

# Birds & Blooms<sup>®</sup>

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2023 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

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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  
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# Reader Profile



66%  
WOMEN

34%  
MEN

63  
MEDIAN AGE

\$66k  
MEDIAN HHI

79%  
OWN A HOME

58%  
PET OWNERSHIP

59%  
A/B COUNTIES

41%  
C/D COUNTIES

Birds  
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Source: MRI-Simmons Spring 2022



# They're Passionate About Birding & Gardening



**BIRD  
WATCHING**

**INDEX 279**



**HERB  
GROWING**

**INDEX 153**



**INDOOR  
GARDENING**

**INDEX 169**



**FLOWERS  
ORNAMENTALS**

**INDEX 156**



**VEGETABLE  
GROWING**

**INDEX 147**



**PHOTOGRAPHY**

**INDEX 124**



**OWN  
BINOCULARS**

**INDEX 144**



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Source: MRI-Simmons Spring 2022



# They Have Many Passions

147 *index*

FURNITURE  
REFINISHING

124 *index*

READING

137 *index*

FISHING

122 *index*

BAKING

120 *index*

HOME DECORATION/  
FURNISHING

127 *index*

WOODWORKING

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Source: MRI-Simmons Spring 2022



#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\*

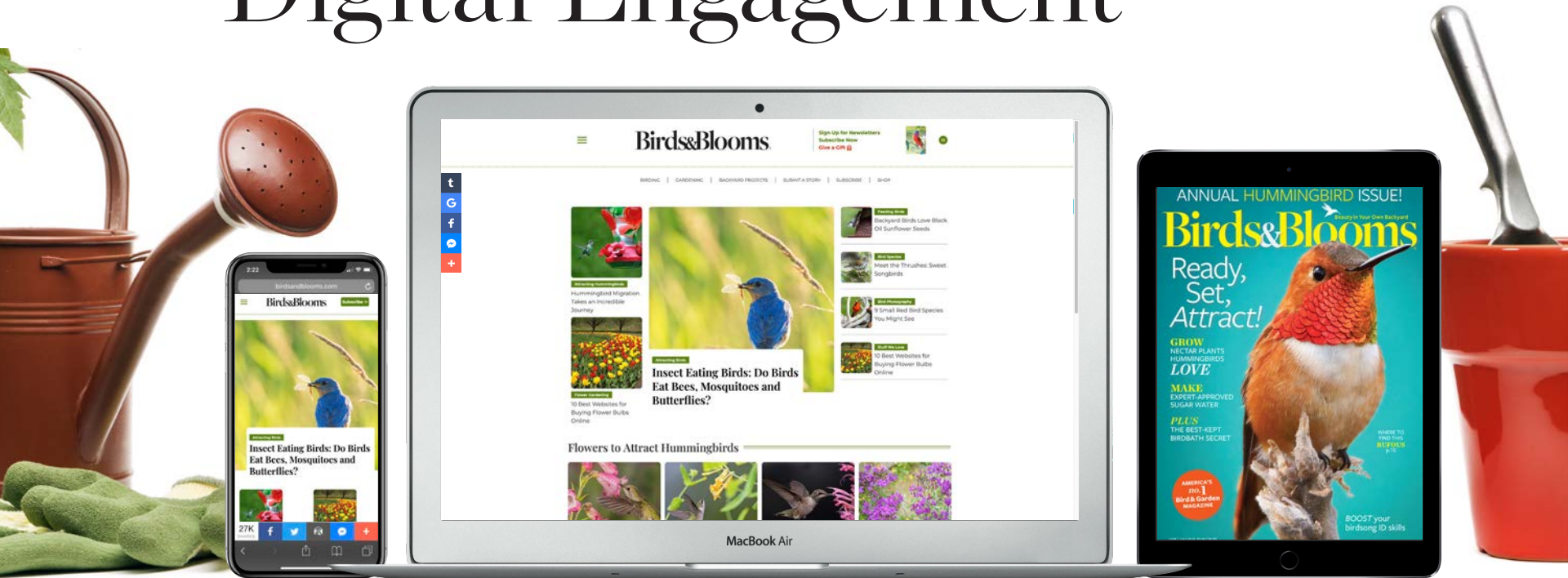
AUDIENCE

Birds  
& Blooms

2023 MEDIA KIT

Source: MRI-Simmons Spring 2022;  
\*Publisher Estimate

# Digital Engagement



BIRDSANDBLOOMS.COM

627k

Monthly Unique  
Visitors

50,000

Digital  
Subscriptions

E-NEWSLETTER  
WEEKLY

438k

Monthly Circulation  
27% Open Rate

GROWTH

17%

Growth In Unique  
Visitors YOY

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Source: comScore 12-month average ending June 2022; Internal Analytics, 2020; Digital Edition Download Estimate



