

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL
MARCH 16-20, 2011

2011 Show Guide

Guaranteed distribution of 45,000 copies to high-value readers!

Canada Blooms provides glamour — and the scent of spring — to loyal and affluent attendees.

Again this year, the **Canada Blooms Show Guide** will be available FREE to this great audience! Whether you are exhibiting at Blooms, or simply seeking exposure to prime prospects in a first-class setting, space in the Show Guide is a blue-chip marketing investment.

SHOW GUIDE HIGHLIGHTS:

- Complete show information
- Floor plans, seminar times and topics
- Feature garden descriptions
- Complete listings of Marketplace booths
- Flip-format *Garden Inspiration* magazine: Pages of colourful new plant introductions and award-winning landscape ideas



Display 4/C advertising rates

Appropriate agency discounts will apply

Size	Rate	Special exhibitor, Sponsor or Landscape Ontario member rate
Full page	\$4,550	\$3,620
Two-thirds	\$3,460	\$2,755
Half	\$2,730	\$2,175
Third	\$1,960	\$1,560
Quarter	\$1,595	\$1,270
Sixth	\$1,275	\$1,010
Inside covers	\$5,455	\$4,345

CLOSING DATE: Jan. 19, 2011

MATERIAL DUE: Jan. 21, 2011

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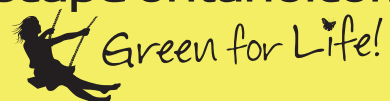
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THE EXCITEMENT CONTINUES FOR 2011:

In its second year at the Direct Energy Centre, Canada's largest convention facility, excitement continues for another successful show. Exhibitors, garden builders and attendees enjoy its easy access and great parking.

Canada Blooms is the largest flower and garden show in Canada, and the second-largest in North America.

Its mandate as a not-for-profit festival is to promote the universally appealing joys and benefits of horticulture.

Canada Blooms attracted over 90,000 consumers at the 2010 show, of which the majority are upper-demographic attendees each year, from our host city of Toronto, the surrounding Greater Toronto Area, Ontario, Canada and nearby United States markets.

WHO COMES TO CANADA BLOOMS?

- 75% of attendees are women, 25% are men.
- Attendee ages: 38% 50-64, 28% 35-49, 14% 19-39, 13% 65 and over, 7% 18 and under.
- Dwelling: 73% live in a home, 13% live in a condo or apartment, 11% live in small towns or farms, 3% other.
- Household incomes: 39% over \$100K, 36% \$50- to \$99K, 18% 25- to 49K, 7% under 25K.

**Third party research results conducted by Enigma Research 2008*



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 Green for Life!