

EXPERT GARDENING  
ADVICE

LANDSCAPING  
GUIDELINES

GARDEN AND  
PATIO DECOR

REGIONAL HINTS  
AND TIPS

# BLOOM

ALBERTA'S HOME & GARDEN MAGAZINE

Position your brand in our  
**rich editorial**  
environment

WRITTEN BY  
ALBERTANS FOR  
ALBERTANS

Take your message directly to

**homeowners and  
gardeners**

Read and **loved**  
by **Albertans**

in your business's immediate area

Bloom stands alone in providing

**in-depth coverage**

of garden living in our area.



# BLOOM

ALBERTA'S HOME & GARDEN MAGAZINE

## BLOOM AT A GLANCE

**PUBLISHED:** 5 issues each year.

**DISTRIBUTION:** An exciting new partnership with Tanner Young Publishing Group of Edmonton has boosted our distribution, making BLOOM available throughout the province.

**EDITORIAL FOCUS:** Gardens, landscaping and outdoor living throughout Alberta.

**READERS:** Well informed and passionate about their gardens, they turn to us for information, inspiration and ideas.

## WHO WE ARE

BLOOM's Alberta roots give it a distinct point of view in its in-depth coverage of gardening and outdoor living in Wild Rose country. Our readers live right here, in your neighbourhood, near your business. You can rest assured your future patrons are available to come right to your store — or engage you to come to them.

When you buy advertising space in BLOOM, you plant a seed of opportunity that's soon nurtured by our inside track to Alberta's huge and active gardening community.

Written by Albertans for Albertans, BLOOM stands alone.

## ADVERTISING RATES

RATES ARE PER INSERTION

	5 TIMES	3 TIMES	1 TIME
<b>FOUR COLOUR</b>			
1/12 page	\$ 280	\$ 340	\$ 400
1/6 page	\$ 420	\$ 510	\$ 600
1/3 page	\$ 700	\$ 850	\$ 1000
1/2 page horizontal	\$ 980	\$ 1190	\$ 1400
1/2 page island	\$ 1078	\$ 1309	\$ 1540
2/3 page	\$ 1155	\$ 1402	\$ 1650
Full page	\$ 1400	\$ 1700	\$ 2000
Outside back cover	\$ 1680	\$ 2040	\$ 2400
Inside front cover	\$ 1540	\$ 1870	\$ 2200
Inside back cover	\$ 1540	\$ 1870	\$ 2200
Inside Front Cover double page spread	\$ 2646	\$ 3213	\$ 3780
Double page spread	\$ 2380	\$ 2890	\$ 3400
1/2 double page spread	\$ 1666	\$ 2023	\$ 2380
1/3 Double page spread	\$ 1190	\$ 1445	\$ 1700

**BLACK AND WHITE RATES:** Take 10 per cent off the four colour rates.

**GUARANTEED POSITIONS:** 15% additional cost. A limited number of positions are available on a guaranteed basis.

**INSERT RATES:** Available on request.

## DISTRIBUTION PER ISSUE

1,000 mailed to landscapers, offices, schools, subscribers

7,000 at garden centres and nurseries throughout Alberta

2,000 distributed at gardening events throughout Alberta

A well-established brand since its Calgary launch seven years ago, BLOOM has grown to blanket the whole of Alberta with its homespun expertise in our climate, plants and landscape as well as the joys and products that energize the garden and patio lifestyle. If you're a gardening professional, own a landscape business or market outdoor lifestyle products, we can deliver your message directly to the green thumbs who would love to know about you. BLOOM enjoys a loyal following among homeowners and gardeners in your area. Whether you're reaching out to the new homeowner with a yard to develop, to the Sunday gardener, or to the trained horticulturist, BLOOM will grow your business.

## TANNER YOUNG PUBLISHING GROUP

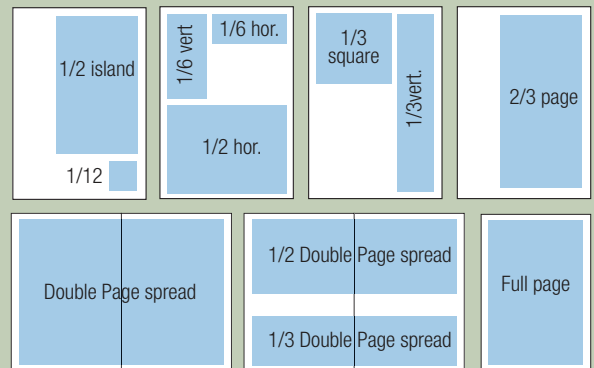
#4 Parkwood Office Centre,  
9343-50 St., Edmonton, AB T6B 2L5  
T: 780-465-3362 F: 780-448-0424  
Calgary office T: 403-808-1769  
www.tanneryoung.com

## PUBLICATION DATES AND CLOSINGS

ISSUE	RESERVATION	MATERIAL	RELEASE
2009-2010	DEADLINE	DEADLINE	DATE
May-Jun	Apr 17	Apr 21	May 4
Jul-Aug	Jun 12	Jun 17	Jul 1
Sep-Oct-Nov	Aug 14	Aug 19	Sep 1
Dec-Jan-Feb	Nov 13	Nov 18	Dec 1
Mar-Apr	Feb 12	Feb 17	Mar 1

## AD SIZES AND MECHANICAL SPECS

SIZE	WIDTH	X HEIGHT
1/12 page	2.2	2.2
1/6 page vertical	2.2	4.687
1/6 page horizontal	4.6	2.2
1/3 page vertical	2.2	9.625
1/3 page square	4.6	4.687
1/2 page horizontal	7	4.687
1/2 page island	4.6	7.22
2/3 page	4.6	9.625
Full Page	7	9.625
Bleed Page	8.75	11.375
Double page spread	15.5	9.625
Double pg spread bleed	17	11.375
1/2 Double pg spread	15.5	4.687
1/2 Double pg spread bleed	17	5.56
1/3 Double pg spread	15.5	4.687
1/3 Double pg spread bleed	17	5.56



Line Screen: 150 lpi

Image Scans: No less than 300 dpi

All images must be saved as CMYK TIF files

## DIGITAL MATERIAL:

Formats accepted are Acrobat pdf, Quark Xpress 6, Adobe InDesign, Illustrator eps or Photoshop. A colour-key or matchprint must be received with all digital files. BLOOM will not be held responsible for any supplied material that does not come with a proper colour hard copy. Additional processing charges may apply for improperly saved files or if material is received past deadline.

## DO YOU NEED YOUR AD DESIGNED?

BLOOM's design team will design and produce your ad. Just ask us how it works. Our experts will walk you through it.

## Special Needs?

Do you have a brochure or flyer you would like inserted into BLOOM? Any unique or special requests? We will be happy to talk to you about circulating your print material to our audience within the pages of BLOOM.