

# THE OLD FARMER'S ALMANAC

# Garden Guide

### ORNAMENTALS

## FOUR SEASONS OF FRAGRANCE

Attention to scents always makes scents in the garden.

BY AMY DUNN

**I**nteresting for many people is the fact that the fragrance of many flowers is not just a result of their petals, but also of their leaves, stems, and even their roots. Fragrant plants have a way of filling our senses, hearts, and minds with memories and feelings, transporting us to a different time and place. In the garden, fragrance is a powerful ally in the pursuit of a more vibrant and colorful landscape. This Old Farmer's Almanac has a special section on fragrant plants, with tips on how to choose and care for them. This Old Farmer's Almanac has a special section on fragrant plants, with tips on how to choose and care for them.



### ORNAMENTALS

## PLANT SOME PIZZAZZ!

Electricity your garden with spectacular color!

BY RUTH HALL

**A** common wheel of thought suggests that a well-designed garden should include a variety of plants for color, texture, and fragrance. But when it comes to color, many gardeners are limited to the traditional red, white, and yellow. Why not try something a little different? Dahlias are a great choice for adding a splash of color to your garden. They come in a wide variety of colors, including shades of pink, purple, and orange. Dahlias are also known for their long, vibrant blooms that last throughout the summer. This Old Farmer's Almanac has a special section on dahlias, with tips on how to choose and care for them. This Old Farmer's Almanac has a special section on dahlias, with tips on how to choose and care for them.



### PLANT TECHNIQUES

## FRESH IDEAS FOR RAISING CANE

YOU CAN HAVE FRESH BERRIES AT BEST & BEACH AND NOT HAVE TO REACH INTO YOUR POCKET TO PAY FOR THEM.



**A** person's favorite fruit is often strawberries. They are delicious, easy to grow, and can be enjoyed throughout the year. This Old Farmer's Almanac has a special section on raising cane, with tips on how to choose and care for them. This Old Farmer's Almanac has a special section on raising cane, with tips on how to choose and care for them.

# 2018 MEDIA KIT

### BEHAVIOR DO-IT-YOURSELF

## UNCOMMON CRITTER-PROOFING TRICKS

Maybe you can fool Mother Nature...



**O**ne of the biggest challenges in gardening is keeping your plants safe from critters. Rabbits, squirrels, and birds can cause a lot of damage to your garden. This Old Farmer's Almanac has a special section on critter-proofing, with tips on how to choose and care for them. This Old Farmer's Almanac has a special section on critter-proofing, with tips on how to choose and care for them.

### LANDSCAPES

## THE POINT OF A PATH

BY GORDON HATHAWAY PHOTOGRAPHY: LINDA PAUL



### EDIBLES

## MINI VEGGIES FOR MAX VALUE

BY DIAN COLLIER PHOTO BY HANNAH STRONG/ART PHOTO

**BIGGER IS NOT ALWAYS BETTER.** If you're short on time or space, grow small veggies. These small varieties often are comparable in production and nutrition to their larger counterparts, but they're easy to grow and harvest. This Old Farmer's Almanac has a special section on mini veggies, with tips on how to choose and care for them. This Old Farmer's Almanac has a special section on mini veggies, with tips on how to choose and care for them.

### EDIBLES

## THE ORIGIN OF GREEN

BY RUTH HALL



# Garden

Guide

## EDITORIAL EXPERTISE

### Grow Your Consumer Base with the *Garden Guide*

The *Garden Guide*, produced by the editors of *The Old Farmer's Almanac*, is colorful, comprehensive, and **contemporary** and a leading resource for hundreds of thousands of **planting-loving** homeowners and avid **growers**.

This 120-page eye-catching issue of inspiration, **visualization**, and solutions **features**:

**ORNAMENTALS:** spectacular summer bulbs • fragrant trees and shrubs  
the importance of a path (and how to set one)

**EDIBLES:** vegetables to grow indoors and out • a space-saving DIY veggie "tower"  
citrus plants for the patio • recipes for fresh-picked produce—and more!

