

2012 Media Kit

Inspire

Garden Making provides the right environment for effective marketing

Your marketing message gets noticed and acted on in the acclaimed environment of Garden Making magazine. Readers spend hours with each issue and trust all its content, including the ads. Advertisers say that their ads deliver new customers and repeat business.

- Avid gardeners tend to be female, 40+, affluent homeowners who trust and value information in magazines and who decide or influence most family purchases of products and services
- Award-winning content in what's considered to be the most useful, practical, informative gardening magazine in Canada. In 2011, the Canadian Society of Magazine Editors awarded Garden Making the "Best Front of the Book" for the opening pages in each issue.
- Advertisements look incredible and eye-catching in Garden Making because of the quality paper—they pop off the page
- The only perfect-bound gardening magazine in Canada— designed to be kept and consulted as a gardening resource



We often hear lots of positive remarks from our customers. They love your magazine!

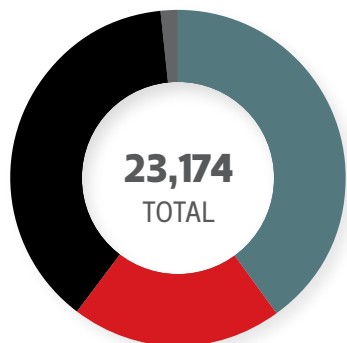
—A NURSERY OWNER

Our advertisement in Garden Making got noticed by new and old customers, telling us how great it is that we are part of such a high-quality magazine. It makes us look good to be associated with Garden Making.

— A GARDEN-SUPPLY COMPANY OWNER

Engaged readers

Circulation



■ Paid subscribers

9,271

■ Single copy sales

4,730

■ Sponsored

8,819

■ Mailed market coverage

354

23,174

ABC average to June 30, 2011.



Audit Bureau of Circulations



The consistent advertising is really working, and people are getting interested in our product because of our Garden Making advertisement.

—GARDEN SUPPLY COMPANY OWNER



Compelling content

Every issue of Garden Making has more than 70 pages of inspiring, informative articles and photos covering plants, gardening techniques, growing edibles, DIY projects, gardening gear, garden design and more — all from Canada's top gardening writers.

87%

of readers say they will keep issues 2 or more years

Magazines work

Advertising in magazines is proven to be:

- # 1 for throwing consumers to websites
- the best way to increase brand favourability and purchase intent
- Readers trust the magazines they buy, and this gives credibility to advertisers' messages.

My first two advertisements in Garden Making had more new customers calling and showing up than years of advertising in other places ever did. It's because Garden Making has the exact audience I want to reach...my message isn't falling on deaf ears.

—Garden supply company owner

We help you succeed

Garden Making offers extended profile:

- sampling at trade shows
- contest partnerships
- polybag, blow-in or bound-in inserts
- social media including popular videos
- online advertising on fast-growing Gardenmaking.com
- sponsorship of weekly e-newsletter

GARDEN MAKING
Inspiring & informing Canada's gardeners

Inspiring Media Inc.
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Niagara on the Lake, Ontario L0S 1J0

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email: advertising@gardenmaking.com
gardenmaking.com

Rates & Dates

Advertising Rates

Rate card #3. Based on 20,000 circulation
Rates effective Jan. 1, 2011. Frequency discounts for insertions over 24 consecutive months.

FOUR-COLOUR	1 TIME	2 TIMES	4 TIMES	6 TIMES	8 TIMES
Full page	\$1,872	\$1,741	\$1,704	\$1,550	\$1,483
2/3 page	\$1,404	\$1,306	\$1,278	\$1,162	\$1,111
1/2 page	\$1,124	\$1,044	\$1,022	\$ 930	\$ 889
1/3 page	\$ 748	\$ 696	\$ 681	\$ 620	\$ 592
1/6 page	\$ 468	\$ 435	\$ 426	\$ 387	\$ 370
DPS	\$3,183	\$2,961	\$2,896	\$2,634	\$2,520
1/2 DPS	\$2,247	\$2,089	\$2,045	\$1,859	\$1,778
IFC / IBC	\$1,966	\$1,828	\$1,789	\$1,627	\$1,556
OBC	\$2,097	\$1,950	\$1,908	\$1,736	\$1,660

BLACK & WHITE	1 TIME	2 TIMES	4 TIMES	6 TIMES	8 TIMES
Full page	\$1,685	\$1,567	\$1,534	\$1,395	\$1,334
2/3 page	\$1,291	\$1,176	\$1,150	\$1,046	\$1,000
1/2 page	\$1,034	\$ 940	\$ 920	\$ 837	\$ 800
1/3 page	\$ 688	\$ 627	\$ 613	\$ 557	\$ 533
1/6 page	\$ 430	\$ 391	\$ 383	\$ 348	\$ 333

MARKETPLACE	1 TIME	2 TIMES	4 TIMES	6 TIMES	8 TIMES
Mini display	\$ 306	\$ 280	\$ 255	\$ 229	\$ 204
Single unit	\$ 204	\$ 183	\$ 163	\$ 142	\$ 122
Classified listing	\$2 per word, minimum \$50 per insertion				



