

Birds & Blooms®

2026 Media Kit



43+
Million

Participate in
birding outside
their home

Birders spent
an estimated
\$14.5
Billion

On their trips

&

\$93
Billion

On equipment & land

Our Audience

Large, Active
& Relevant



Birds
& Blooms

2026 MEDIA KIT

Source: US Department of Interior, US Fish and Wildlife Service, Birding in the United States 2022

A black and orange bird, possibly a Baltimore Oriole, is perched on a dark brown branch. The bird has a black head and back with a bright orange body. It is facing right. The branch it sits on is adorned with several small, white, five-petaled flowers with prominent red stamens. Green leaves are also visible on the branch. 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
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Reader Profile

65%

WOMEN

35%

MEN

56

MEDIAN AGE

\$72K

MEDIAN HH

55%

PET OWNERSHIP

67%

A/B COUNTIES

33%

C/D COUNTIES



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2026 MEDIA KIT

Source: MRI-Simmons Spring 2025
Print/Digital Editions

They're Passionate About Birding & Gardening



**BIRD
WATCHING**

INDEX 210



**INDOOR
GARDENING**

INDEX 129



**PHOTOGRAPHY
2+ TIMES A WEEK**

INDEX 137



**HERB
GROWING**

INDEX 123



**VEGETABLE
GROWING**

INDEX 142



**OWN
BINOCULARS**

INDEX 131



**FLOWERS/
ORNAMENTALS**

INDEX 139



**BERRIES &
BRAMBLES**

INDEX 151

**Birds
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2026 MEDIA KIT

Source: MRI-Simmons Spring 2025 Print/Digital Editions

They Have Many Passions

120 *index*

VOLUNTEERING

116 *index*

READING
BOOKS

121 *index*

FLY FISHING

121 *index*

STARGAZING

127 *index*

BAKING

136 *index*

GENEALOGY

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Source: MRI-Simmons Spring 2025 Print/Digital Editions

#1 Bird & Garden Magazine in America

Print Engagement

BIRDS & BLOOMS: 4X/YEAR

550K

RATE BASE

4.5MM

AUDIENCE

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

51% OF READERS TAKE ACTION AFTER SEEING AD

42MIN

AVERAGE
READING TIME

29%

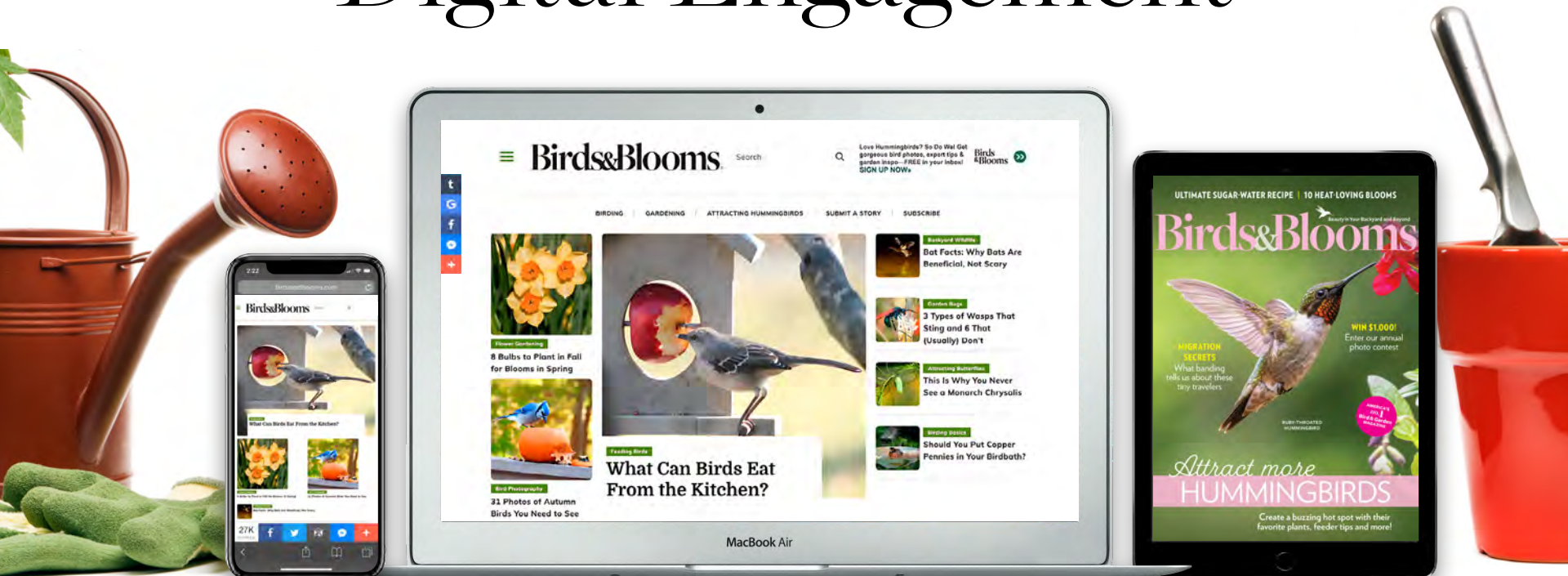
YOY INCREASE IN
GEN Z & MILLENNIAL
READERSHIP

