

canada's guide to outdoor style

# gardening life



[gardeninglife.ca](http://gardeninglife.ca)



## Canada's Best Source for Outdoor Living: Garden Solutions, Inspiration, Entertaining and Decor with an urban slant

*Gardening Life's* expert editorial team—which includes Canada's best-known gardener Marjorie Harris—brings inspiring gardens, easy outdoor decor solutions, simple how-tos and the latest gardening tools and tricks to Canadians. We deliver an editorial package that is uniquely geared to serving the needs of both gardeners and outdoor decorating enthusiasts.

### THE ROOM OUTSIDE

Our inspiring photo-rich environment is paired with a service-based approach that helps readers dream and do. Love to dig in the dirt? *Gardening Life's* stories satisfy the hunger for the latest growing tips and techniques. Love to spend time in your garden? *Gardening Life* is a one-stop source guide, providing the latest on garden and decor trends and products. Plus [gardeninglife.ca](http://gardeninglife.ca) is the online gathering place to trade gardening tips and ideas, and ask questions of *Gardening Life's* experts.

### A GROWING MARKET

Over 9 million Canadians actively participate in gardening. But they aren't the only Canadians enjoying their outdoor spaces: add the burgeoning number who are entertaining and decorating outdoors—with baskets and urns, garden ornaments and furniture—and you've got a market that is growing by leaps and bounds.

### PROUD OF THEIR GARDENS. PROUD OF THEIR HOMES

The pride *Gardening Life* readers take in creating their outdoor living spaces extends to the rest of their lives. According to PMB, *Gardening Life* readers are cultured and active, enjoy cooking and entertaining, stay abreast of the latest trends and fashions, and tap into new technologies more quickly than the average Canadian. And they'll spend to get the results they want: *Gardening Life* readers outspend the average Canadian on cosmetics, home improvements, home entertainment, computer gear and furniture (indoors and out).

Source: PMB 2007, Total Canada 12+



## The Homeowner's Lifestyle

Canadians love their outdoor spaces! And more Canadians than ever are spending on outdoor decor and gardening products. In fact, 14.9 million Canadians have made a lawn/garden purchase in the past 12 months, spending a total of almost \$3.9 billion on gardening and lawn-care products last year.

### A LIFESTYLE THAT TRANSCENDS THE GARDEN

*Gardening Life* readers take pride in their surroundings, and that translates into all areas of their spending: from the furniture inside their homes, the cars they drive, the food they eat and the clothes they wear. Compared to the average Canadian, *Gardening Life* readers are:

- 41% more likely to be classified in PMB as “cultured and active.”
- 21% more likely to enjoy entertaining.
- 43% more likely to enjoy looking at household decorating magazines.
- 26% more likely to love cooking.
- 12% more likely to keep abreast of the latest fashion, and 30% more likely to be classified in PMB as “label queens.”

### QUALITY TIME

- *Gardening Life* readers, on average, refer to every issue of *Gardening Life* two different times.
- *Gardening Life* readers in the key target group of women aged 25 to 54 with a household income of \$50,000+ spend an average of 56 minutes savouring the editorial and advertising content of the magazine.

Source: PMB 2007, Total Canada 12+

## Demographic Profile

**Total Readership: 1.5 million**

**Readers Per Copy: 16.0**

	(000)	Composition %	Index
Total <i>Gardening Life</i> Readership	1,491	100	100
<b>AT HOME</b>			
Homeowner	1,183	79	105
Principal Grocery Shopper	1,105	74	114
Have Children Under 12 Years of Age	456	31	119
Have Children 3-5 Years of Age	171	11	136
Have Children 6-11 Years of Age	312	21	122
<b>AGE</b>			
Age 18-49	839	56	104
Age 25-49	753	51	117
Age 35-49	518	35	127
Age 25-54	924	62	120
Age 35-54	689	46	129
Average Age	45		
<b>HH INCOME</b>			
HHI \$50,000+	929	62	105
HHI \$75,000+	619	42	110
HHI \$100,000+	387	26	118
HHI \$125,000+	195	13	117
HHI \$150,000+	94	6	95
Average Household Income	\$71,919		
<b>EDUCATION</b>			
College +	781	52	84
University +	1,201	81	98
<b>OCCUPATION</b>			
MOPES	301	20	107
White Collar+	452	30	106
<b>GENDER</b>			
Female	1,008	68	133
Male	483	32	66
<b>REGION</b>			
Atlantic	177	12	162
Ontario	755	51	130
Prairies	493	33	110
British Columbia	234	16	117
Toronto	288	19	117
Vancouver	116	8	111
Ottawa/Gatineau	61	4	115
Calgary	50	3	102
English Adults 18+	1,382		
English Women 18+	942		

