGE VIEWS/MO.

AD SIZE in pixels

BOX AD	\$750	300 X 250
BANNER AD	\$500	468 X 60
LEADERBOARD	\$750	728 X 60
VERTICAL BANNER	\$300	120 X 240

#### HORTICULTURE'S WEBSITE | MARKETPLACE

CONTENT

PER MONTH

BASIC LINE LISTING	\$50
Company name, address, phone, e-mail, and website	
PREMIUM LISTING	\$75
Company name, description (25 words), address, e-mail, phone, hours, map and directions (if applicable), logo, link to print ad, link to website	
FEATURED LISTING	\$150
Same as Premium listing with a featured position on the Marketplace Home Page.	

#### SMART GARDENING TIPS | WEEKLY E-NEWS

	RATE	NO. OF WEEKS	AD SIZE in pixels or words
BUTTON AD	\$125	1	125 X 125
1/2 SKYSCRAPER	\$200	1	120 X 240
SKYSCRAPER	\$400	1	120 X 600
CLASSIFIED w/ link	\$300	6	25

Our weekly e-newsletter, *Horticulture* Smart Gardening Tips, mails to 71,000+ subscribers (currently). (Discounts are available for multiple insertions.)





## Dedicated eMail Blasts (aka DEBs)

Dedicated eMail Blasts, or DEBs, allow you to reach our entire list of e-mail subscribers—71,000+ and growing! Your own advertising or marketing message, along with hotlinks back to your chosen site, will be formatted into a dynamic template by our graphic-arts team. Images and your logo can be included in the design.

You can use DEBs to send special offers to our readers, announce a new product or simply stay in touch with the people who make your business successful—*Horticulture's* passionate gardeners.

The DEB itself is a one-time e-mail send, and we've put together an entire DEB package to give you maximum exposure to the gardeners you want to reach. Consider the DEB package together with a Garden Giveaway for even greater success (see page 11 for Garden Giveaway opportunities).

## Dedicated eMail Blast Package

- ✿ DEB to entire *Horticulture* eMail list of 71,000+ subscribers. Up to 150 words, with your logo and image. (Valued at \$3,000)
- ✿ 1 / 2 Skyscraper ad in Smart Gardening eNewsletter from *Horticulture* editors to 71,000+ subscribers for two weeks following the DEB launch. (Valued at \$400)
- ✿ Vertical Banner ad on HortMag.com for two weeks following DEB launch. (Valued \$600)

Total Value: \$4,000

Your Cost: \$3,450

The online workshops will be presented free to attendees; the pre-event, actual event and post-event promotions provide multiple opportunities to speak directly and repeatedly to *Horticulture's* audience of passionate and engaged gardener. Thousands of attendees may register, and whether they attend the live event or not they receive a link to the recorded workshop. **You receive all eMail leads of attendees who opt-in to your newsletter at registration!**

## SPONSORSHIP BENEFITS

- ✿ Sponsorship message and link on our webpage HortMag.com
- ✿ A presence on the PowerPoint slides during the actual event
- ✿ Sponsorship message and live links to your site/offer in the follow-up "Thank you for attending" dedicated eMail to all registrants.
- ✿ E-mail registration addresses from registrants who opt-in to your newsletter.
- ✿ Promotion via *Horticulture's* eNewsletter to 72,000+ subscribers, on HortMag.com, in the print magazine (time allowing), and throughout social-media outlets on Facebook, Twitter and our blogs.
- ✿ Acknowledgment of Sponsor in all of our pre- and post-event promotions (weekly Smart Gardening eNewsletters, blogs, Facebook and Twitter).

## MARKETING PLAN

- ✿ Workshops will be promoted on *Horticulture's* website, which receives an average of 80,000 pageviews per month
- ✿ The weekly Smart Gardening eNewsletter will have links to registration and information
- ✿ Total recipients on email list: Approximately 71,000+
- ✿ *Horticulture* will promote the events in print advertising in the magazine (time allowing)
- ✿ *Horticulture* lists are clean





Horticulture Radio launched in late 2010. Thousands of downloads occur every month (5,000+), and there are currently 4,500+ subscribers to our podcast feed. *The benefit of a podcast sponsorship is that the podcast lives forever online—lifetime downloads have the potential of reaching tens of thousands of listeners!* Horticulture Radio broadcasts programming in the form of professionally recorded podcasts that listeners access as streaming audio from their computer or download to an MP3 device from our website for Apple's iTunes menu.

**Garden How-To** is hosted by Kathy Cropp and is our most popular program. Kathy is a trained and well-respected Master Gardener with a background in hosting live garden radio. Kathy's programs share easy-to-understand tips and techniques for gardeners of all levels.

