

Birds & Blooms[®]

2024 Media Kit





45+
Million

Birders in the US

127
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

2024 MEDIA KIT

Source: MRI-Simmons Spring 2023 Print/Digital Editions



#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**

2024 MEDIA KIT

Reader Profile

Birds
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2024 MEDIA KIT

66%
WOMEN

34%
MEN

63
MEDIAN AGE

\$65k
MEDIAN HHI

76%
OWN A HOME

59%
PET OWNERSHIP

60%
A/B COUNTIES

40%
C/D COUNTIES

Source: MRI-Simmons Spring 2023 Print/Digital Editions

They're Passionate About Birding & Gardening



**BIRD
WATCHING**

INDEX 241



**HERB
GROWING**

INDEX 117



**INDOOR
GARDENING**

INDEX 146



**PHOTOGRAPHY
2+ TIMES A WEEK**

INDEX 152



**FLOWERS/
ORNAMENTALS**

INDEX 147



**VEGETABLE
GROWING**

INDEX 126



**OWN
BINOCULARS**

INDEX 136



**BERRIES &
BRAMBLES**

INDEX 148

**Birds
& Blooms**

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Source: MRI-Simmons Spring 2023 Print/Digital Editions

They Have Many Passions

147 *index*

PARTICIPATED
IN BOOK CLUBS

120 *index*

READING
BOOKS

211 *index*

FLY FISHING

122 *index*

STARGAZING

119 *index*

BAKING

166 *index*

GENEALOGY

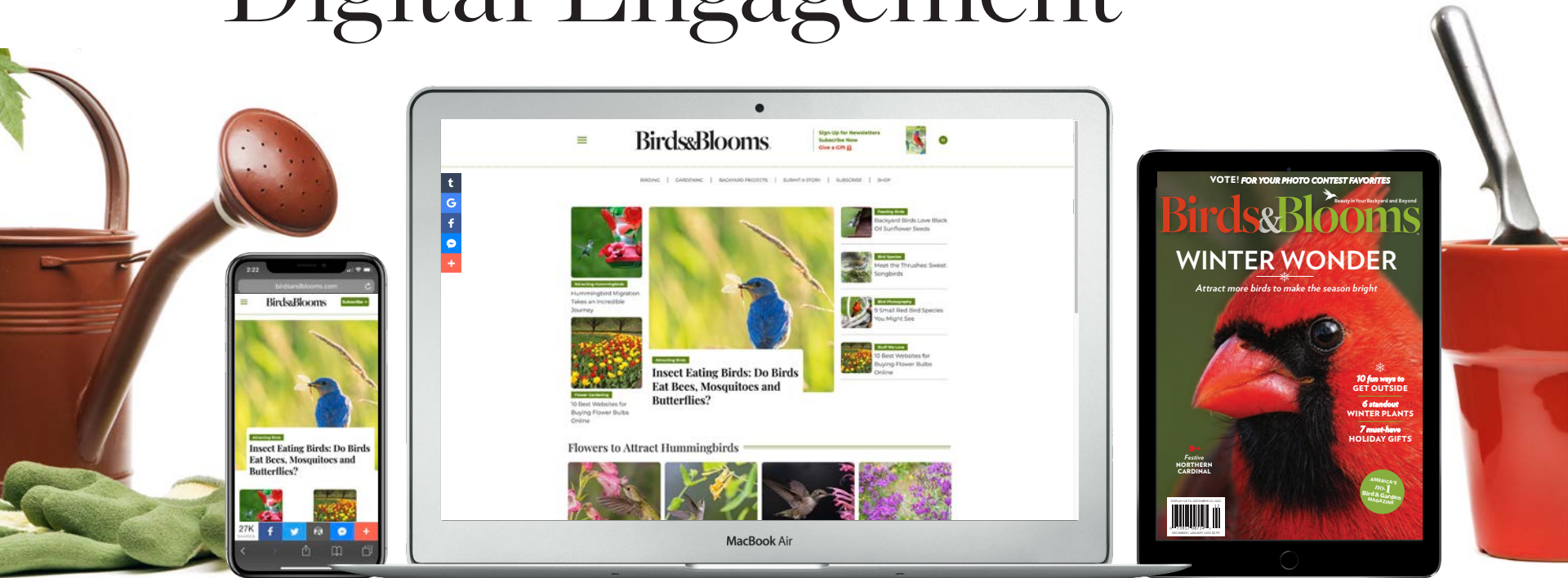
Birds
& Blooms

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Source: MRI-Simmons Spring 2023 Print/Digital Editions



