



Landscape Trades

Canada's premier horticultural
trade publication — since 1978

Horticulture Review

The Voice of Landscape Ontario

Proudly serving the
professionals in Canada's
vibrant horticulture industry

MEDIA INFORMATION 2008

Landscape Trades



helping retailers decide what to order and promote the following spring. The October *Source Book* issue is Canada's unique product reference guide.

The reason *Landscape Trades* can offer advertisers these opportunities, of course, is the authoritative, respected editorial

package we offer our readers. *Landscape Trades* has been the industry's top information source since 1978.

Read and respected by Canada's horticulture industry

Strong demand for horticultural products and services at the consumer level just keeps getting stronger. The challenge is so intense and the opportunity is so real that Canada's green industry players are focused on productivity. *Landscape Trades* is the perfect medium to reach these motivated readers.

Landscape Trades' circulation strategy identifies the best purchasing prospects in Canada. Its circulation of 8,192 is verified by CCAB/BPA and 100% qualified, 93.4% within the last year.* Our horticultural business categories include contracting, maintenance, retail, nursery production, landscape design and others.

In addition, our own third-party research shows most readers participate in two or three sectors, each requiring specific purchases.**

Several *Landscape Trades* initiatives offer unique marketing opportunities. The March issue highlights new products, a high-interest topic during prime buying season. The July/August issue spotlights snow and ice management. And we research new plant varieties to publish an extensive special section each November,

Besides targeted readership and outstanding editorial content, *Landscape Trades* is your most efficient ad buy. One reason we can offer such good value is the experience we have gained from serving the industry for 30 years. Another is the healthy ad sales profile we maintain issue after issue. Our success works to your direct marketing advantage.

Place your promotion where readers respond, in *Landscape Trades*.

* *Landscape Trades* BPA-CCAB Circulation Statement, March 2007

** 2004 Readership Study for *Landscape Trades*, Mendon Associates Inc., Toronto

Rates and production schedule on page four

Steve Moyer

Sales manager, publications

1-800-265-5656, Ext. 316

Fax 905-875-0183

stevemoyer@landscapeontario.com



Jan. 8-10, 2008
Jan. 6-8, 2009



Oct. 21-22, 2008

Landscape Trades is the official publication of Congress and Garden Expo. For show information, contact **Paul J. Day, Show manager, 1-800-265-5656, Ext. 339, Fax 905-875-3942 pauljday@landscapeontario.com**

Horticulture Review



Horticulture Review contains industry news, association news, industry issue features, profiles, event announcements, extension bulletins and more. But the value to readers does not stop there — *Horticulture Review's* ad pages present vital business information and opportunities. Advertising in *HR* gets uniquely close attention.

Avid audience, great value

Horticulture Review is a timely business magazine, addressing specific green industry issues with authority. And on top of that, it's the Voice of Landscape Ontario — a people magazine — for a thriving organization with intense member involvement.

As North America's strongest and most vibrant horticultural trades association, Landscape Ontario takes its leadership role seriously. Every year, Landscape Ontario turns \$800,000 in dues revenue from its 2,000+ members into industry support activity valued at five million. *Landscape Trades* and *Horticulture Review* are initiatives of Landscape Ontario.

The reach is 2,300 readers across Ontario. *Horticulture Review* runs on a tight monthly production schedule for timely ad placements and polybag inserts.

This strong marketing position reflects the respect *Horticulture Review* and Landscape Ontario have earned from the green industry's top players.

From frontline workers to business owners, everybody reads and likes *Horticulture Review*.

Rates and production schedule on page four

Garden Inspiration

Canada Blooms March 12-16, 2008
THE TORONTO FLOWER AND GARDEN FESTIVAL



Target consumers at Canada Blooms!

Garden Inspiration is a truly inspiring chance to market your consumer product on the Canada Blooms show floor! This annual project, now in its sixth year, features the season's exciting new plant offerings plus pages of dream landscapes — a winning mix that attracts an affluent, loyal audience. Landscape Ontario is a partner in Canada Blooms, and our

unique status allows us to distribute 40,000+ free copies of *Garden Inspiration* each year at the show and through Ontario garden centres. Visit www.landscapeontario.com/info.php to download a copy of last year's 56-page issue.