# Social Engagement

911k

FACEBOOK  
FANS

50k

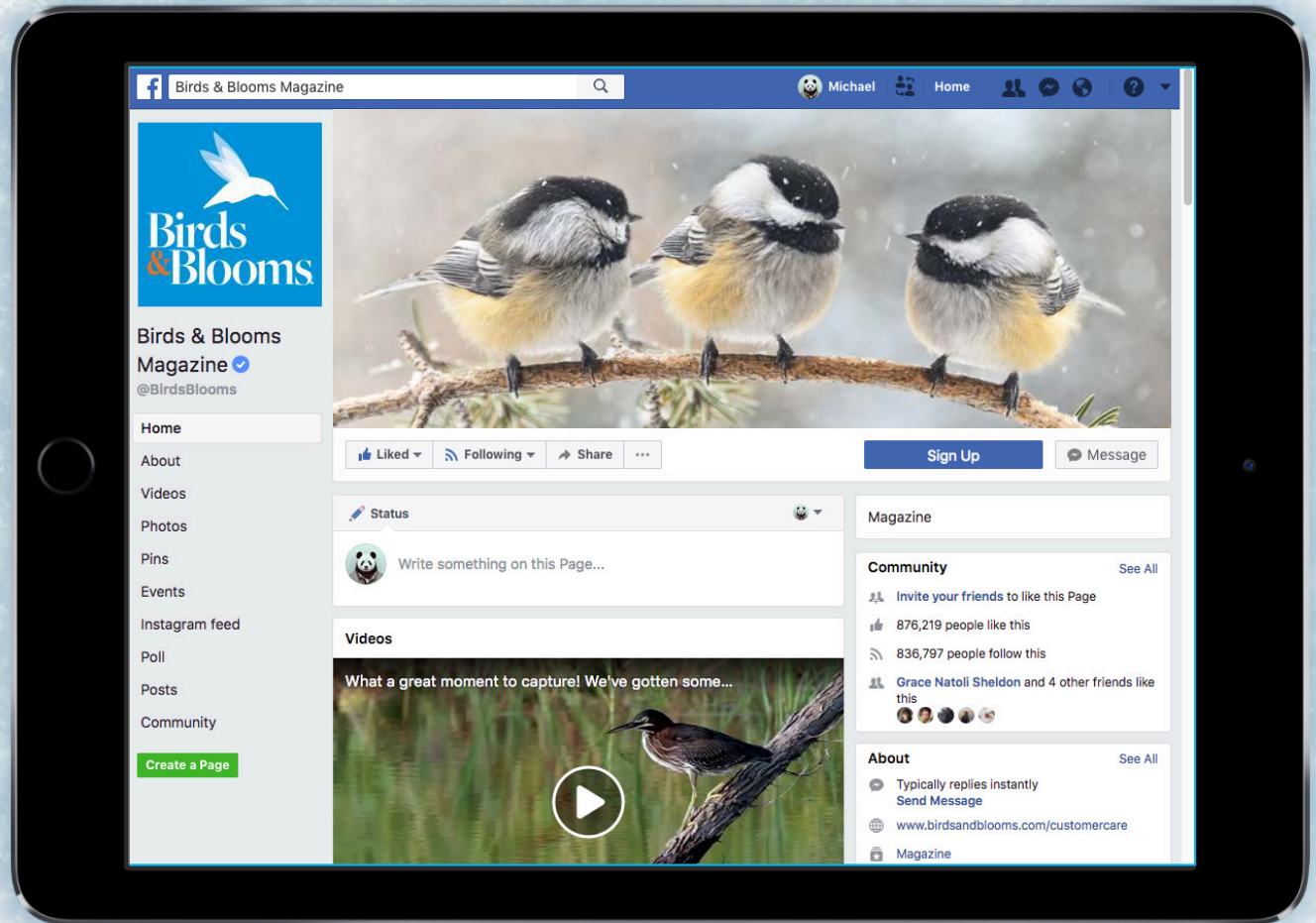
PINTEREST  
FOLLOWERS

15.8k

TWITTER  
FOLLOWERS

60.9k

INSTAGRAM  
FOLLOWERS



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Source: June 2022 Facebook, Pinterest, Twitter, Instagram



## Sponsorship

# Photo Contest

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

### BIRDS & BLOOMS 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](https://birdsandblooms.com)
- Access to database of participating consumers

