

Birds & Blooms[®]

2025 Media Kit



45+
Million

Birders in the US

124
Million

Have participated in one
or more types of indoor
and outdoor DIY lawn and
garden activities

Our Audience

Large, Active
& Relevant



Birds
& Blooms

2025 MEDIA KIT

Source: MRI-Simmons Spring 2024

A vibrant yellow bird with a black cap and orange beak is perched on a yellow flower. The background is a soft, out-of-focus green.

#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**

2025 MEDIA KIT



Reader Profile

70%

WOMEN

30%

MEN

60

MEDIAN AGE

\$70K

MEDIAN HHI

74%

OWN A HOME

59%

PET OWNERSHIP

62%

A/B COUNTIES

38%

C/D COUNTIES

Birds
& Blooms

2025 MEDIA KIT

Source: MRI-Simmons Spring 2024 Print/Digital Editions

They're Passionate About Birding & Gardening



**BIRD
WATCHING**

INDEX 245



**INDOOR
GARDENING**

INDEX 140



**PHOTOGRAPHY
2+ TIMES A WEEK**

INDEX 164



**HERB
GROWING**

INDEX 139



**VEGETABLE
GROWING**

INDEX 149



**OWN
BINOCULARS**

INDEX 132



**FLOWERS/
ORNAMENTALS**

INDEX 161



**BERRIES &
BRAMBLES**

INDEX 168

**Birds
& Blooms**

2025 MEDIA KIT



Source: MRI-Simmons Spring 2024 Print/Digital Editions

They Have Many Passions

124 *index*

VOLUNTEERING

118 *index*

READING
BOOKS

153 *index*

FLY FISHING

129 *index*

STARGAZING

128 *index*

BAKING

180 *index*

GENEALOGY

**Birds
& Blooms**

2025 MEDIA KIT

Source: MRI-Simmons Spring 2024 Print/Digital Editions





#1 Bird & Garden Magazine in America

Print Engagement

BIRDS & BLOOMS: **5X/YEAR**

545K

RATE BASE

5.1MM

AUDIENCE

67% OF READERS SAY BIRDS & BLOOMS IS VERY
GOOD/ONE OF MY FAVORITE MAGAZINES

46MIN

AVERAGE READING TIME

18%

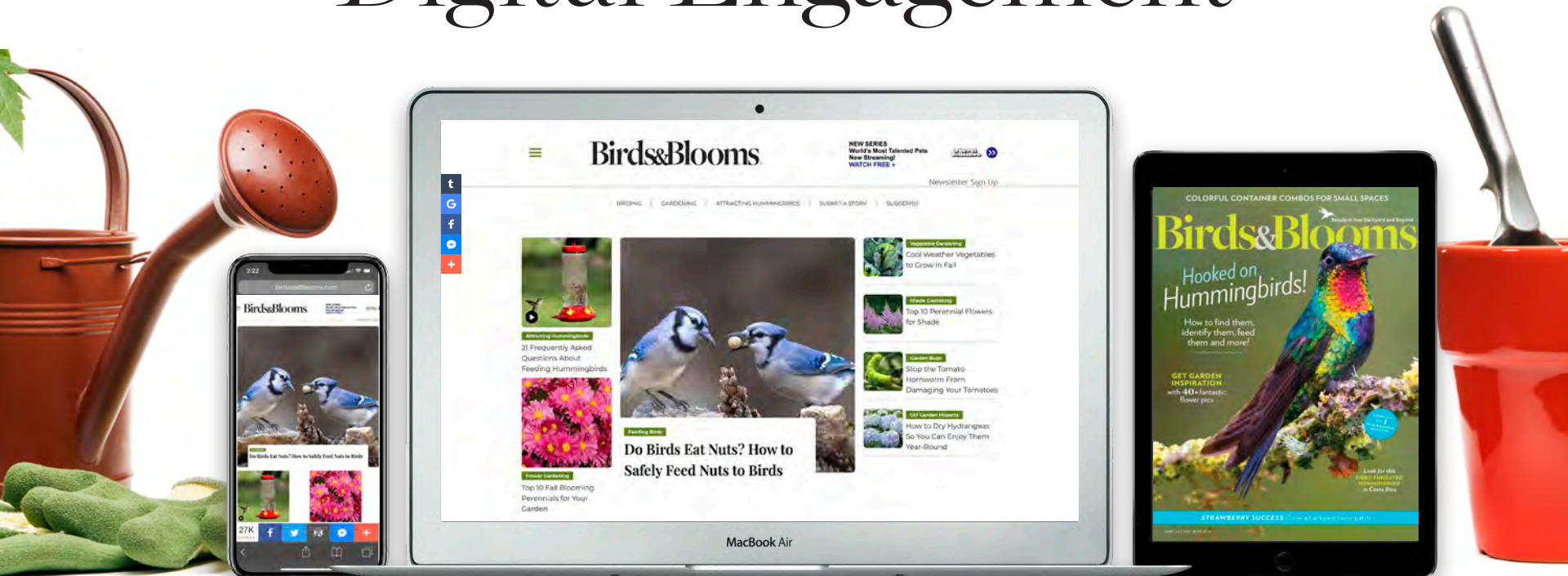
YOY INCREASE
IN READERSHIP
(+755K READERS)

