



The Kansas City
GARDENER
A Monthly Guide to Successful Gardening

2017 Advertising Rates



Testimonials

Our advertisers speak out ...

Spring Starts Now

ANNUALS & PERENNIALS
Arriving Daily from our own greenhouses

SEEDS
Flowering or Evergreen

The BEST TIME to plant a Tree was ten years ago. The second Best Time is NOW. Especially Now during Suburban's Huge, Spring **TREE SALE**. Delivery and Planting Available. Let our knowledgeable and experienced crews install your new trees & shrubs!

Large Trees at 135th & Wornall, K-7 & Prairie Star Pkwy

SUBURBAN lawn & garden, Inc.

135th & Wornall (816) 942-2921 K-7 & Prairie Star Pkwy (913) 897-5100 105th & Roe (913) 649-8700

"The Kansas City Gardener reaches our market. Our customers know that, unlike many national publications, the timely information is right for the Kansas City area."

Bill and Bo Stueck,
Suburban Lawn & Garden,
Kansas City, MO

"We have been advertising with *The Kansas City Gardener* for several years now. They are always on time and quick to assist us when we need advertising ideas. We look forward to a long and mutually fruitful future together!"

Susan Davis, *Water's Edge,*
Lawrence, KS

Water's Edge

Got Nets? We've got Nets!
nets to skim your pond, nets to dredge your pond nets to cover your pond

And ... All the Supplies You Need for Fall and Winter

see www.watersedge.com for fall/winter schedule and classes

SHOP WITH THE WATER GARDEN SPECIALISTS!
9th and Indiana Just 6 blks. west of downtown, Lawrence, KS

... it's worth the trip!
(785) 841-6777

"As a small business with a limited advertising budget, we are selective about where we spend our ad dollars. Over the years we have found that advertising in *The Kansas City Gardener* reaches the bird and nature lovers that we enjoy as our customers."

Wild Birds Unlimited,
Leawood, KS

Arnold's GREENHOUSE

Openhouse: A Gardening Salebration!

Growing Smiles on our Kansas Farm since 1977, share in our Openhouse with savings, gift card giveaways, and more!

Monday, March 30th to Saturday, April 4th!

10% off all instock merchandise!

FREE Cookies and Beverages
FREE diluted, ready-to-use Nature's Source Plant Food (bring an empty milk jug)

Take the country drive to the "Gardener's Paradise"!
Over 2,500 varieties of plants, including the largest selection of Prairie Star & Prairie Bloom plants recommended by K-State!

Arnold's Greenhouse • 1430 Hwy. 58 S.E., LeRoy, KS 66857
620-964-2463 or 2423 www.arnoldsgreenhouse.com

Monday through Saturday, 9am til 7:30pm Always closed on Sundays
Only 1-1/2 hours from Southwest Kansas City • I-35 to Hwy 75, South 23 miles to Hwy 58, then East 1-1/2 miles (Located 4-1/2 miles West of LeRoy, KS on Hwy 58)

"The Kansas City Gardener is an excellent resource for novice and accomplished gardeners! In no other regional publication can we reach our target market – and at such a reasonable price!"

Darlita Jelinek, *Manager,*
Arnold's Greenhouse,
LeRoy, KS

"We believe *The Kansas City Gardener* is the best place to reach people who are passionate about gardening. This magazine is "home" to our gardening community."

Director of Marketing & Events,
Powell Gardens,
Kingsville, MO

"We have advertised for many years with *The Kansas City Gardener*. We do so for one reason ... we get results!"

Kevin and Diane Swan,
Swan's Water Gardens, Inc.,
Louisburg, KS

"We like the idea of having a captive, targeted audience, so we chose to advertise in *The Kansas City Gardener*. The ads generated response. We will continue to rely on it in upcoming seasons."

Jeanne Johnson,
Johnson Farms Plants
and Pumpkins,
Belton, MO

Grow the lawn of your dreams

RYAN can help you grow a lush, dark green lawn.

Call our office for a free estimate today and take advantage of our prepay discounts.

Crabgrass prevention starts early!

Winter Pruning Special

Save 10%
on all jobs \$299 or less

Save 20%
on all jobs \$300 or more

Work must be confirmed by March 1.

RYAN LAWN & TREE

www.RyanLawn.com
KS: (913) 381-1505
MO: (816) 246-1707

"The pros you know in the clean red trucks."

"Advertising in *The Kansas City Gardener* helps us connect with our current and future clients. As an added benefit, we are able to support the Kansas City gardening community. It is unmatched by other local gardening publications in both its content and value for advertisers."

Ryan Lawn & Tree,
Overland Park, KS

Advertising Rates

Effective Jan. 1, 2017.

