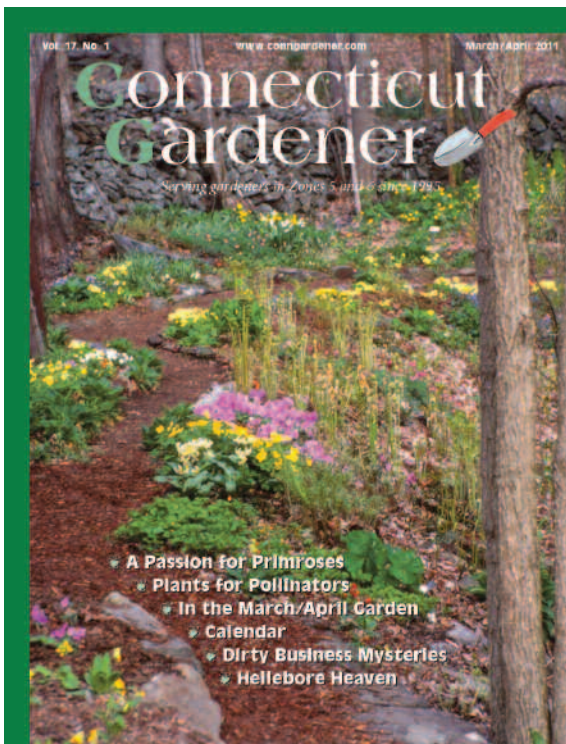


Connecticut Gardener



MEDIA KIT

Serving gardeners in Zones 5 and 6 since 1995



About Connecticut Gardener

When **Connecticut Gardener (CG)** was launched in 1995 by a Certified Master Gardener, astute gardeners and those in the green industry were quick to see how different it is from other gardening magazines. It's a unique magazine written *by* Connecticut gardeners *for* Connecticut gardeners.

CG has been in continuous publication for 17 years. It is presently published four times a year during the gardening season: March/April, May/June, July/August and September/October. A subscription is \$20 for 1 year (four issues) or \$36 for 2 years (eight issues). It is available only by subscription.

THE KEYS TO CONNECTICUT GARDENER'S SUCCESS

Local, Local, Local

Instead of featuring plants that won't grow in Connecticut's zones 5 and 6 (and sometimes even 4 and 7!), **CG's** focus has always been on providing the best and most complete gardening advice about what will grow in our state, as well as timely notifications of invasive species, insects and diseases to watch for. Many of our readers tell us they keep the magazine on file and refer to it time and time again. (The magazine is conveniently three-hole punched for storage in a binder.)

Content Is King

CG's writers are the best and range from nationally recognized names to local experts. We are always looking for quality contributors.

Contributing writers include Lorraine Ballato, Andy Brand, Nancy DuBrule-Clemente, Sydney Eddison, Scott Hokunson, Tovah Martin, Selma Miriam, Dawn Pettinelli, Colleen Plimpton, Debbie Roberts and Steve Silk. Our contributing photographers are Rich Pomerantz and Steve Silk. New writers for 2012 include Dan Furman, Joene Hendry, Nick Mancini and Bryan Stolz.

Establish Relationships

Our connections with the Connecticut Agricultural Experiment Station, the University of Connecticut, arboreta, associations, societies and other institutions and organizations gives us access to a wide range of expertise that helps us provide the information gardeners need. Our readers are among the first to learn about recent developments in the industry, especially if they frequent our website at www.conngardener.com

Breaking news that doesn't make it into our print edition is available on our website. In combination, **CG's** magazine and website have become a primary resource for Connecticut's best gardeners.

Connect

Each issue of **CG** reaches about 3,000 people directly; approximately 2,000 subscribers and another 1,000 or so through special events and mailings. The magazine is also available at more than 30 public libraries, bringing the readership to well over 3,000.

CG works to connect with readers, advertisers and sources.

We attend a number of trade shows and symposia each year. We also enjoy a growing presence on Facebook and Twitter and are exploring options for digital publishing.

We are preparing to conduct a reader survey in 2012 to assess reader interest.

**"The calendar of events
is a great resource."**

"– E.M., Kensington

Feature Plants Gardeners Want To Know About

CG describes hot new plants, as well as old standbys, and introduces new cultivars while evaluating their performance. No other magazine has such an in-depth focus on plants that grow in Connecticut's zones 5 and 6. A high level of detail is evident in each issue.

Introduce Gardeners to New Plants and Sources

Savvy gardeners are always on the lookout for new plants to try and for new ways to enhance their gardening experience. **CG** offers a choice like no other publication and brings together information on both new and old plants. **CG** is the magazine to be seen in if you want to reach serious gardeners of all levels. Plans for 2013 include focusing on nurseries and garden centers in our "Destination" pieces.

Let Readers Know What's Going On

Those who know about **CG's** extensive calendar know they can find interesting gardening-related events going on all over the state. The calendar appears in each issue but the web calendar, maintained daily throughout the year, is an unparalleled resource.