2008 advertising rates

	New advertisers	Current advertisers
Full 4/C.....	\$3,800	\$3,520
Half 4/C.....	2,460	2,180
Third 4/C.....	1,705	1,550
Quarter 4/C.....	1,325	1,200
Sixth 4/C.....	1,145	1,050
Inside covers 4/C.....	4,620	4,000
Outside back cover 4/C.....	4,950	4,185

Space close **Feb. 8, 2008** Material due **Feb. 13, 2008**

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2008 advertising rates

	1x	5x	9x	Jan. and Oct. bonus distribution issues
Full B&W	\$1,550	\$1,455	\$1,335	\$1,675
<i>Trim 8-1/8" x 10-7/8", Bleed 8-3/8" x 11-1/8"</i>				
Two-thirds B&W	1,210	1,150	1,075	1,295
<i>Vertical 4-5/8" x 9-7/8", Square 7-1/8" x 6-1/2"</i>				
Half B&W	1,020	935	875	1,170
<i>Vertical 3-1/2" x 9-7/8", Island 4-5/8" x 7-3/8", Horizontal 7-1/8" x 4-7/8"</i>				
Third B&W	780	720	675	845
<i>Vertical 2-1/4" x 9-7/8", Square 4-5/8" x 4-7/8", Horizontal 7-1/8" x 3-1/4"</i>				
Quarter B&W	615	590	555	675
<i>Vertical 3-1/2" x 4-7/8", Square 4-5/8" x 3-3/4", Horizontal 7-1/8" x 2-1/2"</i>				
Sixth B&W	555	515	485	600
<i>Vertical 2-1/4" x 4-7/8", Horizontal 4-5/8" x 2-1/4"</i>				
IFC, IBC (includes colour)	2,910	2,805	2,695	3,055
OBC (includes colour)	3,060	2,945	2,815	3,210
Four colour: add \$830 Spot colour: add \$390				

Production schedule and editorial calendar

January, 2008	Space	Oct. 30, 2007	Material	Nov. 6, 2007
<i>Congress 2008 Show Preview, bonus distribution</i>				
March, 2008	Space	Jan. 29, 2008	Material	Feb. 5, 2008
<i>Spotlight on new products</i>				
April, 2008	Space	Feb. 26, 2008	Material	Mar. 4, 2008
May, 2008	Space	Mar. 25, 2008	Material	Apr. 1, 2008
June, 2008	Space	Apr. 29, 2008	Material	May 6, 2008
July-August, 2008	Space	June 10, 2008	Material	June 19, 2008
<i>Focus on snow and ice management</i>				
September, 2008	Space	July 29, 2008	Material	Aug. 5, 2008
<i>Retail focus, Garden Expo Show Preview</i>				
October, 2008	Space	Sept. 2, 2008	Material	Sept. 5, 2008
<i>Annual Source Book product directory, bonus distribution</i>				
November-December, 2008	Space	Sept. 23, 2008	Material	Sept. 30, 2008
<i>New plant introductions, includes Congress Conference Guide</i>				
January, 2009	Space	Oct. 28, 2008	Material	Nov. 4, 2008
<i>Congress 2009 Show Preview, bonus distribution</i>				

Call for rates on polybag or bind-in inserts and web advertising. Discount structure: 20% to Landscape Ontario active members, 15% to accredited ad agencies and Landscape Ontario associate members. No discount applies when production is required.

Horticulture Review



Sizes, colour charges and discount structure same as for *Landscape Trades* above.

2008 advertising rates

	1x	6x	12x
Full B&W	\$860	\$790	\$720
Two-thirds B&W	670	590	540
Half B&W	530	475	435
Third B&W	420	355	335
Quarter B&W	345	315	285
Sixth B&W	280	245	215

Please call for rates on cover positions.

Production schedule

	Space close	Material due
January 15, 2008	Dec. 6, 2007	Dec. 13, 2007
February 15, 2008	Jan. 18, 2008	Jan. 25, 2008
March 15, 2008	Feb. 18, 2008	Feb. 22, 2008
April 15, 2008	Mar. 17, 2008	Mar. 25, 2008
May 15, 2008	Apr. 18, 2008	Apr. 25, 2008
June 15, 2008	May 16, 2008	May 23, 2008
July 15, 2008	June 18, 2008	June 25, 2008
August 15, 2008	July 18, 2008	July 25, 2008
September 15, 2008	Aug. 15, 2008	Aug. 22, 2008
October 15, 2008	Sept. 18, 2008	Sept. 25, 2008
November 15, 2008	Oct. 17, 2008	Oct. 24, 2008
December 15, 2008	Nov. 18, 2008	Nov. 25, 2008
January 15, 2009	Dec. 8, 2008	Dec. 15, 2008

