

Birds & Blooms[®]

2022 Media Kit



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

Our Audience

Large, Active
& Relevant



Birds
& Blooms

2022 MEDIA KIT

Source: US Fish and Wildlife Service, MRI-Simmons Spring 2020

#1 Bird & Garden Magazine in America

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.

Birds
& Blooms

2022 MEDIA KIT

Reader Profile



72%
WOMEN

18%
MEN

63
MEDIAN AGE

\$63.5k
MEDIAN HHI

82%
OWN A HOME

63%
PET OWNERSHIP

56%
A/B COUNTIES

44%
C/D COUNTIES

Birds
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2022 MEDIA KIT

Source: MRI-Simmons Spring 2021

They're Passionate About Birding & Gardening



**BIRD
WATCHING**

INDEX 349



**HERB
GROWING**

INDEX 134



**INDOOR
GARDENING**

INDEX 151



**FLOWERS
ORNAMENTALS**

INDEX 159



**VEGETABLE
GROWING**

INDEX 143



PHOTOGRAPHY

INDEX 156



**OWN
BINOCULARS**

INDEX 136



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Source: MRI-Simmons Spring 2021

They Have Many Passions

172 *index*

FURNITURE
REFINISHING

128 *index*

READING

135 *index*

FISHING

138 *index*

BAKING

160 *index*

PAINTING/DRAW-
ING/SCULPTING

136 *index*

WOODWORKING

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Source: MRI-Simmons Spring 2021



#1 Bird & Garden Magazine in America

Print Engagement

BIRDS & BLOOMS
6X/YEAR

1mm

CIRCULATION

4.1mm

AUDIENCE

BIRDS & BLOOMS EXTRA
6X/YEAR

300k

CIRCULATION

*1.2mm**

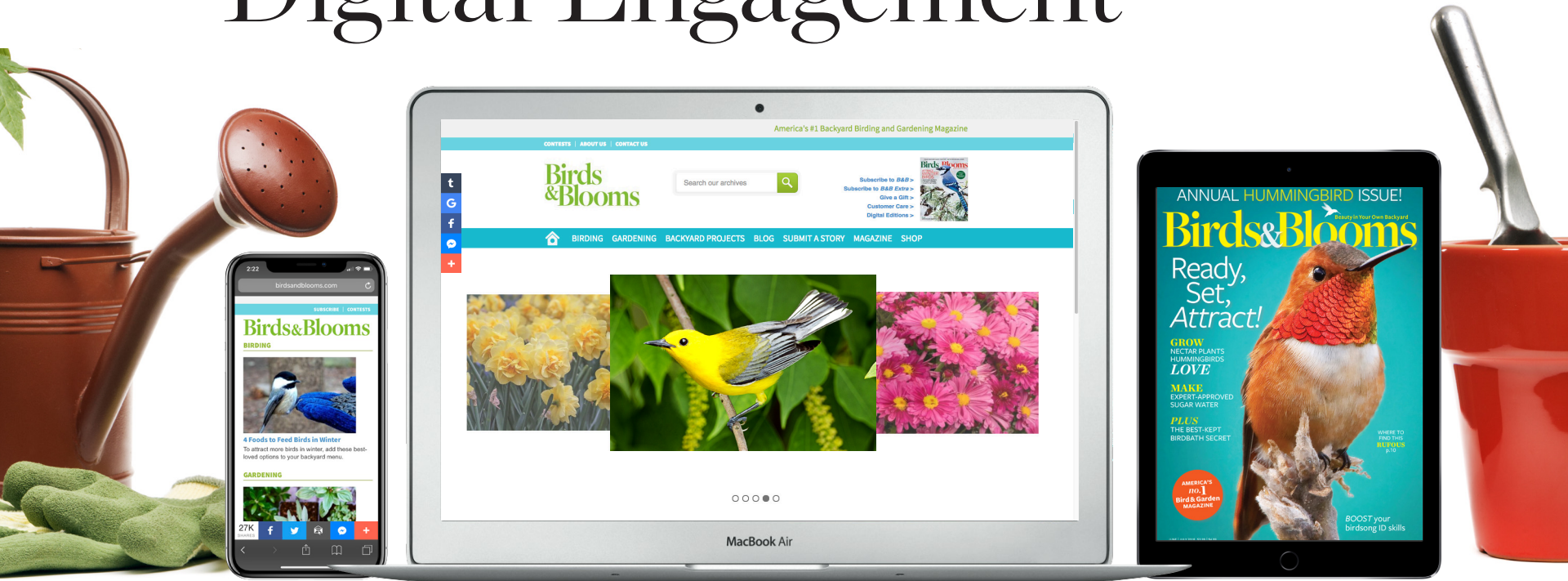
AUDIENCE

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*Publisher's Estimate Source: MRI-Simmons Spring 2021