**RadioGarden** is hosted by Andrews Keys and is similar in format to NPR's "This American Life." Andrew's shows focus on the relationship between plants and gardeners, and listeners are afforded peaceful escapes into a variety of gardens. Andrew has a background in landscaping, design and garden writing.

**Nest in Style** is hosted by Jayme Jenkins and Teresa O'Connor—both are published garden writers. Jayme is the owner of a gardening-supply company that offers items that gardeners need (tools, containers, etc.) and want (decor and outdoor living items). Their show is a little bit of gardening know-how plus great shopping tips.

#### SPONSORSHIP LEVELS

**GOLD** Sole sponsorship of one episode includes three advertising spots: 1) Opening of show scripted ad presented by podcast host; 2) another mention within first 10 minutes of show; 3) end of show mention.

🌿 Your logo placed on that episode's landing page on HortMag.com, and hot-linked to your home URL.

🌿 Promotion of the podcasts in *Horticulture's* weekly eNewsletter that goes to 71,000+ subscribers.

YOUR COST: \$2,500

**SILVER** sponsorship of one episode includes a scripted ad presented by the host at approximately the 10-minute mark, plus promotion of the podcasts in *Horticulture's* weekly eNewsletter that goes to 71,000+ subscribers.

YOUR COST: \$1,500



Sponsoring a Garden Giveaway at HortMag.com and *Horticulture's* Facebook page engenders goodwill among gardeners and serves as a valuable lead-generation tool and marketing vehicle. There is a base fee for participating as a sponsor, and then other levels of sponsorship you may wish to access for greater reach to our readers. Products to winners must value at least \$100 per person for five people (or \$500 for one winner).

#### SPONSORSHIP BENEFITS

**GOLD** Sponsorship gets you sole promotion of your company on the entry landing page at HortMag.com along with your logo.

🌿 Branding on *Horticulture's* Facebook page, where people can also enter to win.

🌿 You receive all eMail names of entrants who opt-in to your eNewsletter when the giveaway ends. •A Dedicated eMail Blast sends to *Horticulture's* entire eMail list of 71,000+ subscribers on the last day of the event reminding them it's their "Last Chance to Win ..."

🌿 A Dedicated eMail Blast sends within a week after the deadline to only those people who entered the Giveaway with a special thank-you offer from you for their next purchase on your website.

🌿 A button ad in the *Horticulture* eNewsletter for two weeks following the deadline of the Giveaway. (Package Value = \$6,500)

YOUR COST: \$3,450

**SILVER** Sponsorship gets you sole promotion of your company on the entry landing page at HortMag.com along with your logo.

🌿 Branding on *Horticulture's* Facebook page, where people can also enter to win.

🌿 A Dedicated eMail Blast sends within a week after the deadline to only those people who entered the Giveaway with a special thank-you offer from you for their next purchase on your website. (Package Value = \$4,000)

YOUR COST: \$1,500

**BRONZE** Sponsorship gets you sole promotion of your company on the entry landing page at HortMag.com along with your logo.

🌿 Branding on *Horticulture's* Facebook page, where people can also enter to win.

YOUR COST: \$1,000 plus product valued at \$500 (\$100 per winner for 5 winners OR \$500 for one winner)

Horticulture  
garden  
giveaway

VALUED AT  
\$899

Enter to **WIN**  
this cafe table set  
in the color of  
your choice from  
**CedarStore.com**

# Horticulture | Photography Contest Sponsorship

GOLD SPONSORSHIP		Cost: \$5,000
Benefits	Value	
Primary positioning of logo and link on contest registration page and contest promotion landing pages on Hortmag.com and DavesGarden.com		
Receive all email addresses obtained through opt-in process of entering contest (estimate 5,000 entries)		
<b>Horticulture Print (Horticulture Magazine)</b>	<b>\$9,500</b>	
1/6-page placement in Contest layout of two print issues of Horticulture Magazine: July/Aug 2011, Sept/Oct 2011	\$2,000	
1/2-page ad in two print issues of Horticulture Magazine: July/Aug 2011, Sept/Oct 2011	\$7,500	
Acknowledgment of sponsorship status in feature to run in 2012 print issue of Horticulture Magazine		
<b>Horticulture Digital (www.Hortmag.com)</b>	<b>\$3,000</b>	
Classified ad in Horticulture eNewsletter for six weeks (74,000 names; 25 pixels/words)	\$1,800	
Link from Horticulture weekly eNewsletter to contest registration page every week until deadline	\$1,200	
Monthly promotion in community forums/Twitter/Facebook		
<b>Dave's Garden Digital (www.DavesGarden.com)</b>	<b>\$12,200</b>	
Featured Company sponsorship for four months (duration of contest) <ul style="list-style-type: none"> <li>- Prominent link to branded forum placed on homepage and throughout website</li> <li>- Branded forum</li> <li>- Homepage Ads/300x250 Unit FC promo box, Today's Article Sponsorship</li> <li>- Run of Site 728x90 unit 1 (50K Imps), Footer link to FC Forum*</li> </ul>	\$5,700	
1.5 million banner ad impressions* (geo and custom targeting available)	\$4,500	
6 Newsletter Article sponsorships	\$2,000	
Link from Dave's Garden weekly eNewsletter to contest registration page once a month until deadline (110,000 names)		
Acknowledgment of Gold sponsorship status in article to run May 2011 on Dave's Garden		
Acknowledgment of Gold sponsorship status in article to run December 2011 on Dave's Garden		
Monthly promotion in community forums/Twitter/Facebook		
<b>GOLD SPONSORSHIP PACKAGE VALUE MORE THAN</b>		<b>\$22,700</b>

