



Landscape Trades

Canada's Premier
Horticultural
Trade Publication

Media Information 2009

Landscape Trades

Top buy to connect your message with Canada's green industry



Your mission as a business-to-business marketer is to connect with your targets, and the three most effective ways are through the **business press**, **trade associations** and **trade shows**.

In Canada, the best way to connect these dots is through *Landscape Trades* magazine.



Canada's premier horticultural trade publication

Landscape Trades is a community of loyal, energized readers — founded in 1979. Industry pros across Canada depend on *Landscape Trades* for its specific, authoritative and credible information on business management, news, technology and trends. Only *Landscape Trades* provides content relevant to Canada's horticulture industry, and our readers regard it as *their* magazine, with respect and loyalty. All readers are qualified industry members, verified by CCAB/BPA. Our most recent statement reports average qualified circulation at 8,313* — please request our current circulation statement. *LT* is the TOP Canadian green industry magazine.



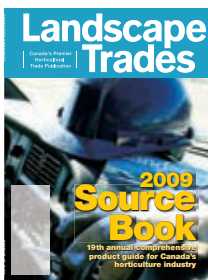
The association connection

In addition, *Landscape Trades* is uniquely connected with readers through industry associations. *LT* is an arms-length initiative of Landscape Ontario Horticultural Trades Association, a vibrant organization providing unique value to green industry players and suppliers alike. Landscape Ontario's leadership is respected throughout North America and beyond. *Landscape Trades* also publishes news from CNLA, the Canadian Nursery Landscape Association, in every issue. *Every* horticultural trade association member in Canada receives *Landscape Trades*, and these key readers lead Canada's green industry — they are the largest, most successful and most progressive players, your prime marketing prospects.



The trade show connection

Shows are where the industry meets face-to-face, and *Landscape Trades* is there, in print and in person. *Landscape Trades* is the official magazine for Congress and Garden Expo, Canada's top green industry trade shows. Readers enjoy preview show coverage, and advertisers enjoy uniquely effective cross-promotion in the September issue, supporting Garden Expo, as well as the January Congress issue. Bonus distribution and presence on the show floor round out a partnership that benefits the entire industry.



Call sales manager **Steve Moyer** today to discuss your marketing strategy for Canada's vibrant horticulture industry. See last page for contact information and rates.

BONUS *Landscape Trades* marketing opportunities

Polybag or bind-in inserts

Inserts reach your target audience with prime visibility, and no waste! Plus, you may specify your insert's distribution by region or sector. Skip the bother of direct mail, at a fraction of its cost. Options include polybags, bind-ins, tip-ins or blow-ins. Please phone for a quotation. Note: access to our high-quality circulation list is available **only** through print advertising or inserts; *Landscape Trades* does not rent its list.

Classified advertising

Get results with classifieds — employment ads, business opportunities, services and supplies, equipment ads and more.
Print classifieds, B&W \$52.50 per column inch
Deadline: 10th day of the month prior to issue date, except January issues close Nov. 15.
Online classifieds: \$42.00 per month
Additional charge applies for ads over 325 words.
Contact: classifieds@landscapeontario.com

Website advertising

Our industry service commitment continues strong at www.landscapetrades.com. Key features of the site include the online Source Book, the unique product guide for Canada's horticulture industry, our story archive and our popular online classifieds. Ask about discounted year-long programs.

| | |
|-------------------|-----------------|
| Banner | \$300 per month |
| Button ad, 50x100 | 240 per month |
| Button ad, 50x50 | 150 per month |

Landscape Trades wall calendar

A unique opportunity! The *Landscape Trades* 27 x 39-inch wall calendar mails with each November issue, to go up on shop walls across Canada for a full year. Space is limited — call early to book your calendar ad.

Show partners

Bonus: *Landscape Trades* publishes the official on-site show guides for both Congress and Garden Expo. Advertising space is open to exhibitors only: Please call for more information.



January 6-8, 2009
January 12-14, 2010



October 20-21, 2009

Association partners

Provincial trade association members across Canada — the industry's opinion leaders — all receive *Landscape Trades*.



Ontario opportunity: Reach the province's 2,300 top prospects in *LT's* sister publication *Horticulture Review*, the voice of Landscape Ontario. Call for rates and information.

Production schedule and editorial calendar

JANUARY, 2009 SPACE **OCT. 28, 2008**
Material Nov. 4, 2008
Congress 2009 Trade Show issue with bonus distribution, includes the Congress show preview

MARCH, 2009 SPACE **FEB. 3, 2009**
Material Feb. 5, 2009
Spotlight on new products

APRIL, 2009 SPACE **MAR. 5, 2009**
Material Mar. 9, 2009

MAY, 2009 SPACE **APR. 1, 2009**
Material Apr. 7, 2009

JUNE, 2009 SPACE **MAY 5, 2009**
Material May 7, 2009

JULY-AUGUST, 2009 SPACE **JUNE 19, 2009**
Material June 23, 2009
Focus on snow and ice management

SEPTEMBER, 2009 SPACE **AUG. 4, 2009**
Material Aug. 5, 2009
Focus on retail, includes Garden Expo show preview, bonus show distribution

OCTOBER, 2009 SPACE **SEPT. 1, 2009**
Material Sept. 8, 2009
Annual Source Book product directory

NOVEMBER-DECEMBER, 2009 SPACE **SEPT. 29, 2009**
Material Oct. 2, 2009
New plant introductions, includes Congress Conference Guide

JANUARY, 2010 SPACE **NOV. 2, 2009**
Material Nov. 9, 2009
Congress 2010 Trade Show issue with bonus distribution, includes the Congress show preview

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2009 ADVERTISING RATES in Canadian dollars

