

Connect with the professionals in Canada's vibrant horticulture industry



2017 Media Information

Landscape Trades
Canada's Premier Horticultural Trade Publication

landscape ontario
Green for Life!
MAGAZINE



Steve Moyer
Sales Manager, Publications
Direct: 416-848-0708 Cell: 905-299-5366
Email stevemoyer@landscapeontario.com

Gregory Sumsion
Integrated Solutions Representative
Direct: 647-722-6977
Email gsumsion@landscapeontario.com

Angela Lindsay
Communications Coordinator
Direct: 647-723-5305
Email alindsay@landscapeontario.com

landscapetrades.com
Electronic exposure opportunities on page four.

Releases to editor@landscapetrades.com

Landscape Trades magazine

Canada's horticultural trade market leader – since 1979



There are three effective ways to connect with business-to-business buyers; *Landscape Trades* has them all covered:

Magazines: *Landscape Trades* features authoritative, targeted editorial content that delivers Canada's market to you. Our 8,734* subscribers are 100% qualified industry participants, verified by CCAB/BPA.

*Average qualified, June 2016 CCAB Brand Report

Trade shows: *Landscape Trades* is the official publication of Congress, Canada's top green industry show — providing powerful cross-promotion power.

Associations: *Landscape Trades* is published by Landscape Ontario Horticultural Trades Association, known world-wide for its leadership. The association connection boosts profile, readership, engagement and respect.

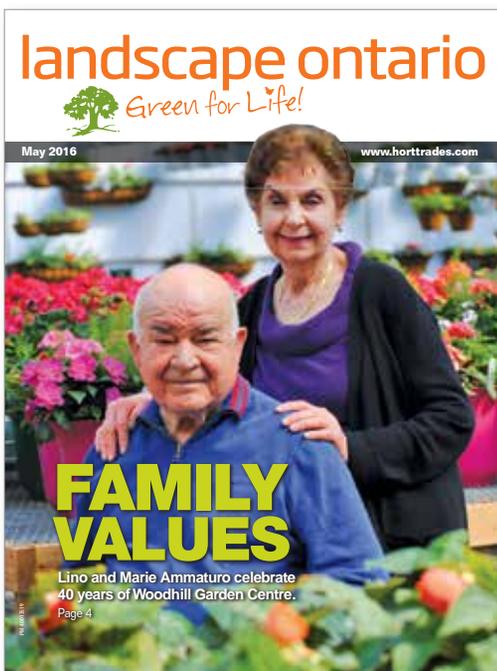
Landscape Trades 2017 colour rates Cdn. dollars

4 CLR	1x	5x	9x	Jan. & May issues
Full Page	\$2,933	\$2,816	\$2,698	\$3,080
Two-thirds page	\$2,493	\$2,376	\$2,258	\$2,640
Half page	\$2,200	\$2,082	\$1,965	\$2,346
Third page	\$1,467	\$1,349	\$1,232	\$1,613
Quarter page	\$1,173	\$1,056	\$939	\$1,320
DPS	\$4,986	\$4,869	\$4,751	\$5,133
Half page spread	\$3,373	\$3,256	\$3,138	\$3,520
IFC, IBC	\$3,666	\$3,549	\$3,432	\$3,813
OBC	\$3,813	\$3,696	\$3,578	\$3,960

Add 15% for special position, based on availability.

Take advantage of Canada's top green industry marketing medium, *Landscape Trades*, to build your brand's visibility — and sales.

	Space Close	Material Deadline	Mail date
January, 2017 - Congress	November 10, 2016	November 17, 2016	December 8, 2016
March, 2017 - New products	January 31, 2017	February 8, 2017	March 1, 2017
April, 2017	February 28, 2017	March 15, 2017	April 5, 2017
May, 2017 - Source Book	April 4, 2017	April 12, 2017	May 3, 2017
June, 2017	May 9, 2017	May 17, 2017	June 7, 2017
August, 2017 - Snow and ice	July 4, 2017	July 12, 2017	August 2, 2017
September, 2017 - Retail	August 8, 2017	August 16, 2017	September 6, 2017
October, 2017 - New plants	September 5, 2017	September 13, 2017	October 4, 2017
November 2017 - Business management	October 3, 2017	October 11, 2017	November 1, 2017
January, 2018 - Congress	November 7, 2017	November 15, 2017	December 6, 2017



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horttrades.com/LOmag

Electronic exposure opportunities on page four.

Landscape Ontario: LO's member magazine

Avid audience, respected mission, great value



As North America's strongest and most vibrant horticultural trade association, Landscape Ontario Horticultural Trades Association takes its leadership role seriously. As LO's communications hub, *Landscape Ontario* magazine contains industry news, association news, industry issue features, profiles, event notices, research reports and more.

But the value to readers does not stop here — *LO* magazine's ad pages present vital business information and opportunities; ads in its pages get close attention.