Banner in even rotation with all Featured Company Members.

DG Banner ad impressions on DavesGarden.com are available between July - December 2011 or the entire 2012 Calendar year.

# Horticulture | Photography Contest Sponsorship

SILVER SPONSORSHIP (6 SPOTS)		Cost: \$2,000
Benefits	Value	
Listed as Silver sponsor with logo and link on contest registration page and contest promotion landing pages on Hortmag.com and DavesGarden.com		
Receive first 1,000 email addresses obtained through opt-in process of registration		
<b>Horticulture Print (Horticulture Magazine)</b>	<b>\$2,000</b>	
Listed as a Silver sponsor in Contest layout of two print issues of Horticulture Magazine: July/Aug 2011, Sept/Oct 2011	\$500	
1/4-page ad in Gardeners Emporium of two print issues of Horticulture Magazine: July/Aug 2011, Sept/Oct 2011	\$1,500	
Acknowledgment of sponsorship status in feature to run in 2012 print issue of Horticulture Magazine		
<b>Horticulture Digital (www.Hortmag.com)</b>	<b>\$1,200</b>	
Link from Horticulture weekly eNewsletter to contest registration page every week until deadline	\$1,200	
Monthly promotion in community forums/Twitter/Facebook		
<b>Dave's Garden Digital (www.DavesGarden.com)</b>	<b>\$1,500</b>	
500,000 banner ad impressions* (geo and custom targeting available)	\$1,500	
Link from Dave's Garden weekly eNewsletter to contest registration page once a month until deadline (110,000 names)		
Acknowledgment of sponsorship status in article to run May 2011 on Dave's Garden		
Link from Dave's Garden weekly eNewsletter to contest registration page once a month until deadline (110,000 names)		
Acknowledgment of sponsorship status in article to run December 2011 on Dave's Garden		
Monthly promotion in community forums/Twitter/Facebook		
<b>SILVER SPONSORSHIP PACKAGE VALUE MORE THAN</b>		<b>\$4,700</b>

# Horticulture | Photography Contest Sponsorship

BRONZE SPONSORSHIP		Cost: Donation of Products for Prizes (\$1,500)
Benefits	Value	
Listed as Bronze sponsor with logo and link on contest registration page and contest promotion landing pages on Hortmag.com and DavesGarden.com		
<b>Horticulture Print (Horticulture Magazine)</b>	<b>\$1,380</b>	
Listed as a Bronze sponsor in Contest layout of two print issues of Horticulture Magazine: July/Aug 2011, Sept/Oct 2011	\$500	
1/8-page ad in Gardeners Emporium of two print issues of Horticulture Magazine: July/Aug 2011, Sept/Oct 2011	\$880	
Acknowledgment of sponsorship status in feature to run in 2012 print issue of Horticulture Magazine		
<b>Horticulture Digital (www.Hortmag.com)</b>	<b>\$1,200</b>	
Link from Horticulture weekly eNewsletter to contest registration page every week until deadline	\$1,200	
Monthly promotion in community forums/Twitter/Facebook		
<b>Dave's Garden Digital (www.DavesGarden.com)</b>	<b>\$600</b>	
200,000 banner ad impressions (geo and custom targeting available)	\$600	
Link from Dave's Garden weekly eNewsletter to contest registration page once a month until deadline (110,000 names)		
Acknowledgment of sponsorship status in article to run May 2011 on Dave's Garden		
Acknowledgment of sponsorship status in article to run December 2011 on Dave's Garden		
Monthly promotion in community forums/Twitter/Facebook		
<b>GOLD SPONSORSHIP PACKAGE VALUE MORE THAN</b>		<b>\$3,180</b>

DG Banner ad impressions on DavesGarden.com are available between July - December 2011 or the entire 2012 Calendar year