

2016

MEDIA PLANNER

Chicagoland Gardening

You are in the gardening business ...

Our readers are gardeners ...

Your customers and our customers are people who garden and want to create a nicer landscape.

Together we can target more of your potential customers!

There is absolutely nothing you can advertise in that targets your potential customers more effectively than *Chicagoland Gardening*.



Chicagoland
GARDENING THE MAGAZINE FOR OUR REGION
chicagolandgardening.com



TARGET YOUR EXACT AUDIENCE

The problem with traditional newspaper, radio and television advertising is that just a fraction of that audience is actually interested in buying gardening plants and products. The rates you pay for advertising in these mediums are based on the total audience. Why pay such a high premium to reach unknown numbers of potential gardening customers?

With *Chicagoland Gardening* magazine, virtually every single one of our readers is a potential customer. There is simply no other medium that will deliver more gardeners per advertising dollar.

84% purchase most of their garden supplies at independent nurseries, garden centers and greenhouses.

Our Readers Can Be Your Customers

Our readers understand and appreciate relevant and local content, valuing both editorial and advertising as sources for expertise, plants and products they seek for their landscape.

Total Readership: 25,000+*

About Our Readers

2.8 Readers per copy

76% Keep their copy of the magazine indefinitely.

94% Own their own home.

38% Own a home valued at \$250-400k

37% - \$100-250k

22% - \$400-995k

46% Have household income at \$90-150k.

46-66+ Average age

We Know Your Market

Our readers include master gardeners, horticulture extension agents, as well as, devoted garden club members and leaders.

They share information they see and read with friends, family, neighbors and other gardeners.

85% of polled readers say they purchased an item as a result of *Chicagoland Gardening* magazine.

*Based on 2.8 passalong rate.

EXPAND YOUR SELLING AREA

Chicagoland Gardening is a bi-monthly gardening magazine targeted to Zone 5 garden enthusiasts in Northern Illinois, Southern Wisconsin, Southwestern Michigan and Northwestern Indiana.

Subscriptions, High Traffic Retailer Newsstands, Independent Garden Centers, Libraries, Clubs & Associations

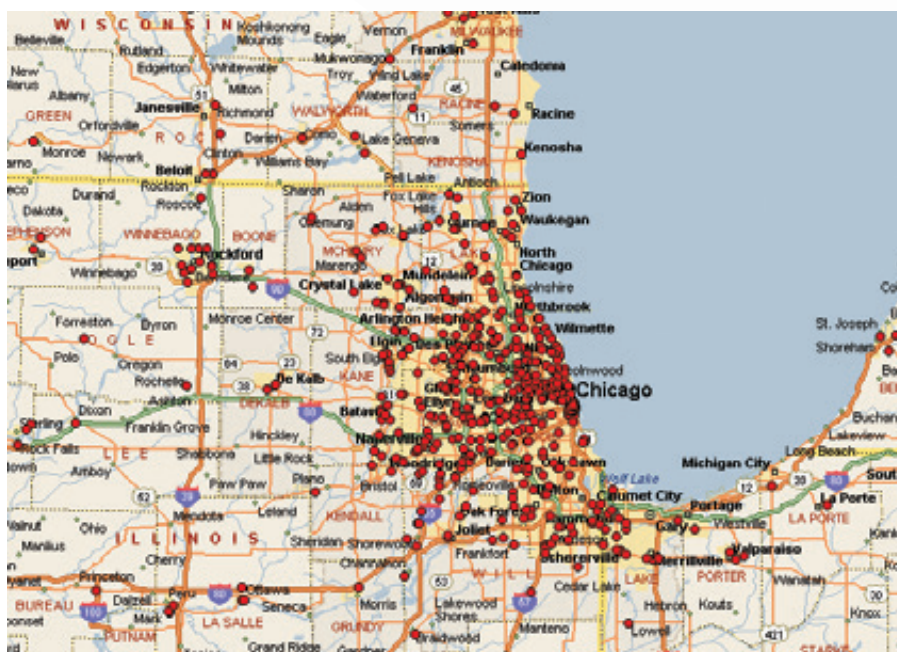
Chicagoland Gardening available through paid subscription, and you'll find the magazine at **hundreds of newsstands** – such as Barnes & Noble, Walgreens, CVS Pharmacies, Whole Foods, Target, as well as many **Independent Garden Centers**, Nurseries, Arboretums & Botanic Gardens, specialty stores and other retailers throughout the readership area.



77% of our readers said they would travel at least 60 miles to visit a garden center or nursery they had never been to before.

Plus, Bonus Distribution at Garden Shows & Events

Our magazines are distributed to garden enthusiasts at the most successful and targeted garden shows and events throughout the region.



Note: Each red dot may represent multiple locations in the area.



Chicagoland Gardening has been educating, inspiring and entertaining gardeners throughout Zone 5 in Illinois, Indiana, Wisconsin and Michigan for 20 years!