Landscape Ontario magazine 2017 colour rates Cdn. dollars

4 CLR	1x	6x	11x
Full Page	\$1,629	\$1,564	\$1,499
Two-thirds page	\$1,385	\$1,319	\$1,254
Half page	\$1,222	\$1,157	\$1,091
Third page	\$815	\$749	\$684
Quarter page	\$652	\$586	\$521
DPS	\$2,769	\$2,704	\$2,639
Half page spread	\$1,873	\$1,808	\$1,743
IFC, IBC	\$2,036	\$1,971	\$1,906
OBC	\$2,118	\$2,053	\$1,987

Add 15% for special position, based on availability.

Landscape Ontario is a timely business magazine, addressing specific green industry issues with authority. And on top of that, it's a *people* magazine — for a thriving organization with intense member involvement.

The reach is 2,300 progressive readers across Ontario. This strong marketing position reflects the respect *Landscape Ontario* has earned among the industry's top players. Book your program today!

	Space Close	Ad Material Due	Mail
January, 2017	December 5, 2016	December 11, 2016	January 4, 2017
February, 2017	January 17, 2017	January 24, 2017	February 9, 2017
March, 2017	February 14, 2017	February 21, 2017	March 10, 2017
April, 2017	March 14, 2017	March 21, 2017	April 7, 2017
May, 2017	April 11, 2017	April 18, 2017	May 5, 2017
June, 2017	May 16, 2017	May 23, 2017	June 9, 2017
July-August, 2017 - Membership issue	June 13, 2017	June 20, 2017	July 7, 2017
September, 2017	August 15, 2017	August 22, 2017	September 8, 2017
October, 2017	September 12, 2017	September 19, 2017	October 6, 2017
November, 2017	October 17, 2017	October 24, 2017	November 10, 2017
December, 2017 - Annual Report	November 14, 2017	November 21, 2017	December 8, 2017
January, 2018	December 5, 2017	December 12, 2017	January 4, 2018

Technical specifications

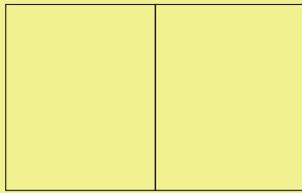
High resolution PDF or EPS files with fonts embedded are preferred. Colour files must be CMYK. If your files are larger than 10 MB, please call for instructions to access our ftp site. Publisher and Word documents are not accepted. Ads requiring makeup are charged hourly production fees. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless progressively pulled proofs are supplied.

Contract provisions

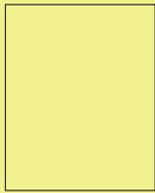
- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "Advertisement" will be placed on copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers charged incurred production costs.
- Cancellations not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.

Ad dimensions

Double page spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2 x 11-1/8"



Full page
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8 x 11-1/8"

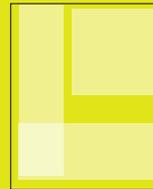


Third page

Vertical
2-1/4" x 9-7/8"

Square
4 5/8" x 4 7/8"

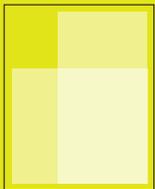
Horizontal
7-1/8" x 3-1/4"



Two-thirds page

Vertical
4-5/8" x 9-7/8"

Square
7-1/8" x 6-1/2"

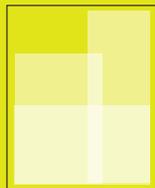


Half page

Vertical
3-1/2" x 9-7/8"

Island
4-5/8" x 7-3/8"

Horizontal
7-1/8" x 4-7/8"

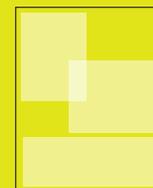


Quarter page

Vertical
3-1/2" x 4-7/8"

Square
4-5/8" x 3-3/4"

Horizontal
7-1/8" x 2-1/2"



Partners in promotion

Landscape Trades and Landscape Ontario magazines are part of a bigger picture that offers huge cross-promotional power

Polybag or bind-in inserts

Skip the bother of direct mail, at a fraction of its cost, and specify distribution to our premium list by region or sector. Phone for a quotation.

Website advertising

Canada's green industry pro sites are landscapetrades.com and LTsourcebook.com. Rates are based on duration.

Top banner 728 x 90 \$220-150 per month
Large side ad 300 x 250 \$220-180 per month
Small side ad 300 x 125 \$125-165 per month

Show guide

As the official publications of Landscape Ontario's leading trade show, we publish the official Congress show guide. Call us about leveraging show exposure for maximum promo power.

An initiative of
Landscape Ontario Horticultural Trades Association

landscape ontario
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Steve Moyer Sales Manager, Publications

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Published by: **Landscape Ontario Horticultural Trades Association**

7856 Fifth Line S., Milton, ON L9T 2X8 Canada
landscapeontario.com landscapetrades.com

Landscape Ontario enews ads

Associate your brand with the prestige of Landscape Ontario, by advertising in *LO This Week* enews. Ads are 200 x 150 pixels, running five consecutive weeks for only \$750. Available to Landscape Ontario members only.