**Birds  
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2023 MEDIA KIT

Based on Availability & Editorial Approval



Birds&Blooms

# Editorial Calendar

## FEB/MAR

- Corvids
- Houseplant Design Tips

AD CLOSE: 11/29/22

MATERIALS DUE: 12/06/22

ON SALE: 1/17/23

## APR/MAY

- Warbler Facts
- Grow a Cut Flower Garden

AD CLOSE: 1/30/23

MATERIALS DUE: 2/06/23

ON SALE: 3/21/23

## JUN/JUL

- Make a Safe Yard for Hummingbirds
- Salvias Hummingbirds Love

AD CLOSE: 3/29/23

MATERIALS DUE: 4/05/23

ON SALE: 5/23/23

## AUG/SEP

- Flycatchers
- Gladiolus

AD CLOSE: 5/22/23

MATERIALS DUE: 5/31/23

ON SALE: 7/18/23

## OCT/NOV

- Owls
- Peonies

AD CLOSE: 8/04/23

MATERIALS DUE: 8/8/23

ON SALE: 9/19/23

## DEC/JAN

- Bird Irruptions
- Houseplants

AD CLOSE: 10/04/23

MATERIALS DUE: 10/11/23

ON SALE: 11/21/23





# Editorial Calendar

**Birds&Blooms**  
*extra!*

## JAN

- Cold-Weather Birds
- Holly

AD CLOSE: 11/01/22  
MATERIALS DUE: 11/08/22  
ON SALE: 12/20/22

## MAR

- Finches
- Ground Covers  
for Every Yard

AD CLOSE: 01/04/23  
MATERIALS DUE: 1/11/23  
ON SALE: 2/21/23

## MAY

- How to Be the Best  
Bird Landlord
- Tropical Plants

AD CLOSE: 3/1/23  
MATERIALS DUE: 3/8/23  
ON SALE: 4/18/23

## JUL

- Beach-Nesting Birds
- What to Know Before  
Growing Succulents

AD CLOSE: 4/27/23  
MATERIALS DUE: 5/4/23  
ON SALE: 6/20/23

## SEP

- Grosbeaks
- Rock Gardening

AD CLOSE: 6/27/23  
MATERIALS DUE: 7/6/23  
ON SALE: 8/22/23

## NOV

- Birds and Molting
- Asters

AD CLOSE: 8/23/22  
MATERIALS DUE: 8/30/23  
ON SALE: 10/17/23

Note: Dates & Editorial Subject to Change



# Closing & Mail Dates

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ISSUE	SPACE CLOSE	MATERIALS DUE	MAIL DATE
Feb / Mar	11.29.22	12.06.22	01.16.23
Apr / May	01.30.23	02.06.23	03.13.23
Jun / Jul	03.29.23	04.05.23	05.15.23
Aug / Sept	05.22.23	05.31.23	07.10.23
Oct / Nov	08.04.23	08.8.23	09.18.23
Dec / Jan 24	10.04.23	10.11.23	11.20.23

Birds&Blooms  
*extra!*

ISSUE	SPACE CLOSE	MATERIALS DUE	MAIL DATE
Jan	11.01.22	11.08.22	12.19.22
Mar	01.04.23	01.11.23	02.20.23
May	03.01.23	03.08.23	04.17.23
Jul	04.27.23	05.04.23	06.19.23
Sept	06.27.23	07.06.23	08.14.23
Nov	08.23.23	08.30.23	10.09.23

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# Rates & Contacts

**Birds  
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**RATEBASE: 800,000**

## **GROSS RATES**

### **PAGE**

**4C \$70,946**

**BW \$60,300**

### **2/3 PAGE**

**4C \$57,040**

**BW \$48,480**

### **1/2 PAGE**

**4C \$44,340**

**BW \$37,690**

### **1/3 PAGE**

**4C \$31,610**

**BW \$26,870**

## **COVER RATES**

### **COVER 2**

**\$85,140**

### **COVER 3**

**\$81,590**

### **COVER 4**

**\$92,230**

**Birds&Blooms**  
*extra!*

**RATEBASE: 235,000**

## **GROSS RATES**

### **PAGE**

**4C \$24,260**

### **1/2 PAGE**

**4C \$15,160**

### **1/3 PAGE**

**4C \$10,810**

## **AD SALES CONTACTS**

**CONTACT YOUR ACCOUNT  
MANAGER FOR DETAILS OR**

[advertising@TrustedMediaBrands.com](mailto:advertising@TrustedMediaBrands.com)



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**NOTE:** All rates are gross. Split Runs: Closing is one week prior to normal close dates. Copy split will incur a mechanical charge. Regional rates are available upon request. 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>

## PRODUCTION CONTACTS

**BONNIE MYERS**

Production Manager

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