Digital Engagement



BIRDSANDBLOOMS.COM

528k

Monthly Unique
Visitors

50,000

Digital
Subscriptions

E-NEWSLETTER
WEEKLY

438k

Monthly Circulation
27% Open Rate

GROWTH

55%

Growth In Unique
Visitors YOY

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Source: comScore 12-month average ending June 2021; Internal Analytics, 2020; Digital Edition Download Estimate

Social Engagement

885k

FACEBOOK
FANS

47.2k

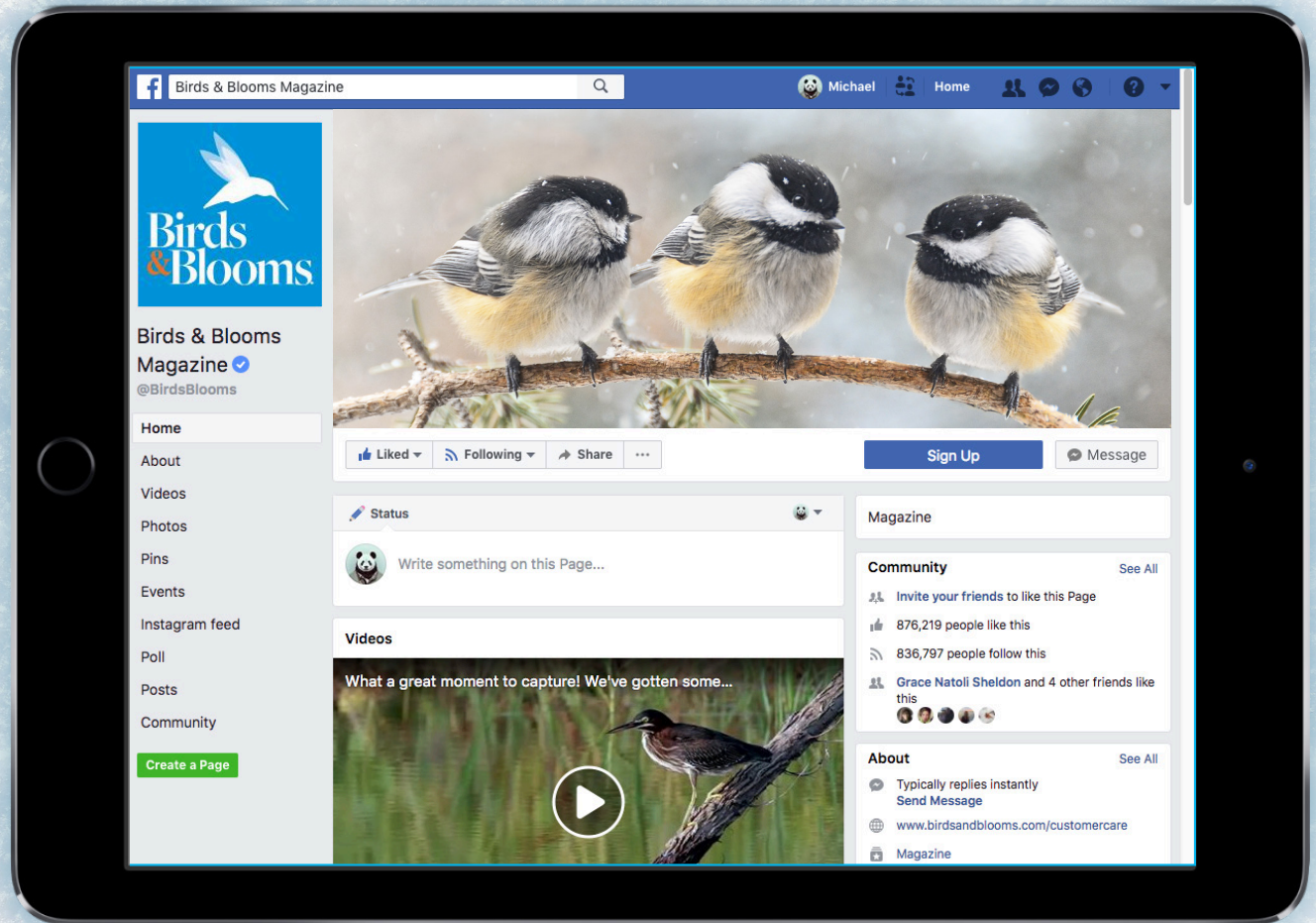
PINTEREST
FOLLOWERS

15.8k

TWITTER
FOLLOWERS

58.3k

INSTAGRAM
FOLLOWERS



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Source: August 2021 Facebook, Pinterest, Twitter, Instagram



Sponsorship

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

Birds
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Based on Availability & Editorial Approval