Birds
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2026 MEDIA KIT

Source: MRI-Simmons Spring 2025 Print/Digital Editions

Digital Engagement



BIRDSANDBLOOMS.COM

1.9MM

Monthly Unique
Visitors

52,000

Digital
Subscriptions

E-NEWSLETTER WEEKLY

244K

Monthly Circulation
73% Total Open Rate

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& Blooms**

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Source: Comscore May 2025 Social and Digital UVs; Newsletters September 2025

Social Engagement

900K

FACEBOOK
FANS

54K

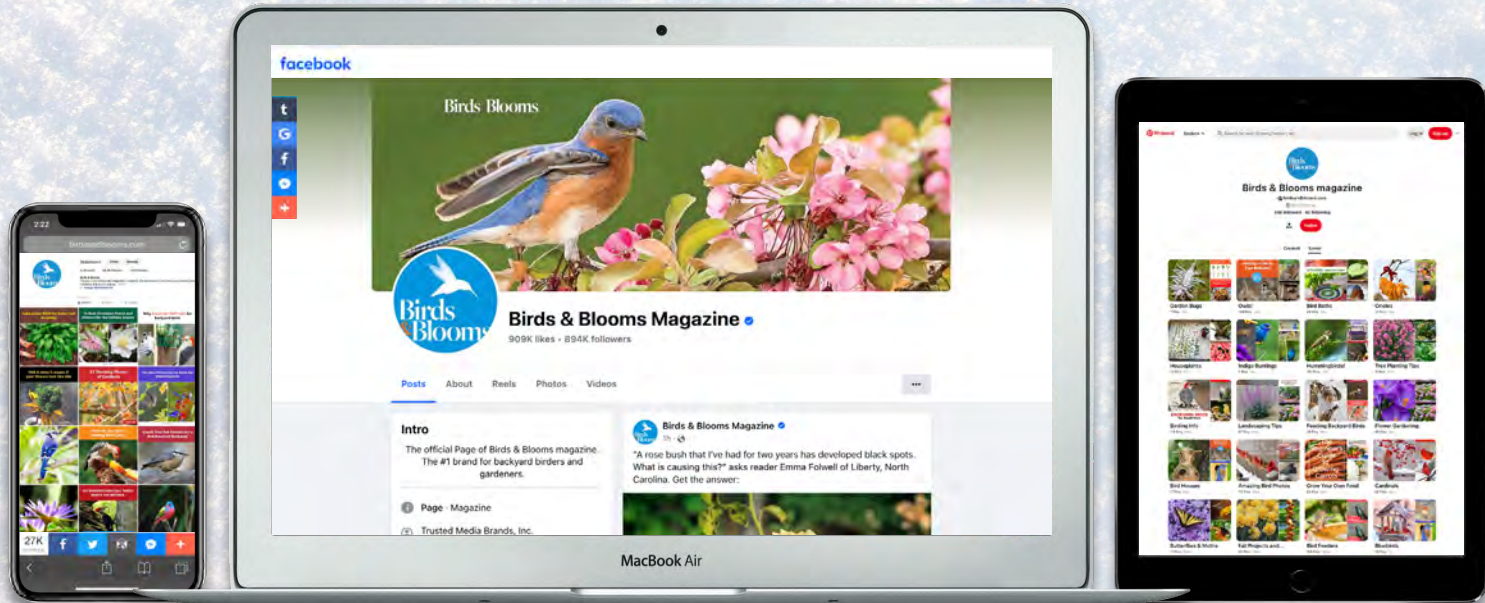
PINTEREST
FOLLOWERS

14.9K

X (TWITTER)
FOLLOWERS

64K

INSTAGRAM
FOLLOWERS



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Source: Aug 2025 Facebook, Pinterest, X, Instagram



SPONSORSHIP

Photo Contest

Readers challenge their
photo skills and head outdoors.
4,000 entries submitted annually.