Steve Moyer, Sales manager, publications **1-800-265-5656** or **905-875-1805, Ext. 316**
Fax 905-875-0183, stevemoyer@landscapeontario.com

Susan Therrien, Communications coordinator, Ext. 305, stherrien@landscapeontario.com

Kim Burton-Ogrodnik, *Landscape Trades* Art director, Ext. 355, kbo@landscapeontario.com

Robert Ellidge, *Horticulture Review* Production manager Ext. 312, rob@landscapeontario.com

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Advertising specifications

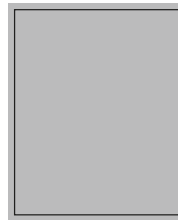
High resolution PDF or EPS files with fonts embedded are preferred. Proofs must accompany all submissions. Colour files must be CMYK. Native Quark Xpress, Pagemaker, InDesign or Illustrator files created on a Windows platform are also accepted, providing all fonts and placed images are included. Publisher and Word documents are not accepted. Files saved to other specifications may incur a \$50 conversion fee. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless progressively pulled proofs are supplied.

FTP site and email submissions

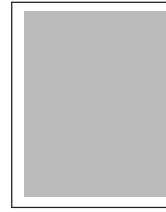
Files under 10 MB can be sent via email. For files over 10 MB, please contact Kim Burton-Ogrodnik at kbo@landscapeontario.com or 905-875-1805, Ext. 355 for a username and password to our FTP site, located at ftp.landscapetrades.com.

Contract provisions

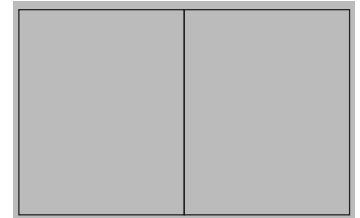
- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "advertisement" will be placed above copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers are charged incurred production costs.
- Cancellations are not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.



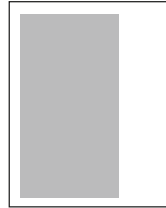
Full Page Bleed
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"



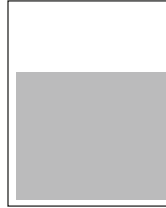
Full Page
7-1/8" x 9-7/8"



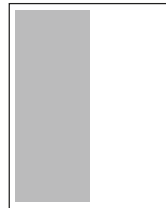
Double Page Spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2" x 11-1/8"



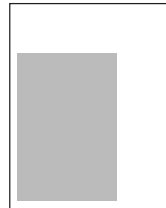
Two-thirds Page Vertical
4-5/8" x 9-7/8"



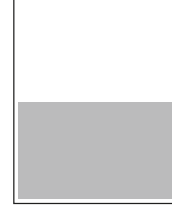
Two-thirds Page Horizontal
7-1/8" x 6-1/2"



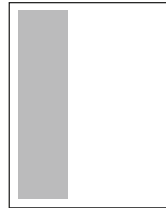
Half Page Vertical
3-1/2" x 9-7/8"



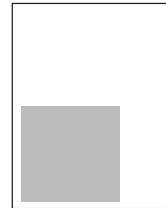
Half Page Island
4-5/8" x 7-3/8"



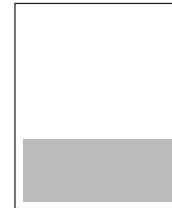
Half Page Horizontal
7-1/8" x 4-7/8"



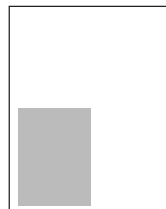
Third Page Vertical
2-1/4" x 9-7/8"



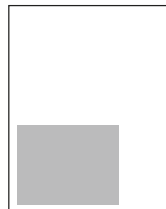
Third Page Square
4 5/8" x 4 7/8"



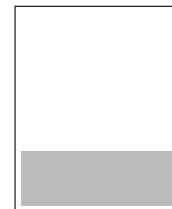
Third Page Horizontal
7-1/8" x 3-1/4"



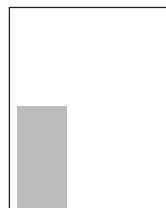
Quarter Page Vertical
3-1/2" x 4-7/8"



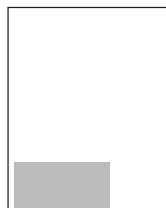
Quarter Page Square
4-5/8" x 3-3/4"



Quarter Page Horizontal
7-1/8" x 2-1/2"



Sixth Page Vertical
2-1/4" x 4-7/8"



Sixth Page Horizontal
4-5/8" x 2-1/4"