Digital Engagement



BIRDSANDBLOOMS.COM

828k

Monthly Unique
Visitors*

52,000

Digital
Subscriptions

E-NEWSLETTER
WEEKLY

174k

Monthly Circulation
44% Open Rate (Avg)

GROWTH

12%

Growth In Unique
Visitors YOY**

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Source: *Comscore 6-month average ending June 2023; **Comscore June 2023; Newsletters June 2023

Social Engagement

893k

FACEBOOK
FANS

52k

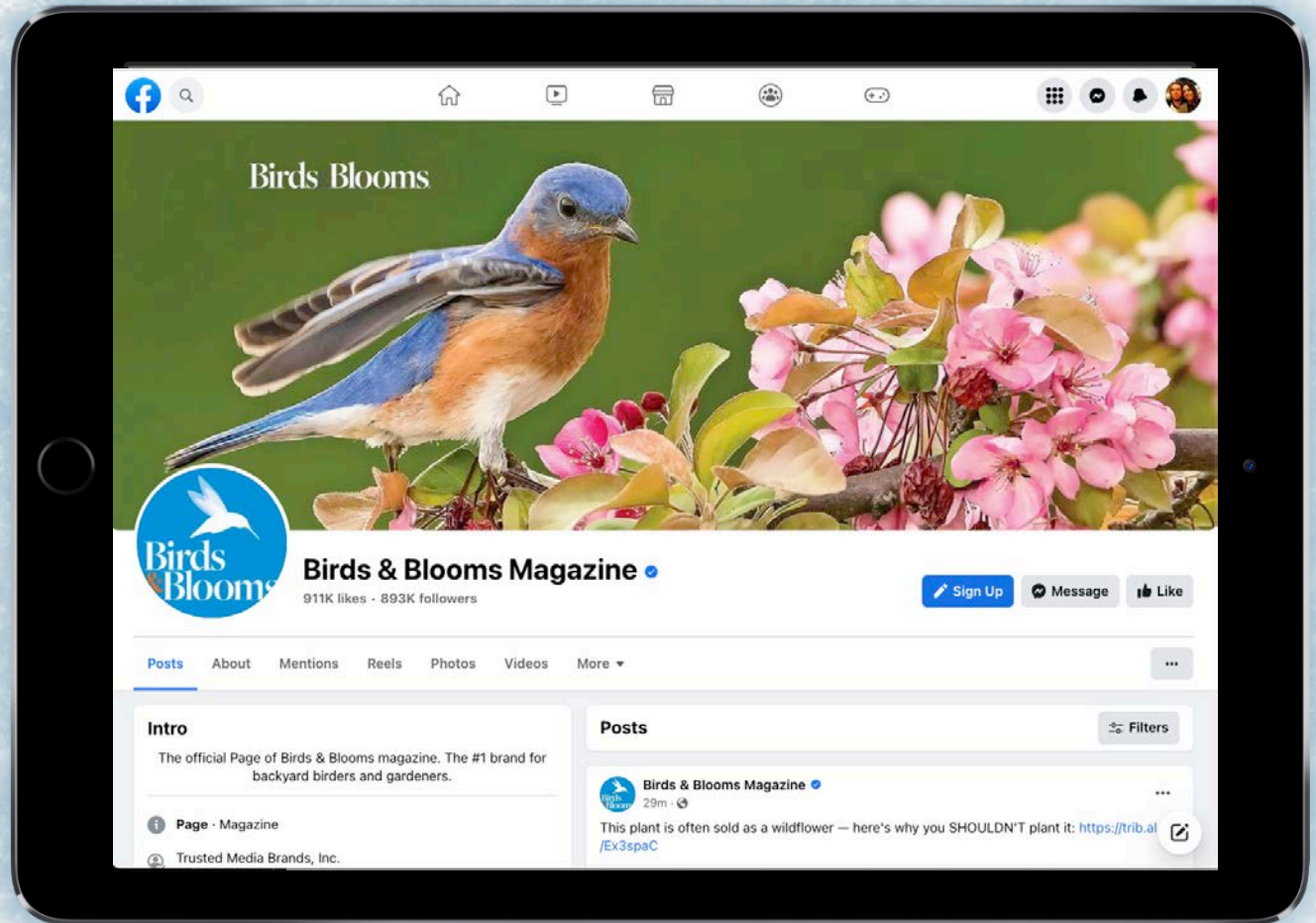
PINTEREST
FOLLOWERS

15.4k

X (TWITTER)
FOLLOWERS

61.8k

INSTAGRAM
FOLLOWERS



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Source: June 2023 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
- Access to database of participating consumers