**PLUS** handy and reliable reference pages • the newest plants, tools, and decor/accessories  
recipe contest • critter-proofing techniques • how to replace a lawn  
soil test tricks • how to work with the weather

### Active Audience

Female: 81% • Age 35-64: 70% • Active Gardeners: 86%

### Distribution: 300,000

Nationwide Distribution Where Your Customers Shop

*On Sale Date: March 13, 2018*

Ace	Kroger	Safeway	True Value
Agway	Lowe's	Sam's Club	Walmart
Albertsons	Meijer	Target	
Barnes & Noble	Rite Aid	Tractor Supply	

## AUDIENCE



### The Basic Demos

Female/Male: 71% / 29%

Avg Age: 58

Age 35–64: 63%

Avg HHI: \$61,000

HHI \$75K+: 1/3 of our readers

### Where Do Our Readers Live?

**South:** 27% (Index 71)

**Northeast:** 24% (Index 141)

**Midwest:** 22% (Index 104)

**West:** 17% (Index 72)

**Canada:** 10%

### Type of Community:

27% rural area

28% urban/suburban area

34% small town or an exurban area

### Active Gardeners

Manage their own property: 86%

Vegetable gardeners: 87%

Flower and ornamental gardeners: 86%

Active canners/preservers: 66%

Nearly half spend 6+ hrs/wk gardening

Garden organically when they can: 60%

Work exclusively with organic products: 21%

Shop at garden stores: 72%

Shop at the big box stores: 65%

### Purchasing Behavior

1 in 3 readers will buy outdoor equipment  
in the next 12 months

Top 3 future equipment purchases:  
**mower** (37%) **trimmer/edger** (35%)  
**chainsaw/clipper/pruner** (35%)

77% of our audience spends between \$50 and  
\$999 each spring/summer on lawn and  
garden maintenance

58% of our audience spends up to \$999 on  
maintenance of dwellings, sheds, and barns

# Garden

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## ADVERTISING RATES AND SIZES

Contracts Due: January 17, 2018

Materials Due: January 22, 2018

On Sale: March 13, 2018

### COVERS

*Automatically includes 200,000 impressions on Almanac.com*

Cover 2.....	\$5,800
Cover 3.....	\$5,800
Cover 4.....	\$6,400

### SINGLE COLUMN (ROB)

3" column .....	\$800
2 1/2" column.....	\$700
2" column .....	\$550
1" column .....	\$300

### FOUR-COLOR (ROB)

*Packages below include impressions on Almanac.com*

Full-page + 175,000 impressions.....	\$3,500
2/3 page + 150,000 impressions.....	\$2,800
1/2 page + 100,000 impressions .....	\$2,100
1/3 page + 75,000 impressions .....	\$1,500
1/6 page + 38,000 impressions .....	\$850

### BRC CARDS

*BRC cards are available. Please call for pricing.*

## SPECIFICATIONS & UNIT SIZES

Publication Trim Size: 8 1/8"W x 10 7/8"D

Printing Process: web offset

Binding Method: perfect-bound

Ad Page Size: 7" x 9 3/4"

Column Depth: 9 3/4"

Column Width: 2 1/8"

### Unit Sizes (Width x Depth)

Full-page bleed, trim size.....	8 1/8" x 10 7/8"
with bleed (3/16" all sides).....	8 1/2" x 11 1/4"
live area .....	7 3/8" x 10 1/8"
safety distance from trims.....	3/8"
Double-page spread, trim size.....	16 1/4" x 10 7/8"
with bleed .....	16 5/8" x 11 1/4"
live area .....	15 1/2" x 10 1/8"
safety distance from trim and on both sides of gutter .....	3/8"

