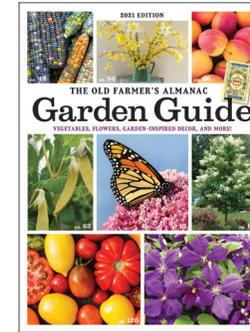


# IN PRINT: THE GARDEN GUIDE

Our community is full of avid gardeners, so each year at the start of spring, we come out with our annual *Garden Guide* magazine. Distributed through major retailers and garden centers, the *Garden Guide* is THE resource that hundreds of thousands of gardeners rely on each spring for inspiration, do-it-yourself ideas, and practical solutions for every experience level.

If your future customer is someone interested in gardening or maintaining his/her home, the *Garden Guide* is essential to your marketing campaign.



### FEATURES

- 38** **ROCKWALLS**  
How to build the best for your garden
- 46** **WATER-FRIENDLY**  
How to save water in your garden
- 52** **HOW TO USE THE**  
GARDEN GUIDE

### BRECK'S Dahlia Lovers

**34 new varieties for 2022**

We offer an extensive selection of outstanding dahlia varieties—all grown in Michigan and shipped directly to you. They produce both vigorous, multi-stemmed florists in a countless combination of colors, forms and sizes. For a limited time, you can save up to 75% on your dahlia order from Breck's, and enjoy free shipping. To claim this special offer, enter the code **DAHLIA22** at checkout!

[www.Brecks.com/dahlialovers](https://www.Brecks.com/dahlialovers)

### EASY ESSENTIAL HERBS

ENJOY THE BEST FLAVORS OF HERBS IN EVERY SEASON

The essential herb garden is a must-have for every gardener. It's a great way to enjoy the best flavors of herbs in every season. This book is a comprehensive guide to growing and using herbs in your garden. It includes information on how to choose the right herbs for your climate, how to grow them, and how to use them in your kitchen.

### GARDENING WITH KIDS

### CHILDHOOD EXPERIENCES IN THE GARDEN WILL INSPIRE A LOVE OF NATURE THAT LASTS A LIFETIME

— JUST FOR THE FUN OF IT!

### The FRUIT of Your LABOR

WHICH ONES SHOULD YOU GROW? WHICH ONES SHOULD YOU BUY? IT DEPENDS ON THE PLANT, WHERE YOU LIVE, AND HOW MUCH TIME, AND HEARTBREAK YOU CAN SPARE!

BY STEVE BENDER

Apples, peaches, and other stone-fruit trees are delicious additions to a healthy diet. Sadly, however, they are not good garden plants for people who live in the South. They need a long, warm winter and a long, hot summer. They also need a lot of water and a lot of care. If you're looking for a fruit tree that's easy to grow and that will produce a lot of fruit, you should consider a citrus tree. Citrus trees are easy to grow and they produce a lot of fruit. They also have a long life span and they are very hardy. They can tolerate a wide range of temperatures and they are very resistant to pests and diseases. They are also very easy to care for and they are a great addition to any garden.

HOW TO GET STARTED

Start by selecting the right variety of citrus tree for your climate. There are many different varieties of citrus trees and each one has its own unique characteristics. Some are better suited to warmer climates, while others are better suited to cooler climates. Once you've chosen the right variety, you'll need to select a good location for your tree. Citrus trees need a lot of sunlight and they also need a lot of water. They also need a well-draining soil and they need to be protected from frost. Once you've selected a good location, you'll need to plant your tree. It's important to plant your tree at the right time of year and to water it properly. Once your tree is planted, you'll need to take care of it. This includes watering it regularly, fertilizing it, and protecting it from pests and diseases. If you follow these steps, you should be able to grow a healthy citrus tree in your garden.

### ADVERTISING OPPORTUNITIES

- 4C ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- BRC cards

Custom in-book programs available upon request.

### CONTRACTS DUE: DEC. 17, 2021

### MATERIALS DUE: DEC. 20, 2021

### ON NEWSSTANDS: FEB. 15, 2022

### DISTRIBUTION

275,000 annually at major retailers:

- ACE
- Agway
- Albertson's
- Barnes & Noble
- Books-A-Million
- CVS
- Kroger
- Lowe's
- Meijer
- Rite Aid
- Safeway
- Sam's Club
- Target
- Tractor Supply
- True Value
- Walgreens
- Walmart

# ADVERTISING RATES & SIZES: *THE GARDEN GUIDE*

With an ad in the 2022 print edition of *The Old Farmer's Almanac Garden Guide*, your brand is associated with one of North America's most trusted and beloved brands, with a print distribution of 275,000 copies!

## COVERS

Cover 2.....	\$5,800
Cover 3 .....	\$5,800
Cover 4 .....	\$6,400

## FOUR-COLOR (ROB)

Full page.....	\$3,500
2/3 page .....	\$2,800
1/2 page .....	\$2,100
1/3 page .....	\$1,500
1/6 page .....	\$850

## SINGLE COLUMN (ROB)

3" column.....	\$800
2 1/2" column.....	\$700
2" column.....	\$550
1" column.....	\$300

## BRC CARDS

BRC cards are available. Please call for pricing.

