

The new magazine for Canada's gardeners



The perfect environment for your marketing message

We provide compelling Canadian content for the readers of **Garden Making**. Our business success is founded on engaging the best writers and photographers who understand the value of providing solid information in a well-designed magazine.

We tell the stories that matter to all avid gardeners, whether experienced or new to holding a shovel. We love gardening and we want those who aspire to be better gardeners to turn to **Garden Making**.

Every issue contains 70 or more editorial pages, regardless of how many advertising pages are sold.

Our contributors

Our established writers and photographers are considered authorities on gardening. They include:

- **Judith Adam**, horticulturist, landscape designer and author of several best-selling gardening books, including *Landscape Planning*
- **Liz Primeau**, well-known writer, editor and television host, author of *Front Yard Gardens: Growing More Than Grass*
- **Gayla Trail**, author and photographer, the creator of the popular gardening project You Grow Girl
- **Karen York**, horticulturist and magazine writer and editor, as well as author of *The Holistic Garden: Creating Spaces for Health and Healing*

Award-winning Design Director **Gary Hall** is a publication art director and designer who also teaches editorial design at the Ontario College of Art and Design in Toronto.

In every issue of Garden Making

Regular columns about:

- growing edibles—vegetables, fruits, herbs
- managing weather and climate challenges
- making a sustainable garden
- gardening in containers
- understanding garden gear

In-depth features about:

- noteworthy plants
- best-practice gardening methods and techniques
- beautiful, personal home gardens
- design ideas for small and large spaces; urban and rural properties

Our circulation delivers affordable advertising rates

We print and distribute 30,000+ copies of every issue. Our affordable advertising rates are based on guaranteed circulation in Ontario of 12,000. You're not charged for bonus circulation.

We invest in targeted direct marketing to recruit subscribers as well as sell single copies in major retail chains across Canada.



HOW TO MAKE: Planning your indoor home garden for spring? Here's our guide to take your planning to planting day. BY ANNE-MARIE ROY



BY ANNE-MARIE ROY



THE POTTED GARDEN: A guide to the season's best indoor plants, herbs, and edibles. BY ANNE-MARIE ROY

Spring flings FOR YOUR CONTAINERS

IT MAY BE TOO EARLY to dig in the soil and get out to take the dirt. But you can still get your hands on plants that will help you get your garden ready for the season. Spring flings are the perfect time to get your hands on plants that will help you get your garden ready for the season. Spring flings are the perfect time to get your hands on plants that will help you get your garden ready for the season.

Garden Making provides complete and compelling information and ideas, from plant profiles to 7 pages on starting seeds—everything a new or experienced gardener needs to know. Helpful, timely departments and columns guide readers toward more enjoyable and satisfying gardening experiences

The garden is a place of beauty and tranquility. It is a place where you can relax and enjoy the fruits of your labor. The garden is a place where you can connect with nature and find peace in the chaos of the world. The garden is a place where you can create a beautiful and functional space that reflects your personality and style. The garden is a place where you can spend your time and energy creating a space that you will love to be in.

Reach an engaged audience seeking ideas and inspiration

Our mission

Garden Making celebrates the joy of gardening.

Our mandate

To be the trusted source of comprehensive and clearly presented information and ideas that engage Canadian gardeners.

Garden Making positioning

Inspiring & informing Canada's gardeners.

Your audience

Your message will reach gardeners open to knowing the latest information and ideas, whether they are experienced or just starting out.

Increasingly, women and men in their 30s and 40s are seeking knowledge about gardening to enhance their personal landscape. At the same time, gardening continues as a popular recreation for Canadians age 50 or older who are spending more time and money on their surroundings.

Testimonials from readers for Garden Making premier issue

“Congratulations for reinventing the garden magazine. The graphic design is the best to be found in the English-reading gardening world. I subscribe to many gardening magazines. Nothing compares to what you have accomplished with the premier issue.” — *Allan B., Cote Saint-Luc, QC*

“The chorus of expert voices, the beautiful imagery, and the very specific, precise instructions have instantly made me a loyal reader, and I haven't actually read the entire issue yet!” — *Jess R., Toronto*

“Love, love, love your magazine! How refreshing to finally have a Canadian gardening magazine written and edited by people who actually know what they are talking about. Very informative, even for experienced gardeners.” — *Lynn C., Halifax, NS*

“I think Garden Making has a lot of helpful information, including information for vegetable gardeners. So many gardening magazines seem to rely heavily on pretty pictures and neglect the content.” — *Frances S., Guelph, ON*

“There's so much 'good reading' and that's something I've been missing in the other gardening magazines. Gardeners always want to know how others approach and manage this passion, why they do it, how they overcome obstacles, their successes and failures—all written in a chatty, conversational way—just between friends.” — *Marie J., Lincoln, ON*



Garden Making Editor Beckie Fox gardens in Niagara-on-the-Lake, Ontario. Beckie was editor of Canadian Gardening magazine from 1999 to 2001 and is author of The Potted Garden: Creating a Great Container Garden. She speaks at garden clubs, garden centres and home shows, as well as teaches gardening.

