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

Source: MRI-Simmons Spring 2023 Print/Digital Editions
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

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

- OWN BINOCULARS
  INDEX 136

- HERB GROWING
  INDEX 117

- INDOOR GARDENING
  INDEX 146

- PHOTOGRAPHY
  2+ TIMES A WEEK
  INDEX 152

- FLOWERS/ORNAMENTALS
  INDEX 147

- VEGETABLE GROWING
  INDEX 126

- BERRIES & BRAMBLES
  INDEX 148

Source: MRI-Simmons Spring 2023 Print/Digital Editions
They Have Many Passions

- Participated in Book Clubs
- Reading Books
- Fly Fishing
- Stargazing
- Baking
- Genealogy

Source: MRI-Simmons Spring 2023 Print/Digital Editions
#1 Bird & Garden Magazine in America

Print Engagement

BIRDS & BLOOMS
6X/YEAR

725k

RATE BASE

4.3 mm

AUDIENCE

BIRDS & BLOOMS EXTRA
6X/YEAR

235k

RATE BASE

720k

AUDIENCE

Source: MRI-Simmons Spring 2023 Print/Digital Editions
Beauty in Your Backyard and Beyond

Festive NORTHERN CARDINAL

VOTE! FOR YOUR PHOTO CONTEST FAVORITES

America's no. 1 Bird & Garden Magazine

Winter Wonder
Attract more birds to make the season bright

Display until August 16, 2022

AUGUST 1 - SEPTEMBER 2023 $5.99

Display until December 20, 2022

DECEMBER 1 - JANUARY 2023 $5.99

10 fun ways to GET OUTSIDE

6 standout WINTER PLANTS

7 must-have HOLIDAY GIFTS

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
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

Readers challenge their photo skills and head outdoors. 7,000 entries submitted annually.
Birds&Blooms

Editorial Calendar

**FEB/MAR**
- Bird Lifespans
- Growing Drift Roses

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

**APR/MAY**
- Oriole Species of North America
- Lilac Growing Guide

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

**JUN/JUL**
- Hummingbirds of Costa Rica
- Strawberry Growing Guide

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

**AUG/SEP**
- Bee Tales
- Growing Edible Shrubs

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

**OCT/NOV**
- Birds with Unique Migrations
- Grow a Wildlife Garden with Prairie Plants

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

**DEC/JAN**
- The Beauty of Birds in Winter
- Facts About Poinsettias

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

*Note: Dates & Editorial Subject to Change*
## Editorial Calendar

**JAN**
- Bird Feeding Myths
- Winter Backyard Q&As
  - **AD CLOSE:** 10/27/23
  - **MATERIALS DUE:** 10/31/23
  - **ON SALE:** 12/26/23

**MAR**
- Spring Songbird
- Low-maintenance Perennials
  - **AD CLOSE:** 01/02/24
  - **MATERIALS DUE:** 1/03/24
  - **ON SALE:** 2/27/24

**MAY**
- Warbler Special
- Growing Mini Vegetables
  - **AD CLOSE:** 2/29/24
  - **MATERIALS DUE:** 3/05/24
  - **ON SALE:** 4/30/24

**JUL**
- March Birds
- How to Grow Panicle Hydrangeas
  - **AD CLOSE:** 4/26/24
  - **MATERIALS DUE:** 4/30/24
  - **ON SALE:** 6/25/24

**SEP**
- Owls
- Shrubs for Every Space
  - **AD CLOSE:** 6/24/24
  - **MATERIALS DUE:** 7/01/24
  - **ON SALE:** 8/27/24

**NOV**
- Boreal Birds: A New Backyard Flock
- Indoor/Small Trees
  - **AD CLOSE:** 8/26/24
  - **MATERIALS DUE:** 9/03/24
  - **ON SALE:** 10/29/24

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>NEWSSTAND ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb / Mar</td>
<td>11.29.23</td>
<td>12.04.23</td>
<td>01.30.24</td>
</tr>
<tr>
<td>Apr / May</td>
<td>01.26.24</td>
<td>01.31.24</td>
<td>03.26.24</td>
</tr>
<tr>
<td>Jun / Jul</td>
<td>03.29.24</td>
<td>04.02.24</td>
<td>05.28.24</td>
</tr>
<tr>
<td>Aug / Sept</td>
<td>05.27.24</td>
<td>06.03.24</td>
<td>07.30.24</td>
</tr>
<tr>
<td>Oct / Nov</td>
<td>07.29.24</td>
<td>07.30.24</td>
<td>09.24.24</td>
</tr>
<tr>
<td>Jan</td>
<td>10.27.23</td>
<td>10.31.23</td>
<td>12.26.23</td>
</tr>
<tr>
<td>Mar</td>
<td>01.02.24</td>
<td>01.03.24</td>
<td>02.27.24</td>
</tr>
<tr>
<td>May</td>
<td>02.29.24</td>
<td>03.05.24</td>
<td>04.30.24</td>
</tr>
<tr>
<td>Jul</td>
<td>04.26.24</td>
<td>04.30.24</td>
<td>06.25.24</td>
</tr>
<tr>
<td>Sept</td>
<td>06.24.24</td>
<td>07.01.24</td>
<td>08.27.24</td>
</tr>
<tr>
<td>Nov</td>
<td>08.26.24</td>
<td>09.03.24</td>
<td>10.29.24</td>
</tr>
</tbody>
</table>
# Rates & Contacts

**Ratebase: 725,000**

## Gross Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$60,067</td>
<td>$51,060</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$48,290</td>
<td>$41,050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$37,540</td>
<td>$31,910</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$26,760</td>
<td>$22,750</td>
</tr>
</tbody>
</table>

## Cover Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$72,080</td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$69,080</td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$78,090</td>
<td></td>
</tr>
</tbody>
</table>

**Ratebase: 235,000**

## Gross Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$19,866</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$12,420</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$8,850</td>
<td></td>
</tr>
</tbody>
</table>

## Cover Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Ad Sales Contacts

Contact your account manager for details or advertising@TrustedMediaBrands.com

**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

**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**
**JOANNA MIKOLAJCZUK**
Production Manager
T: (646) 496-6198
E: JMIKOLAJCZU@quad.com

---

**MAGAZINE**

<table>
<thead>
<tr>
<th>TRIM SIZE</th>
<th>LIVE AREA</th>
<th>BLEED SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>14&quot; x 9.875&quot;</td>
<td>14.75&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25&quot; x 10.375&quot;</td>
<td>7.5&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>7.25&quot; x 5.0625&quot;</td>
<td>7.5&quot; x 5.3125&quot;</td>
</tr>
<tr>
<td>½ Horiz. Spread</td>
<td>14.5&quot; x 5.0625&quot;</td>
<td>14.75&quot; x 5.3125&quot;</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>3.5&quot; x 10.375&quot;</td>
<td>3.75&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>¾ Horizontal</td>
<td>7.25&quot; x 3.375&quot;</td>
<td>7.5&quot; x 3.625&quot;</td>
</tr>
<tr>
<td>¾ Vertical</td>
<td>2.3125&quot; x 10.375&quot;</td>
<td>2.5625&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>4.6875&quot; x 10.375&quot;</td>
<td>4.9375&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>2.3125&quot; x 5.0625&quot;</td>
<td>2.5625&quot; x 5.3125&quot;</td>
</tr>
<tr>
<td>¼ Square</td>
<td>4.3125&quot; x 4.5625&quot;</td>
<td>NO BLEED</td>
</tr>
</tbody>
</table>