

WASHINGTON *gardener*

The magazine for Washington DC area gardening enthusiasts.

We invite you to advertise in *Washington Gardener* magazine, a new regional gardening publication that debuted March, 2005. It's the only publication specifically targeting Washington, DC-area gardening enthusiasts.

Top 10 Reasons to Advertise with Washington Gardener

1. You will increase your sales and exposure with our targeted list of DC area folks who are wild about gardening.
2. We are distributed by subscription and newsstand sales. Unlike freebie or "controlled" circulation publications, our readers specifically purchase our magazine and eagerly await its arrival in their mailboxes.
3. Your ad will show your direct support for the local gardening community.
4. We are the only regional gardening magazine for the greater DC commuting area and are unique in our focus.
5. Our readership is GROWING, while other publications are wilting.
6. The media increasingly look to us as the experts on the local gardening scene.
7. The more ad pages — the more content we can expand — the more we can cover in the local gardening scene. We have several new features and columns we are looking to add in 2007. As we grow, so do you.
8. You get a link on our web site "Sponsors" page for a year. More links to you, mean higher rating in search engines and more traffic to your site.
9. Each issue your advertising will appear alongside "must reading" for area gardeners. All of our writers are avid local gardeners themselves and their enthusiasm shows.
10. We direct our readers to our advertisers first when asked for referrals and recommendations.

Reader Profile

- Gardeners of all levels — from beginners to experienced professionals
- Well educated, affluent, home owners
- The majority are between 25-65 years of age
- Knowledgeable, discerning consumers of goods and services

Distribution

- Circulation: Subscribers throughout Suburban Maryland, the District of Columbia and Northern Virginia. We are promoting heavily to gardeners in the area and expect to have over 5,000 paid subscribers by year's end.
- Single issue sales at DC-area Borders, Barnes & Noble, and B. Dalton book stores, and at several independent stores such as the USNA Arbor House.
- Readership: 15,000.
- Additional Distribution: Promotional issues of the magazine given out to local Garden Clubs and at the following locations: Garden Centers, Garden Shows, Public Libraries, Area Public Events, Historic Gardens, and Community Centers.

Bonus Promotions

We give you added value for your advertising dollars! When you advertise in any issue, your company listing also goes up on our web site, <http://www.WashingtonGardener.com>, for a full year.

NEW FOR 2008!

We have added Classified Advertising to our print magazine. See details inside.



Advertising Themes & Deadlines

• January/February 2008

Issue Theme: **Deer-Proofing**
 Space Reservations: Nov 21
 Materials Due: Dec 1
 Mailing: Dec 26

• March/April 2008

Issue Theme: **Rooftop Gardens**
 Space Reservations: Feb 1
 Materials Due: Feb 5
 Mailing: Feb 24

• May/June 2008

Issue Theme: **Tomatoes**
 Space Reservations: Apr 9
 Materials Due: April 14
 Mailing: April 25

• July/August 2008

Issue Theme: **Grasses**
 Space Reservations: May 30
 Materials Due: June 2
 Mailing: June 26

• September/October 2008

Issue Theme: **Dry Shade Solutions**
 Space Reservations: July 29
 Materials Due: August 1
 Mailing: Aug 25

• November/December 2008

Issue Theme: **Outdoor Lighting**
 Space Reservations: Sept 30
 Materials Due: Oct 2
 Mailing: Oct 24

• January/February 2009

Issue Theme: **Composting**
 Space Reservations: Nov 21
 Materials Due: Dec 1
 Mailing: Dec 26

WASHINGTON gardener

Magazine Ad Rates

Note: All advertisement rates are for full-color (4C).