Source: PMB 2007, Total Canada 12+



## 2008 Editorial Calendar

### SIX ISSUES STRONG IN 2008!

#### SPRING **GARDEN INSPIRATION & PLANT GUIDE**

- Expanded annual plant guide:  
Top 75 plant from A-Z
- Best outdoor furniture and door styles
- Daffodil fields and festival
- Makeover: Low maintenance,  
high function
- Food: Spring's first food bounty

#### APRIL/MAY **CONTAINERS & ECO TRENDS**

- Japanese tearooms & gardens
- Custom container design
- Eco garage makeovers that provide more  
outdoor living space
- Food: Come for brunch

#### JUNE **OUTDOOR ENTERTAINING**

- Woodland garden
- The best outdoor entertaining ideas  
for the balcony, deck and garden
- Three outdoor tabletop styles
- Moroccan-inspired outdoor party
- Food: Picnic in the park

#### SUMMER **SMALL CITY SPACES & MAKEOVER SPECIAL**

- How to get the best urban garden style
- Multi-functional sunrooms
- Urban problems and solutions  
(downspouts, garbage, A/C)
- Food: No cook Canada Day party

#### FALL **BEST GARDENS & FALL COLOUR**

- Colourful fall garden
- Bringing the outdoors in with  
botanical prints
- French-inspired outdoor fall party
- Food: Sweet and savoury apples

#### WINTER **HOLIDAY DECORATING & 2009 TRENDS**

- Stylish holiday containers and decor
- Decking the halls
- Holiday gift guide
- 2008 outdoor trends
- Food: Outdoor Winter BBQ



## Gardeninglife.ca

Gardeninglife.ca is the online voice of *Gardening Life*, enabling visitors to connect with fellow gardeners to ask questions and share tips. It's a valuable source of inspired backyard ideas and landscaping options, with advice from Marjorie Harris, *Gardening Life's* expert extraordinaire.

### OUR AUDIENCE

Gardeninglife.ca's reach extends across the country with 21% residing in Western Canada, 12% in Quebec and the Maritimes and 59% in Ontario. Gardeninglife.ca, as an essential extension of *Gardening Life* magazine reflects its editorial content with the additional benefits of:

- Interactive program development.
- Time-sensitive promotions, offers and events.
- Ads targeted locally or by subject.
- Contextual ad placement.

## 2008 Web Rates

### ADVERTISING POSITIONS

- **Leaderboard** 728 x 90 pixels \$ 30.00 CPM
- **Big Box** 300 x 250 pixels \$ 30.00 CPM
- **Skyscraper** 120 x 600 pixels \$ 25.00 CPM

### OTHER ONLINE POSITIONS

- **E-Newsletter Ad Insertion — \$80 CPM** Target your message to a highly loyal and receptive audience. Our *Gardening Life* newsletter is distributed to an opt-in list of 3,000 subscribers 10 times per year. Opportunities include a 50-word description of your product/event, a 120 x 120 pixel image and a hyperlink to your website. Opportunities are also available at \$125 CPM which includes a skyscraper or big box insertion and category exclusivity.
- **Eblast — \$125 CPM** Customize your message to *Gardening Life's* opt-in subscriber list with an e-blast designed specifically for your event, promotion or product sampling offer.
- **Feature Contest Program — \$1,250 for a 30 day duration** Contest includes: customized contest page in the WIN section of the website; 120 X 120 homepage button, contest promotion in one e-newsletter deployment; three survey questions and entry with an opt-in feature; data capture at the close of the contest period; and a hyperlink to your website.
- **Button Advertising — \$500/ month** Increase your brand awareness with a 120 X 120 px button advertisement. Each program includes an animated button targeted to a specific content area, rotated throughout the site or in a permanent homepage position.
- **Custom Opportunities** *Gardening Life* offers many unique opportunities to capture the attention of our loyal audience. Examples of micro-sites, integrated content, sponsored surveys, quizzes and more can be presented and customized to suit your specific marketing needs.