Our Content

In addition to feature stories of interest to gardeners in Connecticut, we also run a number of repetitive items including the Calendar, What To Do in the Garden, Guide to Garden Tours (May/June), Connecticut Made, Of Interest, Destinations, Designers' Forum, Q&As, Book Reviews, and timely press releases and news updates. The magazine is typically 24 pages and is information rich – we offer information, not fluff.

2012 Editorial Calendar

Plan your marketing year around our specially focused features.

March/April 2012

- Growing Roses Without A Chem Lab – Nancy DuBrule-Clemente
- Mastering Your Vegetable Garden – Nick Mancini
- Island of Fringed Gentians – Colleen Plimpton
- Clipping the Wings of Euonymus – Will Rowlands
- Designers' Forum: Street Trees – Assn of Professional Landscape Designers, CT Chapter
- Connecticut Made (Bobbex) – Will Rowlands
- Of Interest: The Connecticut Agricultural Experiment Station – Will Rowlands
- What To Do in the Spring Garden – Anne Rowlands
- Calendar – Will Rowlands

Advertising Deadlines

- Space booking: Jan. 15, 2012
- Ad materials due: Feb. 1, 2012

Additional Distribution

- Connecticut Flower & Garden Show in Hartford (February 2012)
- The Garden Expo in Fairfield (March 17 & 18, 2012)
- Connecticut Master Gardener Symposium in Manchester (March 24, 2012)

May/June 2012

- The New Hydrangeas – Lorraine Ballato
- Peonies – Dan Furman
- Garden Hardscapes (edging/path) – Bryan Stolz
- Easy Ways to Shrink Your Lawn – Debbie Roberts
- Low Toxic Products Update – Lorraine Ballato
- Plastic Pot Recycling – Joene Hendry
- Designers' Forum – Assn of Professional Landscape Designers, CT Chapter
- Guide to Garden Tours – Will Rowlands
- What To Do in the May/June Garden – Anne Rowlands
- Calendar – Will Rowlands

Other Possible Items

- Connecticut Made (Florian Tools) – Will Rowlands
- Of Interest/Destinations (GreenCycle) – Will Rowlands
- Math for Gardeners – Will Rowlands

Advertising Deadlines

- Space booking: March 15, 2012
- Ad materials due: March 30, 2012

Additional Distribution

- Garden Tours (to be determined)

July/August 2012

- Vines & Climbers – Tovah Martin
- Plants for Dry Shade – Sydney Eddison
- Plants for Wet Shade – Nancy DuBrule-Clemente
- Where To Get Natives – Joene Hendry
- Designers' Forum – Assn of Professional Landscape Designers, CT Chapter
- What To Do in the July/August Garden – Anne Rowlands
- Calendar – Will Rowlands

Other Possible Items

- Hot New Annuals – Anita Ballek

Advertising Deadlines

- Space booking: May 15, 2012
- Ad materials due: May 30, 2012

Additional Distribution

- To be determined

September/October 2012

- Succulents & Sedums – Steve Silk
- A Pruning Primer / Fear of Pruning – Nancy DuBrule-Clemente
- How to Grow Fig Trees in Connecticut – Anne Rowlands
- The Soil Food Web – Dawn Pettinelli
- Designers' Forum – Assn of Professional Landscape Designers, CT Chapter
- What To Do in the Fall Garden – Anne Rowlands
- Calendar – Will Rowlands

Other Possible Items

- Announcement regarding UConn's 2013 Master Gardener Program

Advertising Deadlines

- Space booking: July 15, 2012
- Ad materials due: July 20, 2012

Additional Distribution

- Invasive Plant Symposium in Storrs (Fall 2012)

Note: Small changes may be necessary to accommodate production requirements.

OUR READERS LOVE US!

"If you get only ONE gardening publication, *Connecticut Gardener* magazine is the one I would recommend. I get the most relevant, useful information for our area from *Connecticut Gardener* magazine. Whether you are just starting to get the "gardening bug" or (like me) have been seriously addicted for years, you will continue to glean great information and tips from each issue. I read it cover to cover as soon as it arrives."

– Bonnie Lindland, Manchester & Perennial Planters Garden Clubs

Advertising

Advertising in **CG** puts your business in front of motivated gardeners and you get exposure in print and on the web.

To help you get better results from the money you spend on your advertising budget, we offer a double impact advertising package that includes print and website exposure, allowing you to reach more gardeners faster. Along with your print ad in our magazine, we also place your ad on our website's homepage and calendar as complimentary added value. Your business name/logo will also appear on our advertiser page on our website. All occurrences will have clickable links to your website. To take advantage of this strategic marketing tool, simply reserve your ad space in the magazine, provide your complete ad materials and gardeners will see your ad in all these locations.

"It's the only magazine I advertise in because it works."

– Deborah Lee, co-owner of Woodland Trails Wildflower Nursery in Eastford/Ashford

1) Reserve Ad Space in the Magazine

Your advertisement will appear in the print version of the magazine and be seen by subscribers and in library collections across the state.

