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

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.
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

Source: MRI-Simmons Spring 2021
They’re Passionate About Birding & Gardening

Bird Watching
INDEX 349

Herb Growing
INDEX 134

Indoor Gardening
INDEX 151

Photography
INDEX 156

Ornamentals
INDEX 159

Own Binoculars
INDEX 136

Vegetable Growing
INDEX 143

Source: MRI-Simmons Spring 2021
They Have Many Passions

172 index | 128 index
FURNITURE REFINISHING | READING

135 index | 138 index
FISHING | BAKING

160 index | 136 index
PAINTING/DRAWING/SCULPTING | WOODWORKING
#1 Bird & Garden Magazine in America

Print Engagement

BIRDS & BLOOMS
6X/YEAR

1 mm
CIRCULATION

4.1 mm
AUDIENCE

BIRDS & BLOOMS EXTRA
6X/YEAR

300k
CIRCULATION

1.2 mm*
AUDIENCE

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

**Digital Engagement Report**

**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

*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

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

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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

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

Note: Dates & Editorial Subject to Change
# Closing & Mail Dates

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# Rates & Contacts

## Rates

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<th>Ratebase: 1,000,000</th>
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## 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

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<th>BLEED SIZE</th>
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**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 CONTACTS**
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E: Aracely.Lopez@TrustedMediaBrands.com