

The Kansas City GARDENER

Celebrating 27 years | kcgmag.com

2023 Advertising Rates



Testimonials

Our advertisers speak out ...



"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

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 & Pumpkins
Belton, MO



"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

"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



"We like the idea of having a captive, targeted audience, so we



"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



"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!"

Arnold's Greenhouse
LeRoy, KS

Advertising Rates

Effective Jan. 1, 2023.

Serving the advertising needs of the 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 250,000 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	\$1,725	\$1,575	\$1,440	\$1,320
Jr. Page	\$1,310	\$1,200	\$1,100	\$1,010
1/2 Page	\$1,085	\$1,000	\$915	\$840
1/3 Page	\$800	\$745	\$675	\$630
1/4 Page	\$665	\$620	\$565	\$520
1/6 Page	\$510	\$475	\$435	\$410
1/8 Page	\$420	\$390	\$375	\$345
1/16 Page	\$205	\$195	\$185	\$165

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.

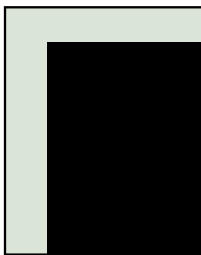
Mechanical Requirements

Measurements in inches.

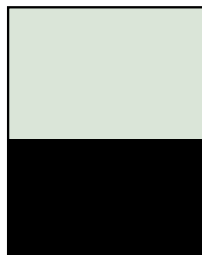
Full Page
9 x 12



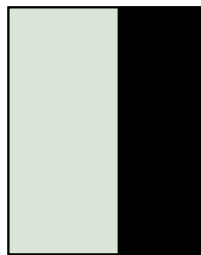
Jr. Page
6.687 x 10



1/2 Page
9 x 5.874



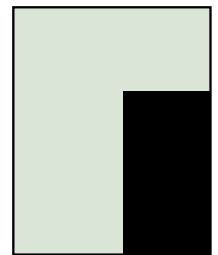
1/2 Page
4.375 x 12



1/3 Page
9 x 3.82



1/3 Page
4.375 x 7.9



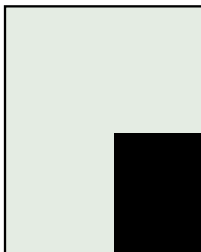
Ad Design/Layout

You provide:

- Text
- Logo
- Photos

We provide:

- Design and layout
- E-mail a proof
- Revisions as needed



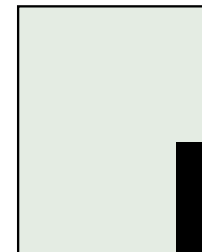
1/4 Page
4.375 x 5.874



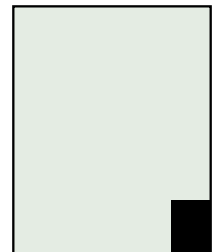
1/6 Page
4.375 x 3.82



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

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?
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