

The Kansas City GARDENER

Celebrating 28 years | kcgmag.com

2024 Advertising Rates



Testimonials

Our advertisers speak out ...

Frost-Proof Fall Color
Ornamental Kale

Fall Clean Up
Save time and energy with our fall clean up accessories

- Rakes
- Lawn & Leaf Bags
- Leaf Scoops
- Pop Up Containers

Refresh your porch and deck planters with these frost-proof plants. Ornamental kale and pansies will brave November's frosty nights with colors still glowing. Greet the Thanksgiving holiday in style!

MEMBER REWARDS
It's Easy, It's Free!
Earn 5% every time you shop.
Program details and terms online at suburbanlg.com/loyalty-program

Winter & Holiday Decor
Solutions for everything you need to make your home fabulous for the holidays!

- Christmas Lights and Candles
- Christmas Cards and Gifts
- Christmas Trees and Decorations
- Christmas Wreaths and Garlands
- Christmas Stockings and Ornaments

SUBURBAN lawn & garden inc.
105th & Rose 105th & Rose 105th & Rose
K-7 & Prairie Star Hwy 105th & Rose
135th & Wornall 135th & Wornall

Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest

"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

JOHNSON FARMS
Plants & Pumpkins

Do Not Miss Our Mums!

- 22,000 Garden Mums
- 36 varieties
- 7 colors
- 3 bloom times - early, mid, and late fall for season-long color

Curbside service now available!

KC's Destination for Upick Apples and Pumpkins.

Check website and Facebook for more info.

www.johnsonfarms.net
177th and Holmes
816-331-1067

Facebook, Yelp, Instagram

"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 & Pumpkins
Belton, MO

Festival of Lights
POWELL GARDENS

NOV. 11-DEC. 30

GET YOUR TICKETS AT POWELLGARDENS.ORG

"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

Swan's Water Gardens
"Creating Paradise... in Your Backyard"

Aquatic Plants & Fish Now Available!

Your Full Service Water Garden Center Located in Northern Miami County

As the seasons change so does the ambience of your water feature. Whether it is colorful blooms in the summer or breathtaking ice sculptures in the winter, with a FOUR seasons water feature you can enjoy paradise 365 days of the year!

After 27 years of being dedicated to transforming boring backyards into a one of a kind magical experience we have learned what makes a water garden paradise no matter the season. Let us create the backyard of your dreams this year!

We back our water garden installations with a 5 year leak free guarantee!

Swan's Water Gardens
913-837-3510
4385 W 247th St. Louisburg, KS
Open: Mon-Fri 9am-5pm
Saturday 9am-4pm
www.swanswatergardens.com
Living and Loving The Water Garden Lifestyle!

"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

Arnold's Greenhouse
Bringing glorious living color to your garden since 1977.

Fall Mums Pumpkins
Cool season crops
Pansies

Fall is the perfect time to plant. Come see our selection of trees, shrubs and perennials. We hope to see you soon!

Our 2021 Plant List is available on our Facebook page.

www.arnoldsgreenhouse.com
info@arnoldsgreenhouse.com
(620) 964-2463 • 1430 Hwy 58, LeRoy, KS 66857

"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, 2024.

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

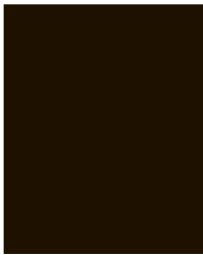
All materials due the 1st of the prior month. Press-ready ads due the 10th of the prior month.

Additional Pricing Info

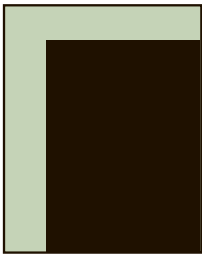
Rates indicated are per color ad per issue. Calculate a 1-time rate by adding 20% to the 3-time rate. Inserts are priced separately. Call for details.

Mechanical Requirements


Full Page
9 x 12



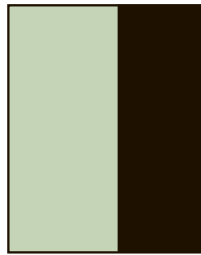
Jr. Page
6.687 x 10




1/2 Page
9 x 5.874



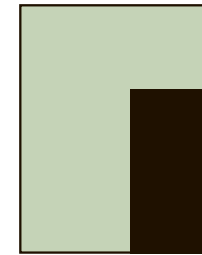
1/2 Page
4.375 x 12



1/3 Page
9 x 3.82



1/3 Page
4.375 x 7.9



Ad Design/Layout

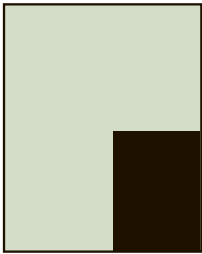
You provide:

- Text
- Logo
- Photos

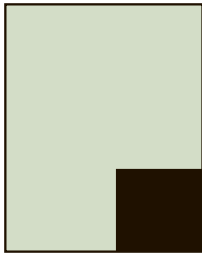
We provide:

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


1/4 Page
4.375 x 5.874



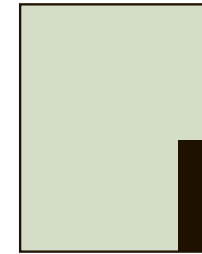
1/6 Page
4.375 x 3.82



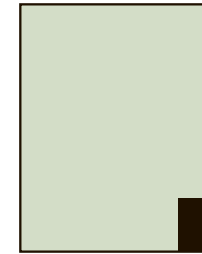
1/8 Page
4.375 x 2.783



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?

Contact Mike Cavanaugh at 913-648-4728

or mike@kcgmag.com.