Inside Pages

Ad Size	1x	3x	6x
Full page	\$3,000	\$2,700	\$2,400
2/3 page	\$2,400	\$2,150	\$1,925
1/2 page	\$1,800	\$1,625	\$1,150
1/3 page	\$1,500	\$1,350	\$1,200
1/6 page	\$ 750	\$ 650	\$ 550
Resource*	\$ 300	\$ 250	\$ 200

Cover Positions

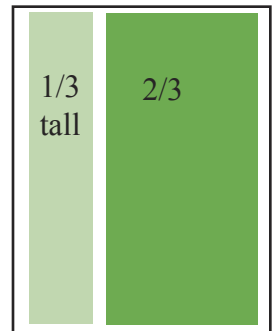
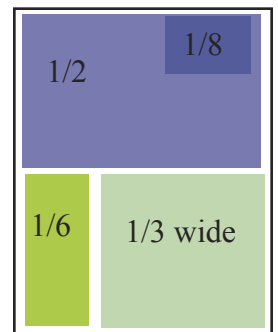
Ad Size	1x	3x	6x
Back Cover	\$3,900	\$3,500	\$3,100
Inside Front	\$3,759	\$3,375	\$3,000
Inside Back	\$3,600	\$3,250	\$2,900

Page Spreads/Consecutive Ad Pages

Spreads or consecutive ad pages in a single issue receive a 10% discount off the total space/ frequency charge.

Size Specifications

Ad Size	Width	Depth/Tall
Full page live	7"	9"
Full page trim	8.5"	11"
Full page bleed	8.75"	11.25"
2/3 page	4.925"	7"
1/2 page	7.5"	4.75"
1/3 page wide	4.925"	4.75"
1/3 page tall	2.35"	9.75"
1/6 page	2.35"	4.75"
Resource* 1/8	3.375"	1.875"



*The Resource section is designed to be a cost-effective marketplace listing for local garden and lifestyle businesses. The ads are 8 to a page and are business card sized. You may use your actual business card for this section or create new ad art that fits these dimensions.

Placement

Almost all interior page ads appear on right-hand pages facing features or columns. *Washington Gardener* guarantees that advertising pages will not exceed 50% of the total published pages.





Material Specifications

Ads may be submitted in various electronic formats — including Pagemaker, Quark, Photoshop, and Illustrator. We prefer they be PDF/X-1a files. The files should be saved on disk and must be accompanied by a color proof. Please also pre-flight your job — make sure all images and fonts are on the disk. Art should be CMYK and EPS or TIFF. A quick way to check that all files are included is to open the file on another computer.

Please note: All files should be sent via an overnight service with a tracking system. Any additional requirements such as art work, camera work, film conversion, preparation, and typesetting will be billed at market rates. There is a minimum \$50 charge for changes/corrections to supplied film/disks.

Answers to Your Frequently Asked Questions

- Advertising materials are returned only on request.
- Full-page bleeds are run at no additional charge.
- We do not accept inserts or business reply cards.
- We cannot guarantee any placement other than cover positions.
- The invoice date is upon distribution — approximately two weeks prior to the issue date.
- Payment is due within 30 days of invoice date.

FREE Advertising Tips

- If you have a limited budget, keep in mind that frequency has much more proven impact versus a one-time big, colorful ad. Studies show that an ad must be seen at least five times to “click” in a reader’s mind.
- White space is OK, no need to fill in every nook.
- If you pay for four-color, use it with high-quality graphics.
- If you are paying for a full-page ad already, take advantage of our no-extra-charge-for-bleeds policy. Bleeds are full page ads that go over the page size (8 ½” x 11”) by at least 1/8” on all sides. Photos, graphics, etc. can “bleed” off the page edges to create an interesting effect.
- Include all contact information — Web, email, fax, phone, address, etc. Make it easy for customers to contact you.
- Consider using *interactive* elements in your ad. Get readers involved. Provide a cut-out, a game, a lesson — anything to create a relationship with you and your audience.
- Don’t be afraid to ASK for the sale or response. Many ads omit the reason for the ad itself.
- Some design mistakes to avoid: too many typefaces; putting boxes around everything; thinking nobody notices the small stuff; using lots of reversed text over a solid background.
- Your ad should reflect your unique qualities and features. Strive to be different.
- Our staff is available to help you. Contact us for guidance and ideas.
- Proof everything. Then proof it again.