BIRDS & BLOOMS PHOTO CONTEST

- 4 Categories - birds, blooms, butterflies and hummingbirds
- Readers submit their best in one or more categories
- 16 finalists selected by editors. 4 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
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2026 MEDIA KIT

Based on Availability & Editorial Approval

Editorial Calendar

APR/MAY

- Feeder Talk: Baltimore Oriole
- All About Bird Tails
- Ultimate Guide to Weed Control
- How to Create a Mini Water Feature for Your Garden
- What is the Chelsea Chop and Should You Do It?
- Showy Wild Garlic
- What is Your Favorite Container Color Combo?

JUL/AUG

- Feeder Talk: Ruby-throated Hummingbird
- Sugar Water Overview
- Rare Hummingbirds of the World
- Best Fragrant Flowers
- How Can Kids Help Out in the Garden?
- Meet the Insect-eating Heroes
- Meet the Mints
- Tomato Diseases and How to Avoid and Treat Them

OCT/NOV

- Feeder Talk: Pine siskin
- Bird defense mechanisms
- Berry-producing Shrubs
- How to Invite Insect-eating Toads and Frogs into Your Garden
- Wild Carrot vs. Poisonous Hemlock vs. Queen Anne's Lace
- Critter Tales

DEC/JAN '27

- Feeder Talk: Fox Sparrow
- Garden Trends for 2027
- Conifers for Containers
- Facts About Winter Blooms

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Editorial Subject to Change



Editorial Calendar*

Birds&Blooms
extra!

SPRING 2026

- Feeder Talk: Lark Bunting
- Yard Smarts: How to Make Compost Tea
- Top 10: Surprising Sunflower Varieties
- Across the Fence: What's Your Best Spring Bird Feeding Tip?
- Did You Know? Facts About Mosquitoes
- Feature: Meadowscapeing

SUMMER 2026

- Feeder Talk: Yellow-headed Blackbird
- Yard Smarts: Matrix Design Planting Overview
- Top 10: Best Plants for Clay Soil
- Across the Fence: How Do You Handle Weeds in Your Garden?
- Did You Know? Facts About Sunflowers

FALL 2026

- Feeder Talk: Common Raven
- Feature: Meet the Woodpecker
- Top 10: Plants with Big Leaves
- Feature: Garden Tasks for Fall (that aren't just garden cleanup)
- Garden with a Purpose: Oakleaf Hydrangea

WINTER 2027

- COMING SOON!

*Note: All Birds & Blooms Extra issues are digital only
Editorial Subject to Change

Birds&Blooms
extra!

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Closing & Mail Dates

ISSUE	SPACE CLOSE	MATERIALS DUE	NEWSSTAND ON SALE
Apr / May	02.04.26	02.11.26	03.31.26
Jul / Aug	05.06.26	05.13.26	06.30.26
Oct / Nov	08.05.26	08.12.26	09.29.26
Dec / Jan '27	10.01.26	10.08.26	11.24.26

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Closing & Mail Dates*

Birds&Blooms
extra!

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE
Winter	11.21.25	12.03.25	01.27.26
Spring	03.05.26	03.12.26	04.28.26
Summer	06.03.26	06.10.26	07.28.26
Fall	09.02.26	09.10.26	10.27.26

Birds&Blooms
extra!

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Rates & Contacts

RATEBASE: 550,000

GROSS RATES

PAGE
4C \$45,568
BW \$38,730

2/3 PAGE
4C \$36,640
BW \$31,140

1/2 PAGE
4C \$28,480
BW \$24,210

1/3 PAGE
4C \$20,300
BW \$17,260

COVER RATES

COVER 2
\$54,680

COVER 3
\$52,400

COVER 4
\$59,240



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.

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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

www.adshuttle.com/trustedmediabrands

PRODUCTION CONTACTS

JOANNA MIKOLAJCZUK

Production Manager

T: (646) 496-6198 | E: JMIKOLAJCZU@quad.com

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