**January,
October
special
issues**

| FOUR COLOUR | 1x | 5x | 9x | |
|---|-----------|-----------|-----------|---------|
| Full page Trim 8 ¹ / ₈ " x 10 ⁷ / ₈ " Bleed 8 ³ / ₈ " x 11 ¹ / ₈ " Live area 7 ¹ / ₈ " x 10" | \$2,425 | \$2,330 | \$2,230 | \$2,555 |
| Two-thirds page Vertical 4 ⁵ / ₈ " x 10" Square 7 ¹ / ₈ " x 6 ¹ / ₂ " | 2,075 | 2,015 | 1,935 | 2,165 |
| Half page vertical, horizontal or island Vertical 3 ³ / ₈ " x 10" Horizontal 7 ¹ / ₈ " x 4 ⁷ / ₈ " Island 4 ⁵ / ₈ " x 7 ¹ / ₂ " | 1,880 | 1,795 | 1,730 | 2,035 |
| Third page Vertical 2 ¹ / ₄ " x 10" Square 4 ⁵ / ₈ " x 4 ⁷ / ₈ " Horizontal 7 ¹ / ₈ " x 3 ³ / ₄ " | 1,635 | 1,570 | 1,525 | 1,700 |
| Quarter page Vertical 3 ³ / ₈ " x 4 ⁷ / ₈ " Square 4 ⁵ / ₈ " x 3 ³ / ₄ " Horizontal 7 ¹ / ₈ " x 2 ⁵ / ₈ " | 1,465 | 1,435 | 1,400 | 1,525 |

SPECIAL POSITIONS Four colour only

| | | | | |
|--|---------|---------|---------|---------|
| Inside front and inside back covers | \$3,005 | \$2,890 | \$2,775 | \$3,145 |
| Outside back cover | 3,150 | 3,035 | 2,900 | 3,305 |

BLACK AND WHITE Add \$390 to these rates for spot colour

| | | | | |
|------------------------|---------|---------|---------|---------|
| Full page | \$1,595 | \$1,500 | \$1,400 | \$1,725 |
| Two-thirds page | 1,245 | 1,185 | 1,105 | 1,335 |
| Half page | 1,050 | 965 | 900 | 1,205 |
| Third page | 805 | 740 | 695 | 870 |
| Quarter page | 635 | 605 | 570 | 695 |
| Sixth page | 570 | 530 | 500 | 620 |

DISCOUNT STRUCTURE

Gross rates above are discounted 15% to accredited ad agencies and Landscape Ontario associate members; 20% to Landscape Ontario active members. No discount applies when production is required.

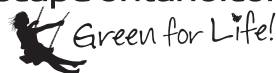
Steve Moyer Sales manager, publications

1-800-265-5656 or 905-875-1805, Ext. 316 Fax 905-875-0183

E-mail stevemoyer@landscapeontario.com

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

landscapeontario.com



Landscape Trades is an initiative of
Landscape Ontario Horticultural Trades Association.

Technical 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. If your files are larger than 10 MB, please call for instructions to access our ftp site. 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.

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.

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Horticulture Review

Advertising specifications

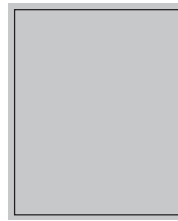
High resolution .PDF or .EPS files with fonts embedded are preferred. Proofs must accompany all submissions. Colour files must be CMYK. Native Quark Xpress, InDesign or Illustrator files created on a Windows platform are also accepted, providing all fonts and placed images are included. Native MAC files must have all fonts converted to outlines. MS Publisher, Word and PowerPoint documents are not accepted for final ad material. 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 can be uploaded to our FTP site, located at [ftp.landscapetrades.com](ftp://landscapetrades.com). Contact Susan Therrien (ext. 305), stherrien@landscapeontario.com or Mike Wasilewski (ext. 356), mikew@landscapeontario.com at 905-875-1805 to request a username and password. Files under 10 MB can be sent via email to the addresses above.

Contract provisions

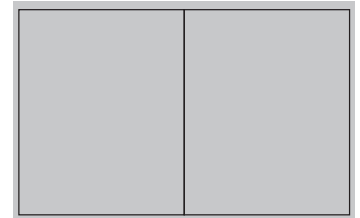
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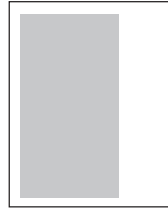
Full Page Bleed
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"



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



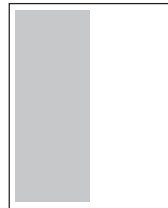
Double Page Spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2" x 11-1/8"



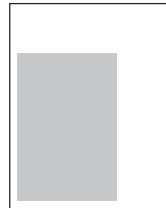
Two-thirds Page Vertical
4-5/8" x 9-7/8"



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



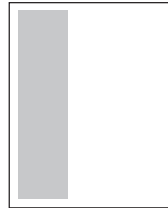
Half Page Vertical
3-1/2" x 9-7/8"



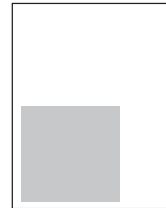
Half Page Island
4-5/8" x 7-3/8"



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



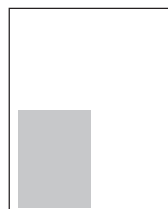
Third Page Vertical
2-1/4" x 9-7/8"



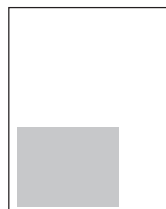
Third Page Square
4 5/8" x 4 7/8"



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



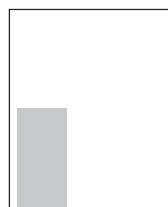
Quarter Page Vertical
3-1/2" x 4-7/8"



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"