



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.



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

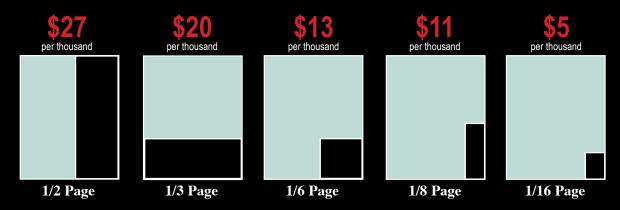
This 1/4 page color ad at the 12-time rate costs \$470. Our average print run is 28,000.

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

$$CPM = $17$$

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 <u>not</u> to advertise ... give us a call. Michael Cavanaugh, 913-648-4728, cavsgarden@kc.rr.com