\*1/2 island is the same size as a full page in  
*The Old Farmer's Almanac.*

### Non-Bleed Unit Sizes

Full page .....	7" x 9 3/4"
2/3 page V.....	4 1/2" x 9 3/4"
1/2 page H.....	7" x 4 1/2"
1/2 page island* .....	4 1/2" x 7"
1/3 page V .....	2 1/8" x 9 3/4"
1/3 page square .....	4 1/2" x 4 1/2"
1/6 page V .....	2 1/8" x 4 1/2"
1/6 page H.....	4 1/2" x 2 1/8"
3" single column.....	2 1/8" x 3"
2 1/2" single column .....	2 1/8" x 2 1/2"
2" single column.....	2 1/8" x 2"
1" single column.....	2 1/8" x 1"

Contact: Steve Hall at 800-729-9265, ext 320, or [stevhh@yankeepub.com](mailto:stevhh@yankeepub.com)  
Stephanie Bernbach-Crowe at 914-827-0015 or [stephanie@rbadvertisingreps.com](mailto:stephanie@rbadvertisingreps.com)  
Susan Lyman at 646-221-4169 or [susan@selmarsolutions.com](mailto:susan@selmarsolutions.com)

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**Garden**  
 Guide

## MATERIAL REQUIREMENTS

### DEADLINES

Contracts Due: January 17, 2018

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### DIGITAL SPECIFICATIONS

#### Acceptable File Formats

- Print-resolution PDF (Adobe Acrobat v10 or higher)\*
- Adobe InDesign (CC or below)
- Adobe Illustrator (CC or below)
- Adobe Photoshop (CC or below)
- QuarkXPress (versions 6 thru 8)
- \*Download our PDF job options at [YankeeMagazine.com/joboptions](http://YankeeMagazine.com/joboptions)

#### Technical Specifications

- All color images should be supplied CMYK (no RGB or PMS)
- Line art should be supplied at 1,200 dpi at 100% placement
- 4-color images 300 dpi or higher at 100% placement (EPS, TIFF, or JPG)
- Minimum reproducible dot size is 3%

#### Contract Proofs

- Color-Kodak Approval, Iris at 100%
- B&W-Laser print at 100%

#### Checklist

- Files loaded on acceptable media
- Acceptable file
- All fonts (printer and screen). Please do not use TrueType fonts.
- All four-color source images converted to CMYK (preferred formats: EPS, TIFF, and JPG)
- 100% laser (B&W ads) or 100% contract color proof

### AD MATERIALS DELIVERY OPTIONS:

#### Shipping Address

Yankee Publishing Inc.  
 Attention: Advertising Production  
 1121 Main Street, P.O. Box 520  
 Dublin, NH 03444  
 Phone: 800-736-1100 x168

#### Email:

- File size 4 MB or under: [janets@yankeepub.com](mailto:janets@yankeepub.com)

#### To upload to Yankee FTP

All information must be entered in lowercase

- From the Web, sign on to:  
<http://mx01.yankeepub.com>  
 (mx "zero one", yankeepub.com)
- User Name: advertising
- Password: yankee04 (yankee "zero four")
- Place ad materials in: Advertising\_Folder
- Confirm to Janet Selle at [janets@yankeepub.com](mailto:janets@yankeepub.com) that the ad has been uploaded

#### Questions:

Phone: 800-736-1100 x168  
 Fax: 603-563-8516  
 Email: [janets@yankeepub.com](mailto:janets@yankeepub.com)

### COMMISSIONS & CASH DISCOUNTS

(camera-ready only)

1. Agency commission: 15% discount. Material must be supplied camera-ready to earn the discount.
2. Terms: 2% in 10 days, net 30 days
3. 1½% monthly interest charged on all accounts over 30 days.

### GENERAL INFORMATION

Types of advertisements not accepted: alcohol, tobacco, money or photographs submitted, and weapons and guns with barrels under 18 inches that fire live ammunition.

### MATERIAL REQUIREMENTS: ALMANAC.COM

1. Include URL link
2. Maximum size is 40K
3. Supply as JPG or GIF file
4. Animation: 15s; Maximum loop: 3x