## Retail Rates 2008

ONTARIO	1x	3x	6x
Full Page	6,432	6,311	6,229
2/3 Page	5,831	5,722	5,647
1/2 Page	4,802	4,712	4,651
1/3 Page	3,430	3,366	3,322
DPS	12,349	12,117	11,959
1/2 Spread	7,890	7,741	7,641

WESTERN	1x	3x	6x
Full Page	3,785	3,714	3,666
2/3 Page	3,217	3,157	3,116
1/2 Page	2,650	2,600	2,566
1/3 Page	1,893	1,857	1,833
DPS	6,813	6,685	6,598
1/2 Spread	4,353	4,271	4,216

## Production Dates 2008

COVER DATE	FRACTIONAL AD CLOSE	FULL PAGE AD CLOSE	FRACT. AD MATERIAL DUE	FULL PAGE AD MATERIAL DUE	BEGIN MAILING	ON SALE DATE
Spring	January 10	January 17	January 17	January 21	February 5	February 18
April/May	February 14	February 21	February 21	February 25	March 11	March 24
June	March 20	March 27	March 27	March 31	April 15	April 28
Summer	May 22	May 29	May 29	June 2	June 17	June 30
Fall	August 14	August 21	August 21	August 25	September 9	September 22
Winter	October 9	October 16	October 16	October 20	November 4	November 17



## Gardener's Bazaar Program & Rates 2008

Deliver your message in style to over 1.5 million *Gardening Life* readers cross Canada. It's affordable, effective and couldn't be easier. Your message will be featured in the best-selling gardening magazine on Canadian newsstands, in *Gardening Life's* distinctive and highly-read Gardener's Bazaar section. Every issue of *Gardening Life* is themed to the seasonal gardening cycle, making it the number one choice of newsstand buyers when it comes to finding out what's hot in garden products, plants and ornaments. When *Gardening Life* readers are looking for inspiration and solutions, Gardener's Bazaar is where they turn for "I want to buy that" ideas. The section's bold, solid-coloured background makes it easy to find and use, ensuring that your message is seen by *Gardening Life's* upscale, affluent and involved audience of avid gardeners and outdoor decor enthusiasts. Best of all, for a small additional fee, *Gardening Life's* production team will even create your ad for you.

Display Advertisement Rates	CREATIVE SERVICES (design, layout and production)		
	1X	3X	6X
Size (4C/BW)			
Single Unit	695	660	625
Double Unit	1,335	1,270	1,200
Triple Unit	1,961	1,860	1,765

### CREATIVE SERVICES (design, layout and production)

Cost: \$50

All ad components must be received before space closes or late charges may apply.

Ad Size Specifications	
Single Unit	2.25" x 2.25"
Double Unit	2.25" x 4.5" vertical or horizontal
Triple Unit	2.25" x 6.75" vertical or horizontal

Line Advertisement
\$125 for 50 words

## Production Dates 2008

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Contact: Sonya Tsui, National Sales Coordinator, (416) 364-3333 ext. 4009. Fax: 416-862-2184. Email: stsui@stjosephmedia.com



## Fast Facts

***Gardening Life* is the go-to guide for the latest in sophisticated outdoor style. We consistently deliver the creative inspiration readers crave, practical solutions, hands-on experience they trust and up-to-the minute products they want.**

<b>Distribution:</b>	Canada
<b>Frequency:</b>	6 issues
<b>Total Readers:</b>	1,491,000
<b>Readers Per Copy:</b>	16.3
<b>English Adults 18+:</b>	1,382,000
<b>English Women 18+:</b>	942,000
<b>Gender Split:</b>	68% female /32% male
<b>Aged 25-49:</b>	51%
<b>Aged 25-54:</b>	62%
<b>Own Their Home:</b>	79%
<b>Principal Grocery Shopper:</b>	74%
<b>Average Household Income:</b>	\$71,919
<b>HHI \$50,000+:</b>	62%
<b>HHI \$100,000+:</b>	26%
<b>HHI \$150,000+:</b>	6%
<b>College/University:</b>	60%/48%

