45+ Million Birders in the US

90 Million Households have participated in one or more types of indoor and outdoor DIY lawn and garden activities

Large, Active & Relevant

Source: US Fish and Wildlife Service, MRI-Simmons Spring 2020
Birds & Blooms inspires millions of outdoor enthusiasts to celebrate and share the beauty in their backyards. With a mix of homegrown reader wisdom and expert advice, Birds & Blooms is the only brand that combines two of the top outdoor hobbies in America — birding and gardening.

Source: MRI-Simmons Spring 2020
Reader Profile

76% WOMEN
24% MEN

63 MEDIAN AGE
$59k MEDIAN HHI

76% OWN A HOME
68% PET OWNERSHIP

55% A/B COUNTIES
45% C/D COUNTIES

Source: MRI-Simmons Spring 2020
They’re Passionate About Birding & Gardening
They Have Many Passions

346 index  CRAFTING
130 index  READING

134 index  HIKING
142 index  TRAVEL

244 index  HORSEBACK RIDING
120 index  HOME REMODELING

Source: MRI-Simmons Spring 2020
#1 Bird & Garden Magazine in America

Print Engagement

BIRDS & BLOOMS
6X/YEAR

1 mm
CIRCULATION

4.8 mm
AUDIENCE

BIRDS & BLOOMS EXTRA
6X/YEAR

300k
CIRCULATION

1.4 mm*
AUDIENCE

*Publisher's Estimate
Source: MRI-Simmons Spring 2020
Digital Engagement

BIRDSANDBLOOMS.COM

571k Monthly Unique Visitors

50,000 Digital Subscriptions

E-NEWSLETTER WEEKLY

438 Monthly Circulation
27% Open Rate

MOBILE

296k Monthly Unique Visitors

Source: comScore 6-month average ending September 2020; Internal Analytics, 2020; Digital Edition Download Estimate
Social Engagement

894k
FACEBOOK FANS

42k
PINTEREST FOLLOWERS

16.2k
TWITTER FOLLOWERS

37.8k
INSTAGRAM FOLLOWERS
Photo Contest

Readers challenge their photo skills and head outdoors. 7,000+ entries submitted annually.

BIRDS & BLOOMS BACKYARD PHOTO CONTEST

- 3 categories - Birds, Blooms & Butterflies
- Readers submit their best in one or more categories
- 12 finalists selected by editors. 3 category finalists and 1 grand prize winner selected by our readers

OPPORTUNITY & BENEFITS

- Sponsor announced in B&B magazine
- Aug./Sept. - contest launch
- Dec./Jan. - finalist editorial feature
- Promotion on B&B social media channels, newsletter and birdsandblooms.com
- Access to database of participating consumers
Editorial Calendar

FEB/MAR
• Feeder Talk: Mourning dove
• Yard Smarts: Tips for gardening with allergies
• Top 10: Flowers that bloom in early spring
• Travel: Little St. Simons Island, GA

FEATURES
• Surprising and quirky things courting male birds do
• Guide to starting seeds indoors
• Best Garden Conservatories: Lena Meijer Tropical Conservatory, MI; Nicholas Conservatory, IL; Lauritzen Gardens, NE; Marjorie McKneely Conservatory, MN

AD CLOSE 11.12.20
MATERIALS DUE 11.30.20
ON SALE 1.19.21

APR/MAY
• Feeder Talk: Mealworms
• Top 10: New plants for 2021
• Travel: Lake Mead National Recreation Area, NV

FEATURES
• Importance of food, water, shelter for birds
• Gardening myths you need to stop believing
• Bloom Tales: the best reader photos of backyard flowers

AD CLOSE 1.15.21
MATERIALS DUE 1.29.21
ON SALE 3.16.21

JUN/JUL
Annual hummingbird issue!
• Feeder Talk: Guide to feeding hummingbirds
• Yard Smarts: How to water container gardens
• Top 10: Best hummingbird plants for shade
• Travel: Hummingbird-watching in Costa Rica

FEATURES
• Hummingbird FAQs
• Small-space gardening for hummingbirds
• Hummingbird Tales: Best reader photos and stories

AD CLOSE 3.22.21
MATERIALS DUE 4.2.21
ON SALE 5.18.21

OCT/NOV
• Feeder Talk: Allen’s hummingbird
• Yard Smarts: Nontoxic ways to keep slugs and snails out of your garden
• Top 10: Best patterned plants
• Travel: Cabrillo National Monuments, CA

FEATURES
• Grandma’s great shrubs: why breeders are creating modern versions of old faves
• Vireo species overview
• Butterfly tales: reader stories and photos
• ANNOUNCEMENT! Backyard Photo Contest

AD CLOSE 5.20.21
MATERIALS DUE 6.4.21
ON SALE 7.20.21

DEC/JAN 2022
• Feeder Talk: Winter bird feeding tips
• Stuff We Love: Holiday gift guide
• Travel: Sax Zim Bog, MN

