

Tops in our field

Fine Gardening from The Taunton Press is the leader in every category – content, audience, channels. See your business thrive by tapping into the most engaged, affluent, and influential audience in the industry.

The go-to resource gardeners trust

- 91% of our print audience says *Fine Gardening* is one of their favorites/very good
- 97% Agree Completely/Somewhat trust information provided by *Fine Gardening*
- 89% Agree Completely/Somewhat that *Fine Gardening* is their go-to resource for gardening information

The engaged audience you want

- Long-time subscribers (over 5 years) spend 2 hours 14 minutes reading *Fine Gardening* magazine
- 54% of our print audience is frequently/very frequently asked for gardening advice
- On average, our print audience spends nearly 13 hours gardening per week

Gardeners who are likely to purchase

- 86% of our print audience believes that advertising is useful (Somewhat, Very, Extremely)
- 45% has purchased a product or service seen advertised in *Fine Gardening*
- 93% would consider purchasing from advertisers seen in *Fine Gardening*

Let us customize an integrated campaign that works for you.



Taunton Audience Profiling Study 2016 Harvey Research, Inc.

Subscriber Demographics

Affluent, Educated Homeowners	
Gender	85% Female
Graduated from college	73%
Median income	\$146,143
Median value of home	\$526,337
Age	62.8
Married	72%
Highly Engaged Gardeners	
Average garden size	1,208 sq. ft.
Hours spent gardening per week	12.6
Find advertising useful	86%
Would consider purchasing a product they saw advertised	93%
Average amount spent per year on gardening-related activities	\$3,603
Varied Interests and Skills	
Consider themselves intermediate gardeners	60%
Consider themselves highly skilled/expert gardeners	42%
Grow perennials	94%
Plant bulbs	74%
Grow edibles	85%

\$3,603

spent yearly on gardening

93%

would consider buying an advertised product

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Fine Gardening Editorial Calendar 2017

January/February 2017

- Trees and shrubs with intriguing bark • An in-depth look at astilbes, those classic shade plants
- For your region: the best native plants and the best veggie varieties
- How and why to cold stratify your seeds

Ad close: 10/13/2016
On sale: 12/13/2016
Earliest in-home: 11/30/16

March/April 2017

- Improved varieties of problem plants • A small garden that provides the illusion of space
- Planting plans for bulbs • Root systems: What's really happening below ground?

Ad close: 12/9/16
On sale: 2/7/17
Earliest in-home: 1/25/17

May/June 2017

- A spotlight on the best new plants of the year • A garden design that reduces maintenance
- Foundation plantings: Every house needs one • Climate change and your garden
- Summer is coming so we look at smart watering techniques

Ad close: 2/3/17
On sale: 4/4/17
Earliest in-home: 3/22/17

July/August 2017

- Hibiscus: The best varieties from a big bloomer • Underused shade plants
- Making the garden more friendly for entertaining • Improved varieties of classic herbs

Ad close: 3/31/17
On sale: 5/30/17
Earliest in-home: 5/17/17

September/October 2017

- An annual-heavy garden that peaks in fall • Your veggie questions answered
- The best flowering grasses • Now is the time: Smart tips for dividing perennials

Ad close: 6/16/17
On sale: 8/15/17
Earliest in-home: 8/2/17

November/December 2017

- Outstanding conifers that fit your garden • How to plant bulbs in containers
- Prepping the veggie garden for next year • Designs for winter color

Ad close: 8/10/17
On sale: 10/10/17
Earliest in-home: 9/27/17

Planned publisher dates

2017 Rate Card – Gross

4-COLOR DISPLAY 1X 3X 6X 9X

Full Page	\$10,110	\$8,915	\$7,930	\$7,735
2/3	\$7,175	\$6,340	\$5,640	\$5,480
1/2	\$5,560	\$4,915	\$4,350	\$4,275
1/3	\$3,845	\$3,400	\$3,010	\$2,940
1/4	\$2,835	\$2,510	\$2,220	\$2,165
1/6	\$2,015	\$1,795	\$1,610	\$1,555
1/8	\$1,435	\$1,270	\$1,135	\$1,110
1/12	\$1,015	\$900	\$795	\$775

COVER POSITIONS

Cover 2	\$12,130	\$10,700	\$9,515	\$9,290
Cover 3	\$11,120	\$9,805	\$8,725	\$8,510
Cover 4	\$12,640	\$11,145	\$9,915	\$9,670

2-COLOR DISPLAY

Full Page	\$8,430	\$7,440	\$6,600	\$6,445
2/3	\$5,990	\$5,280	\$4,710	\$4,575
1/2	\$4,630	\$4,095	\$3,645	\$3,560
1/3	\$3,205	\$2,830	\$2,520	\$2,445
1/4	\$2,365	\$2,085	\$1,850	\$1,800
1/6	\$1,680	\$1,495	\$1,330	\$1,295
1/8	\$1,195	\$1,060	\$950	\$930
1/12	\$845	\$745	\$660	\$645

BLACK & WHITE DISPLAY

Full Page	\$7,330	\$6,470	\$5,750	\$5,600
2/3	\$5,210	\$4,595	\$4,080	\$3,985
1/2	\$4,030	\$3,555	\$3,160	\$3,090
1/3	\$2,785	\$2,460	\$2,185	\$2,125
1/4	\$2,060	\$1,810	\$1,605	\$1,570
1/6	\$1,465	\$1,300	\$1,155	\$1,130
1/8	\$1,045	\$925	\$825	\$805
1/12	\$740	\$650	\$570	\$560

Call for Package Rates

We recommend integrated solutions to achieve the best overall results.

Contact: Linda Delaney
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Magazine Mechanical Requirements

Final Trim size: 8 5/8 x 10 7/8 inches

Fine Gardening Print Specs	Live Area (width x length)	Bleed Available (width x length)
2 Page Spread		17.5 x 11.125
Full Page	7.458 x 9.75	8.875 x 11.125
2/3 Page Vertical	4.917 x 9.75	5.646 x 11.125
1/2 Page Digest	4.917 x 7.25	5.646 x 8.042
1/2 Page Horizontal	7.458 x 4.75	8.875 x 5.542
1/2 Page Vertical	3.646 x 9.75	4.375 x 11.125
1/2 Page Spread Bottom with bleed		17.5 x 5.542
1/3 Page Square	4.917 x 4.75	N/A
1/3 Page Vertical	2.375 x 9.75	N/A
1/4 Page	3.646 x 4.75	N/A
1/6 Page Horizontal	4.917 x 2.25	N/A
1/8 Page Horizontal	3.646 x 2.25	N/A
1/6 Page Vertical	2.375 x 4.75	N/A
1/12 Page	2.375 x 2.25	N/A

Bleed available only for 1/2 page or larger ads. All sizes effective 2015.
 [Email ads to: Ads@Taunton.com Please indicate ad is for *Fine Gardening*.]