**Compared to the average Canadian, *Gardening Life* readers are...**

- 41%** more likely to be classified as "cultured and active"
- 33%** more likely to entertain at home 10+ times per year
- 74%** more likely to engage in gourmet cooking 3+ times per year
- 23%** more likely to have spent \$3,000+ on vacation
- 54%** more likely to have stayed at a resort hotel
- 78%** more likely to have purchased patio/garden furniture in the past year
- 53%** more likely to have spent \$750+ on gardening/lawn care supplies in past year

Source: ABC Publisher's Statement June 2007, PMB 2007, Total Canada 12+

## Digital File Specifications

ADVERTISING MECHANICAL REQUIREMENTS			
	NON-BLEED (safety) WxD	TRIM WxD	BLEED WxD
DPS	7.5 x 10" ea. pg.	17" x 10.875"	17.25" x 11.125"
1/2 DPS	7.5" x 5" ea. pg.	17" x 5.4375"	17.25" x 5.5625"
Full Page	7.5" x 10"	8.5" x 10.875"	8.75" x 11.125"
2/3 Vertical	4.875" x 10"	5.375" x 10.875"	5.625" x 11.125"
1/2 Page Horizontal	7.5" x 5"	8.5" x 5.4375"	8.75" x 5.5625"
1/2 Vertical	4.875" x 7.5"	5.375" x 7.875"	5.625" x 8.125"
1/3 Square	4.875" x 5"	5.375" x 5.4375"	5.625" x 5.6875"
1/3 Vertical	2.375" x 10"	2.875" x 10.875"	3.125" x 11.125"
1/6 Vertical	2.375" x 5"	N/A	N/A
1/6 Horizontal	4.875" x 2.5"	N/A	N/A
1/16 FOCUS	1.625" x 2.3125"	N/A	N/A
1/8 FOCUS	1.625" x 4.75"	N/A	N/A
1/4 FOCUS	3.5" x 4.75"	N/A	N/A
1/2 FOCUS	3.5" x 9.625"	N/A	N/A

### Non bleed (Safety):

Area within which all copy, logos, borders, or other graphic elements should appear. All critical material must be kept within the non bleed dimensions.

**Trim:** Actual size of magazine page.

**Bleed:** Area outside of magazine page printed to ensure full coverage.

### FTP SITE information:

**URL:** ftp.stjosephmedia.com

**USER NAME:** glife\_up

**PASSWORD:** 3@IQ#j

Please send an email with file name once the ad is posted to **mlewis@stjosephmedia.com**

Please label file with name of advertiser.

**PRINTING PROCESS:** Web offset.

**BINDING METHOD:** Perfect Bound

### DIGITAL REQUIREMENTS

- Platform: MAC.
- We will ONLY accept PDFX1a files.
- Spread creative to be supplied as Single Page Units to final trim size.
- Document page must be set up to trim size plus bleed (build to safety size if ad does not bleed).
- Images should be a min. resolution of 300 ppi (pixels per inch). Logos should be saved as eps files, graphics as tiff or eps.
- All images must be converted to CMYK and not submitted as RGB. All pantone colours must be converted to CMYK.
- Please be sure to include trim marks and bleed on proof. Trim marks should not intrude into bleed area.
- Allow 1/8" bleed and minimum 1/4" critical live all sides from trim.
- Transport Media: Ads may be supplied on CD or DVD and must be accompanied by a colour proof.
- Production charges will apply on any reformatting of ads. Contact Account Manager for rates.
- Production charges will apply for any in-house design services. Contact Account Manager for rates.
- Compressed files must be saved as self-extracting archives (.sea).
- Type to be converted to outline when using Adobe Illustrator.

### PROOFING REQUIREMENTS

- Gardening Life will not be responsible for ad reproduction if correct proof is not supplied. Iris proof available at \$50.00 each.
- SWOP certified press proofs such as Iris or Fuji and directory are required as a guide to reproduction. (Tear sheets, PDF files or colour laser/inkjet printer proofs are NOT acceptable for colour reference).
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- SWOP proofs are also required for ads submitted via FTP site.
- Refer to DMAC standards for further requirements.
- All advertising materials will be destroyed by publisher if not requested within one year after date last used.

**SEND TO:** Gardening Life Production, 111 Queen Street E., Suite 101, Toronto, ON M5C 1S2  
Attention: Maxine Lewis 416.364.3333 x4522. Fax: 416.360.6616.