Birds&Blooms

Editorial Calendar

FEB/MAR

Bluebirds

AD CLOSE: 11/18/21

MATERIALS DUE: 11/30/21

ON SALE: 1/18/22

APR/MAY

Latest and Greatest Gardening Trends

AD CLOSE: 1/21/22

MATERIALS DUE: 1/28/22

ON SALE: 3/15/22

JUN/JUL

Science of Hummingbirds

AD CLOSE: 3/22/22

MATERIALS DUE: 3/29/22

ON SALE: 5/17/22

AUG/SEP

Woodpeckers

AD CLOSE: 5/23/22

MATERIALS DUE: 6/1/22

ON SALE: 7/19/22

OCT/NOV

Grow Your Best Fall Garden

AD CLOSE: 7/29/22

MATERIALS DUE: 8/5/22

ON SALE: 9/20/22

DEC/JAN

Winter Birds

AD CLOSE: 9/20/22

MATERIALS DUE: 9/27/22

ON SALE: 11/15/22



Note: Dates & Editorial Subject to Change

Editorial Calendar

Birds&Blooms
extra!

JAN

Winter Birds That Visit Feeders

AD CLOSE: 10/28/21

MATERIALS DUE: 11/4/21

ON SALE: 12/21/21

MAR

Answers To Most Common Nesting Questions

AD CLOSE: 12/17/21

MATERIALS DUE: 1/5/22

ON SALE: 2/15/22

MAY

Birds That Love Water

AD CLOSE: 3/1/22

MATERIALS DUE: 3/8/22

ON SALE: 4/19/22

JUL

How and When Young Birds Leave the Nest

AD CLOSE: 4/21/22

MATERIALS DUE: 4/28/22

ON SALE: 6/21/22

SEP

Bug-Loving Birds

AD CLOSE: 6/21/22

MATERIALS DUE: 6/28/22

ON SALE: 8/16/22

NOV

Everyone Outdoors

AD CLOSE: 8/30/22

MATERIALS DUE: 9/7/22

ON SALE: 10/18/22



Closing & Mail Dates

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ISSUE	SPACE CLOSE	MATERIALS DUE	MAIL DATE
Feb / Mar	11.18.21	11.30.21	01.13.22
Apr / May	01.21.22	01.28.22	03.14.22
Jun / Jul	03.22.22	03.29.22	05.12.22
Aug / Sept	05.23.22	06.01.22	07.14.22
Oct / Nov	07.29.22	08.05.22	09.17.22
Dec / Jan 23	09.20.22	09.27.22	11.10.22

ISSUE	SPACE CLOSE	MATERIALS DUE	MAIL DATE
Jan	10.28.21	11.04.21	12.16.21
Mar	12.17.21	01.05.22	02.10.22
May	03.01.22	03.08.22	04.14.22
Jul	04.21.22	04.28.22	06.16.22
Sept	06.21.22	06.28.22	08.11.22
Nov	08.30.22	09.07.22	10.13.22

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extra!

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Rates & Contacts

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RATEBASE: 1,000,000

GROSS RATES

PAGE

4C \$75,075

BW \$63,810

2/3 PAGE

4C \$60,360

BW \$51,310

1/2 PAGE

4C \$46,920

BW \$39,880

1/3 PAGE

4C \$33,450

BW \$28,430

COVER RATES

COVER 2

\$90,090

COVER 3

\$86,340

COVER 4

\$97,600

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RATEBASE: 300,000

GROSS RATES

4C \$23,101

AD SALES CONTACTS

**CONTACT YOUR ACCOUNT
MANAGER FOR DETAILS OR**

advertising@TrustedMediaBrands.com



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NOTE: All rates are gross. SPLIT RUNS: Closing is two weeks prior to normal close dates. Copy split will incur a mechanical charge. 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.

Ad Specs

MAGAZINE	TRIM SIZE	LIVE AREA	BLEED SIZE
Spread	14.5" x 10.375"	14" x 9.875"	14.75" x 10.625"
Full Page	7.25" x 10.375"	6.75" x 9.875"	7.5" x 10.625"
½ Horizontal	7.25" x 5.0625"	6.75" x 4.5625"	7.5" x 5.3125"
½ Horiz. Spread	14.5" x 5.0625"	14" x 4.5625"	14.75" x 5.3125"
½ Vertical	3.5" x 10.375"	3" x 9.875"	3.75" x 10.625"
⅓ Horizontal	7.25" x 3.375"	6.75" x 2.875"	7.5" x 3.625"
⅓ Vertical	2.3125" x 10.375"	1.8125" x 9.875"	2.5625" x 10.625"
⅔ Vertical	4.6875" x 10.375"	4.1875" x 9.875"	4.9375" x 10.625"
¼ Vertical	2.3125" x 5.0625"	1.8125" x 4.5625"	2.5625" x 5.3125"
⅓ Square	4.3125" x 4.5625"	4.3125" x 4.5625"	NO BLEED

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>

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