Editor's message

“Gardening is an enthusiasm shared by a wide range of people. They're eager to learn about the 'how, when and where' of garden making as well as the 'why' of growing techniques and plant selection.

“We promise to be visually inspiring while remaining practically grounded. We've designed the magazine to inspire readers to make the garden of their dreams.

“Garden Making provides a broad mix of informative, thorough articles by experts who will guide gardeners through the challenges of our climate, show them how to accomplish a range of landscaping projects, and help them choose the best plants, techniques and design ideas to make their own gardens successful and satisfying.

“We tell readers about the plants, the people, the products, the potential and the passions involved in making a garden. Each issue will become an essential gardening tool — equally at home next to a trowel in the vegetable garden or beside a reading chair.”

— *Beckie Fox, Editor*

GARDEN MAKING

- Quarterly, issued February, May, August, November
- \$5.95 cover price
- \$19.95 subscription
- Perfect bound, trim size 8" x 10.875"
- 70+ editorial pages in each issue
- Press run: 30,000+
- Ontario circulation: 12,000 guaranteed

Advertising sales contact:

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Garden Making™ is published by Inspiring Media Inc.
Box 808, Niagara on the Lake, ON L0S 1J0
gardenmaking.com

2010 Publishing schedule

Issues	Space closing	Ad material due	Publication on sale
#1 Spring 2010	Jan. 4	Jan. 11	March 1
#2 Summer 2010	March 22	March 29	May 17
#3 Fall 2010	July 5	July 12	August 30
#4 Winter 2010/11	Sept. 20	Sept. 27	Nov. 15

2010 Advertising rates

based on 12,000 Ontario circulation; effective Jan. 1, 2010

Four-colour	1 time	3 times	4 times
Full page	\$1,800	\$1,674	\$1,602
2/3 page	\$1,350	\$1,256	\$1,202
1/2 page	\$1,080	\$1,004	\$ 961
1/3 page	\$ 720	\$ 670	\$ 641
1/6 page	\$ 450	\$ 419	\$ 401
DPS	\$3,060	\$2,846	\$2,723
1/2 DPS	\$2,160	\$2,009	\$1,922
IFC / IBC	\$1,890	\$1,758	\$1,682
OBC	\$2,016	\$1,875	\$1,794

Black & white	1 time	3 times	4 times
Full page	\$1,620	\$1,555	\$1,490
2/3 page	\$1,242	\$1,192	\$ 1,143
1/2 page	\$ 994	\$ 954	\$ 914
1/3 page	\$ 662	\$ 636	\$ 609
1/6 page	\$ 414	\$ 397	\$ 381

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.

Advertising specifications

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"

Printing process: Web offset

Perfect bound, trim size 8" x 10.875"

Material submission: CMYK; Mac platform; PDF files.

FTP: ftp.gardenmaking.com user: GaMaAds, pw: ads

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Advertising terms and conditions

We will work with you to ensure the success of your advertising program, but please note that we accept insertion orders based on the following general policies.

a) Agency commissions of 15% to recognized advertising agencies if paid within 30 days of date of invoice.

b) 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.

c) Frequency discounts are based on a contract period of 12 consecutive months starting with the advertiser's first insertion. Advertisers who do not use the space contracted for will be short-rated.

d) Acceptance or execution of an advertising order is subject to the publisher's approval.

e) No cancellations accepted after space closing date.

f) Rates do not include Goods & Service Tax (GST).

g) 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.

h) 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.

i) Advertisers and/or advertising agencies assume full responsibility for all contents of advertisements and any claim made against the publisher because of such content.

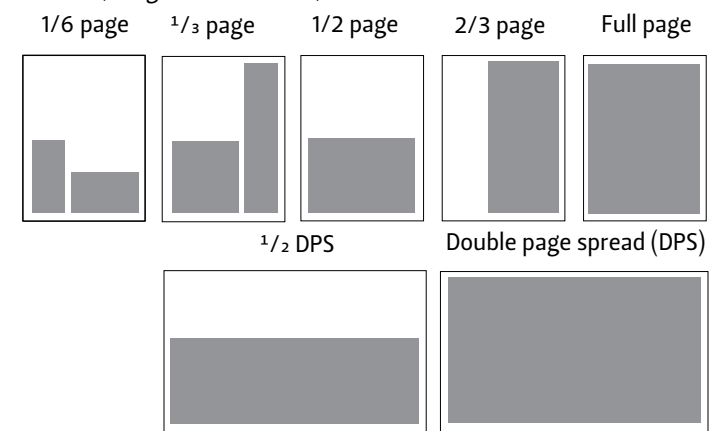
j) Until all related advertising charges have been paid, publisher owns the copyright in any advertisement.

k) If the advertiser has not sent a contract quality proof, publisher does not accept responsibility for print quality of colour reproduction.

l) Publisher assumes no responsibility for return of material not requested within one year of previous use.

m) We can arrange creative services for design and production of advertisements for a fee.

n) Garden Making™ is published by Inspiring Media Inc. Box 808, Niagara on the Lake, Ontario L0S 1J0.



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