An Informed and Enthusiastic Market

An estimated 90 million households in the United States participated in do-it-yourself lawn and gardening activities in 2015 – that’s about 75 percent of all U.S. households. Of those activities, food and flower gardening were the most popular, with 36 percent participating in food gardening (fruits and/or vegetables) and 34 percent participating in ornamental gardening.

- Millennials (ages 18 to 34) are the fastest-growing population segment of fruit and vegetable gardeners, rising from 8 million in 2008 to 13 million in 2013 (63 percent increase).
- From 2008 to 2013 there was a 29 percent increase in urban food gardening and a 200 percent increase in households participating in community gardens.
- Consumers’ interest in organically grown food broke a record in 2014, totaling $39.1 billion in sales, up 11.3 percent from the previous year.
## Demographics & Audience Research

- **Average age:** 48*
- **Average HHI:** $86,351
- **Average value of owned home:** $295,101

### GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>28%</td>
</tr>
<tr>
<td>Women</td>
<td>72%</td>
</tr>
</tbody>
</table>

### EDUCATION

<table>
<thead>
<tr>
<th>Education</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended/graduated college</td>
<td>64%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>22%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>8%</td>
</tr>
<tr>
<td>Attended college</td>
<td>28%</td>
</tr>
</tbody>
</table>

### HOME

<table>
<thead>
<tr>
<th>Home value</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home owned</td>
<td>93%</td>
</tr>
<tr>
<td>$500,000 or more</td>
<td>12%</td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>49%</td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>25%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>10%</td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>4%</td>
</tr>
</tbody>
</table>

### HHI

<table>
<thead>
<tr>
<th>HHI</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000 or more</td>
<td>14%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>11%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>11%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>11%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>26%</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>10%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>5%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>6%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>6%</td>
</tr>
</tbody>
</table>

### AREA OF RESIDENCE

<table>
<thead>
<tr>
<th>County size</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>County size A</td>
<td>5%</td>
</tr>
<tr>
<td>County size B</td>
<td>23%</td>
</tr>
<tr>
<td>County size C</td>
<td>19%</td>
</tr>
<tr>
<td>County size D</td>
<td>53%</td>
</tr>
</tbody>
</table>

* Source: 2018 custom study
* Google Analytics

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### AVID GARDENERS

- 481 square feet average garden size
- 10 hours average spent gardening each week
- 99% think it is important to grow plants using organic gardening methods

### KNOWLEDGEABLE CONSUMERS

- 96% grow plants from seeds
- 95% use compost in their garden
- 78% purchase premixed growing medium
- 73% purchase plants and seeds by mail-order
- 64% buy plants and seeds online

### LOVE VARIETY

- 96% grow vegetables
- 93% grow herbs
- 91% grow flowers/ornaments
- 84% grow fruits/nuts/berries

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* Source: 2018 custom study
<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience:</td>
<td>402K</td>
</tr>
<tr>
<td>Subscriptions:</td>
<td>12K</td>
</tr>
<tr>
<td>Single Copy Sales:</td>
<td>16.5K</td>
</tr>
<tr>
<td>National Paid Circulation:</td>
<td>24K</td>
</tr>
<tr>
<td>Average Monthly Unique Visitors</td>
<td>65K</td>
</tr>
</tbody>
</table>

Source: 2018 publisher’s own data
Not Your Average Gardening Magazine

We imbue the pages of Heirloom Gardener with the kind of passion and care that our readers invest in their homegrown plant varieties – showcasing not only the unique beauty of historic cultivars, but their rich stories as well. Our community strives to preserve and promote the traditional fruits, vegetables, herbs, flowers, and landscape plants that defy modern industrial practices. We cater to a unique breed of gardener, creating a haven for the most highly engaged horticulture consumers distinguished by their tenacious dedication. These folks don’t just garden – they live to garden. As such, they are constantly on the lookout for worthwhile investments – the variable trove of tools, seeds, materials, structures, and accessories that turn their passion into a reality.

Each issue of Heirloom Gardener is chock-full of vivid color photography celebrating the sumptuous details that make heirloom varieties so exceptional. Be present when the desire among our devoted gardeners is at its peak so that your products register immediately and meaningfully. Cultivate a loyal niche audience of top growers as they read historical profiles and catch up with farmers and specialists. Display your brand’s offerings as they unpack step-by-step tutorials, seasonal recipes, and organic growing advice. Be first in mind as our readers navigate from the seductive pages of Heirloom Gardener to create their own Edenic landscapes. Our devotion to the integrity of historic cultivars begins with empowering the individual to become an informed and well supplied collaborator. Join this labor of love as we pay homage to the diverse array of distinctive plants that motivate and inspire our readers.
Engage Readers to Build Trust

Cultivar enthusiasts trust our titles to provide detailed information on the tools, skills, and techniques that facilitate their mission. Our print offerings give brands the opportunity to showcase their leadership in their fields of expertise. Whether you piggyback on an existing article with a sponsored sidebar, provide pages of detailed information with an advertorial, or feature your product line alongside our editor picks, print placement guarantees performance. As part of our Convergent Media strategy, we lend added credence to your story by shining an authoritative spotlight on your brand.

Why “Convergent Media”?
It’s a practice that anticipates and embraces the ever-changing ways your target audience consumes information. **How will you make your story count?** Where should you position your message? From engaging online platforms and social media to event marketing and sampling, we go beyond the page to activate all the channels that best suit your story.

Let us design an expertly tailored promotional package that maximizes your ROI. With our sister publications combined, you can reach a total audience of more than 16 million.

