



## How much does it cost to reach 1,000 readers of *The Kansas City Gardener*? The results will surprise you!

CPM (cost per thousand) is how much it costs an advertiser to reach a thousand readers of a magazine. Let's break it down in this example.

**The Hummers Are Coming!**  
View them best on our "High Perch" hummingbird feeder. 12 oz. capacity, 4 feeding ports, a built in ant moat and a lifetime guarantee!

FREE Nectar Port Cleaning Brush with purchase of this "High Perch" feeder! Value \$1.99

**Wild Birds Unlimited**  
Nature Shop

Serving Kansas City for 23 years  
11711 Roe Avenue (next to Comfort Plus Shoes) • 913-491-4887  
7347 Quivira Road (next to DSW) • 913-962-0077  
Hours both locations: Mon-Fri 10am-6pm; Sat 9am-5pm; Sun noon-4pm  
[www.wbu.com/kansascity](http://www.wbu.com/kansascity)

BIRDSEED • FEEDERS • BIRDBATHS • OPTICS • GARDEN ACCENTS

$$\text{CPM} = \frac{\text{Cost of ad}}{\text{Circulation}} \times 1,000$$

*This 1/4 page color ad at the 12-time rate costs \$470. Our average print run is 28,000.*

$$\text{CPM} = \frac{\$470}{28,000} \times 1,000$$

$$\text{CPM} = \$17$$

That's right ... it costs **only \$17 to reach 1,000 dedicated readers** of our magazine. You can't buy a roll of stamps and reach 100 people at that rate.

Let's compare other sizes in color at the 12-time rate:



At these rates, you can't afford not to advertise ... give us a call. Michael Cavanaugh, 913-648-4728, [cavsgarden@kc.rr.com](mailto:cavsgarden@kc.rr.com)