Call today to place your ad with us!

Approval Statement

All contracts and contents of advertisements are subject to the publisher’s approval. Publisher reserves the right to reject or cancel any advertisements, insertions order, space reservation, or position commitment.

Publisher reserves the right to put the word “advertisement” on advertising which, in the publisher’s opinion, resembles editorial materials.

Online Advertising Opportunities

Ads on the *www.WashingtonGardener.com* web site are included as a bonus for our magazine advertisers and are featured on the “Sponsor” page. You may also purchase online “Sponsor” ads at a rate of \$250 per month. Contact us for specifications and details.

Washington Gardener also has an **newsletter** that goes directly to your customers’ email boxes! *Washington Gardener Enews* goes out on the 15th of every month and is a free sister publication to *Washington Gardener* magazine. The ad rate is \$250 per issue or \$1,000 for five issues.

Advertising copy must be provided electronically as a text attachment (attached to an email and saved as a Text Only file). The text should be one-to-three sentences (no more than 250 word count) with appropriate URLs for linking. The copy should be completely edited and ready to post as is, although it may be further edited by the WG team for length and style. It is recommended that short URLs be used to avoid line-breaks.

If you would like to submit online art instead of a text ad, please follow these guidelines and deliver the advertisement ready to post:

- Format: GIF or JPEG
- Pixel Size: 594 pixels wide x 100 pixels high
- File Size: 35K or less recommended
- URL for linking (if applicable)

The ad deadline is the 10th of each month. Please submit your ad directly to: advertising@washingtongardener.com.

NEW! Classified Advertising

Washington Gardener Magazine now offers classified advertising space in the bimonthly print magazine. For \$100 you get up to 100 words. These classified ads are text only. If you wish to have art or color, please refer to our display ad space rates and sizes.

Contact Information

- Kathy Jentz, *Editor/Publisher*, Washington Gardener
826 Philadelphia Ave., Silver Spring, MD 20910
Phone: 301.588.6894 • Fax: 301.768.4029
editor@washingtongardener.com
- Nancy S. Burns, *Advertising Sales*, Washington Gardener
Phone: 703.329.1899 • Fax: 301.768.4029
advertising2@washingtongardener.com



Advertising Contract

Company _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____
 Web* _____

Date _____ Signature _____

*For your free sponsor link on www.WashingtonGardener.com

RESERVATIONS

• January/February 2008

Issue Theme: **Deer-Proof Gardens**
 Space Reservations: Nov 21
 Materials Due: Dec 1
 Mailing: Dec 26

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

• March/April 2008

Issue Theme: **Rooftop Gardens**
 Space Reservations: Feb 1
 Materials Due: Feb 5
 Mailing: Feb 24

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

• May/June 2008

Issue Theme: **Tomatoes**
 Space Reservations: Apr 9
 Materials Due: April 14
 Mailing: April 25

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

• July/August 2008

Issue Theme: **Grasses**
 Space Reservations: May 30
 Materials Due: June 2
 Mailing: June 26

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

• September/October 2008

Issue Theme: **Dry Shade Solutions**
 Space Reservations: July 29
 Materials Due: August 1
 Mailing: Aug 25

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

• November/December 2008

Issue Theme: **Outdoor Lighting**
 Space Reservations: Sept 30
 Materials Due: Oct 2
 Mailing: Oct 24

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

• January/February 2009

Issue Theme: **Composting**
 Space Reservations: Nov 21
 Materials Due: Dec 1
 Mailing: Dec 26

Ad size: _____
 Ad position: _____
 ___ New Ad or ___ Repeat from _____ issue
 Ad price: \$ _____

All orders and materials should be sent to:

Washington Gardener magazine, 826 Philadelphia Ave. Silver Spring, MD 20910
 Phone: 301.588.6894 ~ Fax: 301.768.4029

Email: advertising@washingtongardener.com ~ Web Site: <http://www.WashingtonGardener.com>