2) Reserve Ad Space on the Website

Your ad will appear online and your business will appear on our advertiser page. All appearances will be "clickable" and link to directly to your website. Your ad will appear on the **CG** website before the print magazine comes out, and for the next two months, so gardeners can see what you have to offer sooner!

Advertising Rates

Ad Size	1 Time b&w / color	2 Times b&w / color	3 Times b&w / color	4 Times b&w / color
1/12 page	\$150 / \$180	\$140 / \$170	\$135 / \$165	\$130 / \$160
1/6 page	\$255 / \$285	\$235 / \$265	\$225 / \$255	\$215 / \$245
1/3 page	\$415 / \$475	\$385 / \$445	\$370 / \$430	\$355 / \$415
1/2 page	\$520 / \$595	\$485 / \$560	\$465 / \$540	\$450 / \$525
2/3 page	\$630 / \$720	\$590 / \$680	\$570 / \$660	\$550 / \$640
Full page	\$740 / \$860	\$690 / \$810	\$665 / \$785	\$640 / \$760
Back cover (3/4 page)	\$725	\$675	\$650	\$625

Qualified non-profits are entitled to a discount.

Advertising Deadlines

Issue	Reserve	Digital Files	Pub Date
March/April	January 15, 2012	February 1, 2012	February 25, 2012
May/June	March 15, 2012	March 30, 2012	April 25, 2012
July/August	May 15, 2012	May 30, 2012	June 25, 2012
September/October	July 15, 2012	July 30, 2012	August 25, 2012

Print Advertising Specs

		Ad Sizes	Width	x	Height
1/3V	1/2V	• Full Page	7.375	x	10
	1/6H	• Back Cover (3/4 page)	7.375	x	7.375
• Back Cover (2/3 page)		7.375	x	6	
• Back Cover (1/2 page)		7.375	x	4.5	
• Back Cover (1/3 page)		7.375	x	3	
• 2/3 page (vertical)		4.675	x	9.25	
• 2/3 page (horizontal)		7.125	x	6	
• 1/2 page on back cover		7.375	x	4.5	
• 1/2 page (horizontal)		7.125	x	4.5	
• 1/2 page (vertical)		4.675	x	6.8125	
• 1/3 page (vertical)		2.25	x	9.25	
• 1/3 page (horizontal)		7.125	x	3	
1/6V	1/3S	• 1/3 page (square)	4.675	x	4.5
		• 1/6 page (vertical)	2.25	x	4.5
		• 1/6 page (horizontal)	4.675	x	2.1875
		• 1/12 page	2.25	x	2.1875
		Production Requirements	All files should be high-resolution (300 dpi) at final size (100%). Two-color and four-color ads should be converted to CMYK. Black & white ads should be converted to grayscale.		
		File Formats	PDF files at actual size (100%) without extra white space are preferred. JPEG, EPS and TIFF files may also be acceptable. If absolutely necessary, we should be able to work with native Macintosh QuarkXPress files and Adobe Photoshop files if you include fonts and graphics. No True Type fonts.		
1/12	2/3V	1/3H	<p>"I have been advertising in Connecticut Gardener for as long as I can remember. This publication is required reading for anyone who gardens in Connecticut. It is our home-grown treasure – Connecticut authors, local events, sound advice from folks who experience all of the extremes and challenges that this state can dish out."</p> <p>– Nancy DuBrule-Clemente, owner of Natureworks in Northford</p>		
		2/3H			

Web Advertising

During the period from Nov. 1, 2011 to Nov. 1, 2011, our website had 6,506 visitors, 4,809 of which were unique. During that period we had 16,789 pageviews.

We offer ad space on our three most-viewed pages: home page, calendar and news/updates. Banner, footer, sidebar and ads in content are all options. All ads will be clickable and refer people to your website.

Please inquire if you're interested in runnings ads on our website, either alone or in conjunction with print advertising. We can also help you publicize specific events.

"I love this publication. Having information specific for Connecticut is very helpful. Having contributors with on-the-ground practical experience in Connecticut is a real plus. I can trust the information."

– J.K., Newtown

"It is great to have the info that is specific to our own zone!"

– K.M., West Granby

"I am a recent convert to *Connecticut Gardener*. I find your magazine easy to navigate and understand. This means more time in the garden and less time scratching my head."

– K.C., Fairfield

"Back issues of *Connecticut Gardener* are referred to often. Thank you for such a useful and enjoyable publication."

– M.Y., Pomfret Center

"Your newsletter is fantastic!"

– *Tovah Martin*, author of many gardening books and articles

"I've subscribed to *Connecticut Gardener* for years and use it as my bible. I love your publication!"

– S.E., Redding

"I read it cover to cover. Keep up the good work!"

– *Mary Ann McGourty*, former owner of Hillside Gardens, garden writer and lecturer

"What you have created is very impressive — an increasingly beautiful and helpful guide for the Connecticut gardener. Many thanks — keep it coming!"

– S.S., Tolland

"Love your publication. I believe I am a charter subscriber and have saved them all in a binder — great reference! Thank you!"

– J.B., West Hartford

"All of the articles are good and it's one magazine I read from cover to cover. Many thanks."

– E.L., Canton