FEATURES
• Ways to see more birds this winter
• Best flower shows in the U.S.
• Backyard Photo Contest finalists (callout for reader vote)

AD CLOSE 9.20.21
MATERIALS DUE 10.1.21
ON SALE 11.16.21

Note: Dates & Editorial Subject to Change
### JAN EXTRA
- **Feeder Talk:** Purple finch
- **Yard Smarts:** How to keep a poinsettia alive after the holiday
- **Top 10:** Berry-producing shrubs for winter
- **Travel:** JN Darling National Reguge, FL

**FEATURES**
- Snowy owl species overview
- Ultimate guide to growing herbs
- Winter Birding Hot Spots: Merritt Island NWR, FL; Santa Ana NWR, TX; San Pedro Riparian National Conservation Area, AZ; Klamath Basin, OR; Niagara Falls, NY/ON; Cape Henlopen State Park, DE

**AD CLOSE** 10.20.20  
**MATERIALS DUE** 11.2.20  
**ON SALE** 12.22.20

### JUL EXTRA
- **Feeder Talk:** Summer tanager
- **Yard Smarts:** Creative ideas for vertical gardening
- **Top 10:** One-pot wonders (putting one power plant in a pot and letting it thrive)
- **Travel:** Denali National Park, AK

**FEATURES**
- Guide to summer bird feeding
- How to be the best plant parent
- Moth Tales: reader stories and photos of unique and beautiful moths

**AD CLOSE** 4.21.21  
**MATERIALS DUE** 5.4.21  
**ON SALE** 6.22.21

### MAR EXTRA
- **Feeder Talk:** Pyrrhuloxia
- **Yard Smarts:** How to direct sow flower and veggie seeds for best results
- **Top 10:** Easy-to-grow natives
- **Travel:** Brownsville, TX (Laguna Atascosa NWR)

**FEATURES**
- Finding birds in urban spaces
- Growing evergreens and the wildlife benefits
- How to grow a pollinator-friendly garden

**AD CLOSE** 12.9.20  
**MATERIALS DUE** 12.22.20  
**ON SALE** 2.16.21

### SEP EXTRA
- **Feeder Talk:** Serving nuts to birds
- **Yard Smarts:** TBD
- **Top 10:** Dwarf shrubs
- **Travel:** New York Botanical Garden, NY

**FEATURES**
- Hawk species profiles
- Rookie mistakes: readers and garden pros share their most valuable lessons learned
- Skipper butterflies

**AD CLOSE** 6.16.21  
**MATERIALS DUE** 6.29.21  
**ON SALE** 8.17.21

### MAY EXTRA
- **Feeder Talk:** Lazuli bunting
- **Yard Smarts:** Everything to know about mulch
- **Top 10:** New veggies for 2021
- **Travel:** Finding puffins, ME

**FEATURES**
- Warbler superlatives (best singer, farthest flier, most unique plumage, etc.)
- Growing vines and the wildlife benefits
- Motherly Love: a roundup of adorable bird mom photos and stories from readers

**AD CLOSE** 2.22.21  
**MATERIALS DUE** 3.5.21  
**ON SALE** 4.20.21

### NOV EXTRA
- **Feeder Talk:** Pileated woodpecker
- **Yard Smarts:** Fall and winter composting
- **Top 10:** Orange blooms
- **Travel:** Mount Rainer National Park, WA

**FEATURES**
- Commonly confused birds and how to tell them apart (cedar and bohemian waxwing, Carolina and black-capped chickadee, etc.)
- Nature/garden volunteerism

**AD CLOSE** 8.18.21  
**MATERIALS DUE** 8.31.21  
**ON SALE** 10.19.21

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**Note:** Dates & Editorial Subject to Change
**FILE REQUIREMENTS**

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts
- Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

**AD PORTAL INFO**

https://www.adshuttle.com/trustedmediabrands

**PRODUCTION CONTACT**

ARACELY LOPEZ  
Production Manager  
T: 646.518.4265  
E: Aracely.Lopez@TrustedMediaBrands.com

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**Ad Specs**

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# Rates & Contacts

## Gross Rates

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## Cover Rates

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## Birds & Blooms Extra

- **OPEN P4CB**: $22,001 *

*Premium Pricing

Model: Only 6 pages of advertising per issue

## Ad Sales Contacts

**EVP, AD SALES & MARKETING**

- **Lora Gier**
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**Direct Response Sales**

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  - **T:** 212.779.7172 ext. 224

**NOTE:** All rates are gross. Split Runs: Closing is one week prior to normal close dates. (Additional mechanical charge incurred depending on specifications of the copy split.) Area Copy Splits, Copy Tests, Dealer Listings and Regional rates are available upon request. Commission: Agency commission, 15%. Net 30 days. Changes in Rates: Announcement of any change in rates will be made at least 30 days prior to the publication date of the first issue to be affected by such new rates. General Conditions: All orders are accepted subject to the Publisher’s general conditions.