## PUBLICATION INFORMATION

Publication trim size: 8 1/8"W × 10 7/8"D  
 Printing process: web offset  
 Binding method: perfect-bound

## PAGE SPECIFICATIONS

Ad page size: 7" × 9 3/4"  
 Column depth: 9 3/4"  
 Column width: 2 1/8"

## UNIT SIZES

Full-page bleed, trim size: 8 1/8" × 10 7/8"  
 with bleed (3/16" all sides): 8 1/2" × 11 1/4"  
 live area: 7 3/8" × 10 1/8"  
 safety distance from trims: 3/8"  
 Double-page spread, trim size: 16 1/4" × 10 7/8"  
 with bleed: 16 5/8" × 11 1/4"  
 live area: 15 1/2" × 10 1/8"  
 safety distance from trim and  
 on both sides of gutter: 3/8"

## NON-BLEED UNIT SIZES

Full page: 7" × 9 3/4"  
 2/3 page V: 4 1/2" × 9 3/4"  
 1/2 page H: 7" × 4 1/2"  
 1/2 page island\*: 4 1/2" × 7"  
 1/3 page V: 2 1/8" × 9 3/4"  
 1/3 page square: 4 1/2" × 4 1/2"  
 1/6 page V: 2 1/8" × 4 1/2"  
 1/6 page H: 4 1/2" × 2 1/8"  
 3" single column: 2 1/8" × 3"  
 2 1/2" single column: 2 1/8" × 2 1/2"  
 2" single column: 2 1/8" × 2"  
 1" single column: 2 1/8" × 1"

**CONTRACTS DUE: DEC. 17, 2021**  
**MATERIALS DUE: DEC. 20, 2021**  
**ON NEWSSTANDS: FEB. 15, 2022**

\*1/2 island is the same size as a full page in *The Old Farmer's Almanac*.

# AD MATERIAL SPECIFICATIONS & REQUIREMENTS: THE OLD FARMER'S ALMANAC & THE GARDEN GUIDE

## QUESTIONS

- Phone: 800-736-1100, ext. 168
- Fax: 603-563-8516
- Email: [janets@yankeepub.com](mailto:janets@yankeepub.com)

## MATERIAL REQUIREMENTS

Ad materials must be in digital form.

## ACCEPTABLE FILE FORMATS

- Print-resolution PDF (Adobe Acrobat v10 or higher)\*
- Adobe InDesign (CC or below)
- Adobe Illustrator (CC or below)
- Adobe Photoshop (CC or below)

## Technical Specifications

- All color images should be supplied CMYK (no RGB or PMS)
- Line art should be supplied at 1,200 dpi at 100% placement
- 4-color images 300 dpi or higher at 100% placement (EPS, TIFF, or JPG)
- Minimum reproducible dot size is 3%

## PROOFS

- Color—Kodak Approval, Laser print at 100%
- B&W—Laser print at 100%

## AD MATERIAL DELIVERY OPTIONS

### SHIPPING ADDRESS

Yankee Publishing Inc.  
Attention: Advertising Production  
1121 Main Street  
P.O. Box 520  
Dublin, NH 03444  
Phone: 800-736-1100, ext. 168

### EMAIL

- File size 4 MB or under: [janets@yankeepub.com](mailto:janets@yankeepub.com)

### TO UPLOAD TO YANKEE FTP

All information must be entered in lowercase

- From the Web, sign on to:  
<http://mx01.yankeepub.com>  
(mx “zero one” yankeepub.com)
- User Name: advertising
- Password: yankee04 (yankee “zero four”)
- Place ad materials in: Advertising\_Folder
- Confirm to Janet Selle at: [janets@yankeepub.com](mailto:janets@yankeepub.com) that the ad has been uploaded

## COMMISSIONS AND CASH DISCOUNTS

1. Agency commission: 15% discount. *Material must be supplied camera-ready to earn the discount.*
2. Terms: 2% 10 days, net 30 days.
3. 1½% monthly interest charged on all accounts over 30 days.

## GENERAL INFORMATION

Types of advertisements not accepted: alcohol, tobacco, money for photographs submitted, and weapons and guns with barrels under 18 inches that fire live ammunition.

*Yankee Publishing is not responsible for repercussions or loss of revenue resulting from mistakes in advertising. In the case of an error, Yankee's responsibility is only to make good on its original commitment to the advertiser and nothing more.*

### THE OLD FARMER'S ALMANAC:

**CONTRACTS DUE: MAY 6, 2022**  
**MATERIALS DUE: MAY 13, 2022**  
**ON NEWSSTANDS: AUG. 30, 2022**

### THE GARDEN GUIDE:

**CONTRACTS DUE: DEC. 17, 2021**  
**MATERIALS DUE: DEC. 20, 2021**  
**ON NEWSSTANDS: FEB. 15, 2022**