Publishing schedule

Magazine issued quarterly (March, May, August, November)

ISSUES	SPACE CLOSING	AD MATERIAL DUE	PUBLICATION ON SALE
#9 Spring 2012	Jan. 13, 2012	Jan. 18, 2012	Feb. 27, 2012
#10 Summer 2012	March 30	April 4	May 14
#11 Fall 2012	July 13	July 18	Aug. 27
#12 Winter 2012-13	Sept. 28	Oct. 3	Nov. 12
#13 Spring 2013	Jan. 8, 2013	Jan. 13, 2013	Feb. 25, 2013
#14 Summer 2013	March 26	March 31	May 13
#15 Fall 2013	July 9	July 14	Aug. 26
#16 Winter 2013-14	Sept. 24	Sept. 29	Nov. 11

Commitment to readers and advertisers:

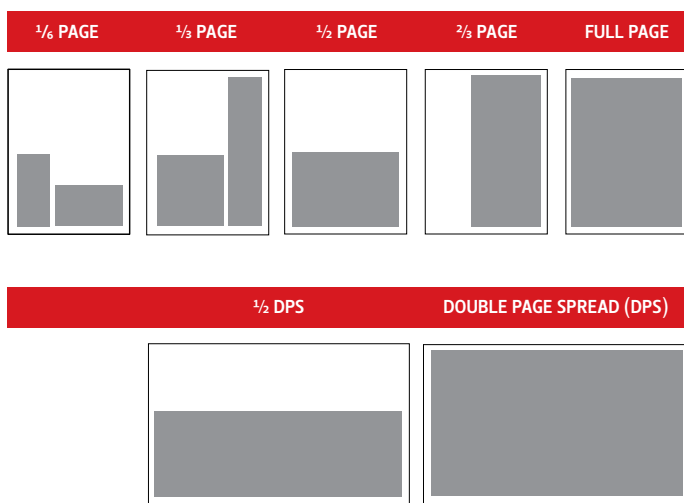
Our editors are interested in receiving information useful to readers. However, our policy is that the purchase of advertising will not have any effect on editorial content. Sales representatives have no authority to make any representations about editorial content.

Specifications & Terms

Display advertising

AD SIZES	AD SIZE NON-BLEED	BLEED SIZE
Full page	7.3" x 10"	8.25" x 11.125"
2/3 page	4.5" x 10"	4.95" x 11.125"
1/2 page horizontal	7.33" x 5"	8.25" x 5.42"
1/3 vertical	2.25" x 10"	2.7" x 11.125"
1/3 square	4.5" x 4.9"	n/a
1/6 vertical	2.25" x 4.9"	n/a
1/6 horizontal	4.5" x 2.36"	n/a
Double page spread	15.33" x 10"	16.25" x 11.125"
1/2 DPS	15" x 5"	16.25" x 5.42"

Ad formats



Advertising terms and conditions

We will work with you to ensure the success of your advertising program. We accept insertion orders based on the following general policies.

- Agency commissions of 15% to recognized advertising agencies if paid within 30 days of date of invoice.
- Rates quoted are for space only and assume advertiser supplies final files meeting specifications. Advertising space is for the sole use of the advertiser and may not be assigned or transferred to a third party.
- Frequency discounts are based on a contract period of 24 consecutive months starting with the advertiser's first insertion. Advertisers who do not use the space contracted for will be short-rated.
- Acceptance or execution of an advertising order is subject to the publisher's approval.
- No cancellations accepted after space closing date.
- Rates do not include Goods & Service Tax (GST).
- Invoices are rendered on the publication on-sale date of each issue and are due within 30 days of date of invoice. 1.5% per month is charged on overdue accounts.
- Publisher reserves the right to change the rates in this ratecard by giving 30 days' notice in writing to contract holders and by general notification of changes in Canadian Advertising Rates & Data.
- Advertisers and/or advertising agencies assume full responsibility for all contents of advertisements and any claim made against the publisher because of such content.
- Until all related advertising charges have been paid, publisher owns the copyright in any advertisement.
- If the advertiser has not sent a quality proof, publisher does not accept responsibility for print quality of colour reproduction.
- Publisher assumes no responsibility for return of material not requested within one year of previous use.
- We can arrange creative services for design and production of advertisements for a fee.
- Garden Making™ is published by Inspiring Media Inc. with offices at 204-111B Garrison Village Dr., Niagara on the Lake, Ont. L0S 1J0.

Marketplace

AD SIZES	HORIZONTAL	VERTICAL
Mini display	3.4" x 2.25"	2.25" x 3.4"
Single unit	2.25" x 2.25"	2.25" x 2.25"

Creative services

We can arrange for design and production of advertisements for a fee.

AD SUBMISSIONS

Printing process: web offset

Perfect bound, trim size 8" x 10.875"

Material submission: CMYK; Mac compatible; press quality pdf files

Material: Upload at <https://addirect.sendmyad.com/>