**Birds
& Blooms**

2024 MEDIA KIT

Based on Availability & Editorial Approval

Birds&Blooms

Editorial Calendar

FEB/MAR

- o Bird Lifespans
- o Growing Drift Roses

AD CLOSE: 11/29/23
MATERIALS DUE: 12/04/23
ON SALE: 1/30/24

APR/MAY

- o Oriole Species of North America
- o Lilac Growing Guide

AD CLOSE: 1/26/24
MATERIALS DUE: 1/31/24
ON SALE: 3/26/24

JUN/JUL

- o Hummingbirds of Costa Rica
- o Strawberry Growing Guide

AD CLOSE: 3/29/24
MATERIALS DUE: 4/02/24
ON SALE: 5/28/24

AUG/SEP

- o Bee Tales
- o Growing Edible Shrubs

AD CLOSE: 5/27/24
MATERIALS DUE: 6/03/24
ON SALE: 7/30/24

OCT/NOV

- o Birds with Unique Migrations
- o Grow a Wildlife Garden with Prairie Plants

AD CLOSE: 7/29/24
MATERIALS DUE: 7/30/24
ON SALE: 9/24/24

DEC/JAN

- o The Beauty of Birds in Winter
- o Facts About Poinsettias

AD CLOSE: 9/30/24
MATERIALS DUE: 10/02/24
ON SALE: 11/26/24





Editorial Calendar

Birds&Blooms
extra!

JAN

- o Bird Feeding Myths
- o Winter Backyard Q&As

AD CLOSE: 10/27/23

MATERIALS DUE: 10/31/23

ON SALE: 12/26/23

MAR

- o Spring Songbird
- o Low-maintenance Perennials

AD CLOSE: 01/02/24

MATERIALS DUE: 1/03/24

ON SALE: 2/27/24

MAY

- o Warbler Special
- o Growing Mini Vegetables

AD CLOSE: 2/29/24

MATERIALS DUE: 3/05/24

ON SALE: 4/30/24

JUL

- o March Birds
- o How to Grow Panicle Hydrangeas

AD CLOSE: 4/26/24

MATERIALS DUE: 4/30/24

ON SALE: 6/25/24

SEP

- o Owls
- o Shrubs for Every Space

AD CLOSE: 6/24/24

MATERIALS DUE: 7/01/24

ON SALE: 8/27/24

NOV

- o Boreal Birds: A New Backyard Flock
- o Indoor/Small Trees

AD CLOSE: 8/26/24

MATERIALS DUE: 9/03/24

ON SALE: 10/29/24

Closing & Mail Dates

Birds
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ISSUE	SPACE CLOSE	MATERIALS DUE	NEWSSTAND ON SALE
Feb / Mar	11.29.23	12.04.23	01.30.24
Apr / May	01.26.24	01.31.24	03.26.24
Jun / Jul	03.29.24	04.02.24	05.28.24
Aug / Sept	05.27.24	06.03.24	07.30.24
Oct / Nov	07.29.24	07.30.24	09.24.24
Dec / Jan '25	09.30.24	10.02.24	11.26.24

Birds&Blooms
extra!

ISSUE	SPACE CLOSE	MATERIALS DUE	NEWSSTAND ON SALE
Jan	10.27.23	10.31.23	12.26.23
Mar	01.02.24	01.03.24	02.27.24
May	02.29.24	03.05.24	04.30.24
Jul	04.26.24	04.30.24	06.25.24
Sept	06.24.24	07.01.24	08.27.24
Nov	08.26.24	09.03.24	10.29.24

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Rates & Contacts

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extra!

RATEBASE: 725,000

RATEBASE: 235,000

GROSS RATES

COVER RATES

PAGE

4C \$60,067

BW \$51,060

2/3 PAGE

4C \$48,290

BW \$41,050

1/2 PAGE

4C \$37,540

BW \$31,910

1/3 PAGE

4C \$26,760

BW \$22,750

COVER 2

\$72,080

COVER 3

\$69,080

COVER 4

\$78,090

GROSS RATES

PAGE

4C \$19,866

1/2 PAGE

4C \$12,420

1/3 PAGE

4C \$8,850

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 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>

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