**CLOSING DATES**

**Spring 2019**
- Ad close: 1/2/19
- Materials due: 1/9/19
- On sale: 3/5/19

**Summer 2019**
- Ad close: 4/3/19
- Materials due: 4/10/19
- On sale: 6/4/19

**Fall 2019**
- Ad close: 7/3/19
- Materials due: 7/10/19
- On sale: 9/3/19

**Winter 2019**
- Ad close: 10/2/19
- Materials due: 10/9/19
- On sale: 12/3/19

**CROSS-PROMOTION**
- Ask your sales representative about sponsoring a sweepstakes campaign to create extra buzz about your products or event tie-in. We’ll provide targeted exposure in both print and online.
Connect to Your Community

Our brands have always shared dynamic content with engaged communities – wherever they are. Social media is an interactive network where consumers are collaborators – they shape the conversation and influence their communities. By using content to inspire conversation, our Convergent Media packages build an immediate network around your products. Whether on Facebook, Pinterest, Instagram, or YouTube, real-time discussion about your brand creates instant connections — and those connections lead to attitudes and behaviors that generate awareness and sales. Tell your story to the discerning influencers who will “like,” “pin,” and “share” your message with like-minded consumers.

INTERACTIVE EXPOSURE

- Social media apps are infectious and cater to an audience who keeps itself informed of the latest opportunities, trends, and information.
Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! We assign tried and trusted wordsmiths, videographers, and designers to every campaign. Story-telling is the heart and soul of what we do at Heirloom Gardener. Let’s tell your story together, so that your message is carefully tailored to speak to the concerns and sensibilities of our loyal online followers. We are here to pair the right message with the right medium – podcasts, sponsored digital articles, customized emails, and beyond …

PLUS Our Convergent Media team is backed by a crew of digital analysts who wield audience development and targeting programs to tackle datasets at every scale. This means that we can deliver focused content to the specific audience of your choosing to achieve your goals.

DIGITAL ARTICLES AND NEWSLETTERS

- Our digital articles bring together compelling information that specifically addresses our audience’s needs along with calls to action from your brand in the form of web ads and complementary dedicated emails built from scratch! You can also sponsor one of our weekly newsletters, allowing our audience to access your message right in their inbox!

DEDICATED EMAIL BLASTS

- Digitally target your email delivery to a dedicated audience or work with us to build a topical newsletter or custom email campaign that will drive traffic to your business.
Meet Passionate Consumers at Our Hands-on Events!

As part of a lifestyle brand collective that includes Mother Earth News, Mother Earth Living, Capper’s Farmer, and Grit, we produce interactive events all over the United States for discerning and engaged consumers invested in sustainable living and rural traditions. In addition to a diverse array of cultivar, attendees are looking for natural health products, renewable energy systems, gardening and farm supplies, organic food, and much more.

Live events target people in our hands-on demographic, who come ready to learn about the best practices and products on the market. Our events provide hundreds of expert workshops and memorable product demonstrations. Strategic exposure at these events will build your brand’s credibility with our active audience while integrating your brand into the foundation of a memorable experience.

We invite all participating businesses to get interactive! Have an interesting idea to engage audience members? Submit it for a chance to be included as a featured demonstration!

*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. For more information: [http://www.MotherEarthNews.com/Fair](http://www.MotherEarthNews.com/Fair)
2019 Specifications

We require all print ads to be supplied electronically to the following specifications:

PRINT FILE FORMATS: PDF/X-1a files or InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG, or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones, or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs, and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007” (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

Email: Ads (no larger than 10 megabytes) can be emailed to adsupport@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:
  • Enter recipient email address: adsupport@ogdenpubs.com and your email address.
  • Select file and send it.

Ogden FTP Site:
  • Install FTP software on your computer. (www.filezilla-project.org)
  • Log on to FTP address ftp.oweb.net.
  • Enter login: ogdenpubs-guest (lower case).
  • Enter Confidential Password: t017pa (lower case).
  • Upload file/files in the Heirloom Gardener folder within the ADS_IN folder.
  • Email adsupport@ogdenpubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

CD-ROM or DVD: Submit ads on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher’s discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

PRINT AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5” x 10”</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8.25” x 10.75”</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7” x 4.5”</td>
</tr>
<tr>
<td>½ page horizontal, bleed</td>
<td>8.25” x 5.375”</td>
</tr>
</tbody>
</table>

Image area of all full bleed ads must extend 1/8" minimum beyond trim. Live area must have 1/4” allowance from trim on all four sides. 2-page spreads should have live area 1/2” in from the trim on all 4 sides and gutters.

Full page trim size: 8” x 10.5”
Half page trim size: 8” x 5.25”

ONLINE AD SPECIFICATIONS

RUN-OF-SITE ADVERTISING:
  • Leaderboard (728 x 90)
  • Skyscraper (160 x 600)
  • Double Skyscraper (300 x 600)
  • Jumbo Box (300 x 250)

NEWSLETTER ADVERTISING:
  • Banner Ad (468 x 60)
  • Jumbo Box (300 x 250)
  • Text Ad – logo (150 x 150) + 50 words

MOBILE ADVERTISING:
  • Banner (300 x 50)
  • Jumbo Box (300 x 250)

FILE SIZE: 40kb or less at 72 dpi

ACCEPTED AD FORMATS:
  • GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.
  • (Website only) HTML/JavaScript (DHTML). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

VIDEO ADVERTISING FORMATS:
  • .mp4 or .wmv; 4:3 aspect ratio

DIGITAL MATERIAL SUBMISSION: Send all ads to: adsupport@ogdenpubs.com. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.