**Birds
& Blooms**

2025 MEDIA KIT

Source: MRI-Simmons Spring 2024 Print/Digital Editions

Digital Engagement



BIRDSANDBLOOMS.COM

1.8MM
Monthly Unique
Visitors

52,000
Digital
Subscriptions

E-NEWSLETTER WEEKLY

169K
Monthly Circulation
66.6% Total Open Rate

**Birds
& Blooms**

2025 MEDIA KIT

Source: Comscore June 2024 Social and Digital UVs; Newsletter average as of July 2024; total open rate 12-month data ending Aug 2024

Social Engagement

895K

FACEBOOK
FANS

54K

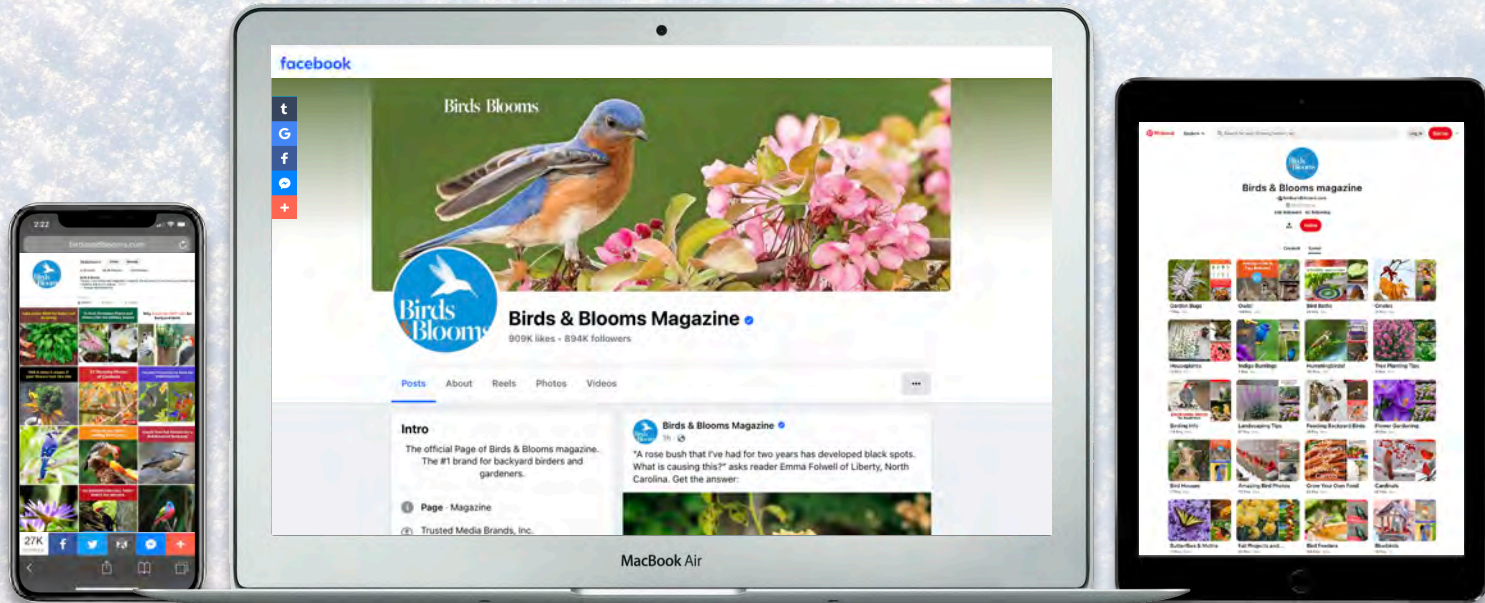
PINTEREST
FOLLOWERS

14.9K

X (TWITTER)
FOLLOWERS

64K

INSTAGRAM
FOLLOWERS



**Birds
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2025 MEDIA KIT

Source: June 2024 Facebook, Pinterest, X, 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**

2025 MEDIA KIT

Based on Availability & Editorial Approval

Editorial Calendar

APR/MAY

- o Top 10 New plants for 2025
- o Spring Backyard Q&A

JUN/JUL

- o Millicomposting: meet your backyard cleanup crew
- o Guide to what to grow beneath your bird feeders

AUG/SEPT

- o Create a mini water feature in a pot
- o How do you handle weeds or invasive species?

OCT/NOV

- o Tree Care TLC
- o Fall-blooming perennials

DEC/JAN '26

- o What garden tools or birding accessories are on your wish list?
- o Veggies that get tastier after a frost

**Birds
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2025 MEDIA KIT

Editorial Subject to Change



2025 Closing & Mail Dates

ISSUE	SPACE CLOSE	MATERIALS DUE	NEWSSTAND ON SALE
Apr / May	01.22.25	01.29.25	03.25.25
Jun / Jul	03.27.25	04.03.25	05.27.25
Aug / Sept	05.28.25	06.04.25	07.29.25
Oct / Nov	07.30.25	08.06.25	09.30.25
Dec / Jan '26	09.24.25	10.01.25	11.25.25



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2025 MEDIA KIT

Rates & Contacts

RATEBASE: 545,000

GROSS RATES

PAGE
4C \$45,154
BW \$38,380
2/3 PAGE
4C \$36,300
BW \$30,860
1/2 PAGE
4C \$28,220
BW \$23,990
1/3 PAGE
4C \$20,120
BW \$17,100

COVER RATES

COVER 2
\$54,180
COVER 3
\$51,930
COVER 4
\$58,700

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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"
⅓ 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

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AD PORTAL INFO

<https://www.adshuttle.com/trustedmediabrands>

PRODUCTION CONTACTS

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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