Serving the advertising needs of Kansas City area green industry, *The Kansas City Gardener* provides the perfect medium for reaching your potential customers. Readers pickup the publication because they are interested in gardening, and there's no better place for advertisers to reach this target market. With 300,000 copies printed annually, this publication is distributed to approximately 200 locations throughout the Kansas City metro and surrounding areas. Locations include nurseries and garden centers, garden clubs, book stores, grocery floral departments, libraries, hardware stores and coffee houses.

Rates shown are per color ad per issue.				
Ad Size	3-Time	6-Time	9-Time	12-Time
Full Page	\$1,640	\$1,500	\$1,370	\$1,255
Jr. Page	\$1,240	\$1,140	\$1,045	\$960
1/2 Page	\$1,030	\$950	\$870	\$800
1/3 Page	\$760	\$705	\$640	\$600
1/4 Page	\$630	\$590	\$535	\$495
1/6 Page	\$485	\$450	\$410	\$385
1/8 Page	\$400	\$370	\$355	\$325
1/16 Page	\$195	\$185	\$175	\$155

Color

Rates indicated are for color ads.

Press-ready

Press-ready ads receive a 10% discount.

Deadlines


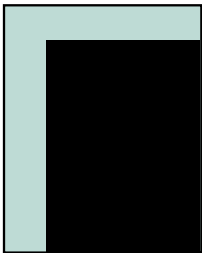
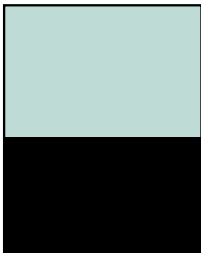
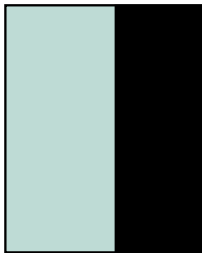

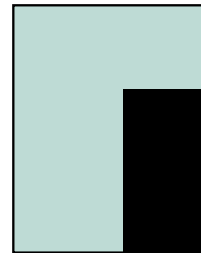
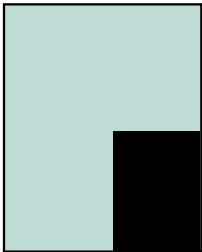
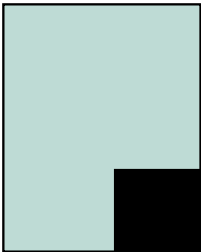
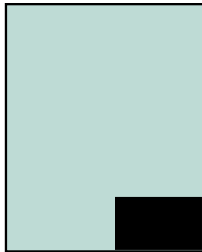
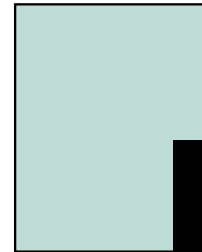

All materials due the 1st of the prior month. Press-ready ads due the 10th of the prior month.

Additional Pricing Info

Rates indicated are per color ad per issue. Calculate a 1-time rate by adding 20% to the 3-time rate. Inserts are priced separately. Call for details.

Mechanical Requirements

Measurements in inches.

	Full Page 9 x 12	Jr. Page 6.687 x 10	1/2 Page 9 x 5.874	1/2 Page 4.375 x 12	1/3 Page 9 x 3.82	1/3 Page 4.375 x 7.9
						
Ad Design/Layout						
You provide:						
• Text						
• Logo						
• Photos						
We provide:						
• Design and layout						
• E-mail a proof						
• Revisions as needed						
	1/4 Page 4.375 x 5.874	1/6 Page 4.375 x 3.82	1/8 Page 4.375 x 2.783	1/8 Page 2.062 x 5.874	1/16 Page 2.062 x 2.783	
						

Questions? Contact Mike Cavanaugh: 913.648.4728 • mike@kcgmag.com • www.kcgmag.com

Why advertise on KCGMAG.COM? *The Kansas City Gardener* magazine has captured the attention of loyal readers, your customers, for years. Now, through promotions in the magazine, they will be inspired to visit KCGMAG.COM for bonus articles, timely tips and events, and much more. Driving traffic to KCGMAG.COM is easy. This is one more way to reach your customers. Will they see your ad there?



Front Page Slider

\$250/month

Find A Professional (menu link to your website)

\$10/month (12-mo min) for current magazine advertisers

\$25/month (12-mo min) for non magazine advertisers

Ad Production

You provide logo and text and we take care of the rest. We will send you a proof prior to posting.

Customer Produced ads

If you are providing your own ad, please save in GIF, PNG or JPG formats.

Ad Dimensions

Front Page Slider: 850 pixels wide x 290 pixels high

Lead Rectangle: 350 pixels wide x 250 pixels high

Rectangle: 350 pixels wide x 175 pixels high

FEATURED ADVERTISERS

Lead Rectangle

appears on every page

\$125/month

Rectangle

appears on every page

\$75/month

Advertising questions?

Contact Mike Cavanaugh at 913.648.4728 or mike@kcgmag.com.