

# 2018 MEDIA Information



Canada's Premier  
Horticultural  
Trade Publication

**Landscape  
Trades**

landscape ontario



MAGAZINE



# Landscape Trades magazine

Delivering audience and value since 1978

*Landscape Trades* is NOT ink on paper; it is a community that engages and motivates a prime targeted audience. Our goal is to help readers prosper in business; the result is a unique promotional opportunity for your product.

Several factors contribute to *Landscape Trades*' success: Content is 100% original, exclusive and Canadian. Strong connections with Canada's national and provincial trade associations and Congress tradeshow enhance our effectiveness. Our reputation for fairness, professionalism and high standards has made our brand THE authoritative voice in Canadian horticulture.

We support advertisers by maintaining the best circulation profile in the industry. Each of our 8,666 subscribers is a qualified, professional member of the green industry; 81.6% of our subscribers were qualified within the past year.\*

## 2018 LANDSCAPE TRADES magazine rates

	1x	5x	9x	Jan. & May
4 CLR				
Full Page	\$2,992	\$2,872	\$2,753	\$3,142
Two-thirds page	\$2,543	\$2,424	\$2,304	\$2,693
Half page	\$2,244	\$2,124	\$2,005	\$2,394
Third page	\$1,496	\$1,376	\$1,257	\$1,646
Quarter page	\$1,197	\$1,077	\$957	\$1,346
Double page spread	\$5,086	\$4,967	\$4,847	\$5,236
Half page spread	\$3,441	\$3,321	\$3,201	\$3,590
IFC, IBC	\$3,740	\$3,620	\$3,501	\$3,890
OBC	\$3,890	\$3,770	\$3,650	\$4,039

**Promote your brand in a respected medium that delivers results.** Take advantage of *Landscape Trades* to build visibility — and sales!

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 Email [stevemoyer@landscapeontario.com](mailto:stevemoyer@landscapeontario.com)

**Gregory Sumsion**  
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**landscapetrades.com**  
 Electronic exposure opportunities on page four.  
 Releases to [editor@landscapetrades.com](mailto:editor@landscapetrades.com)

## 2018 PRODUCTION schedule

### Landscape Trades magazine

ISSUE	SPACE CLOSE	AD MATERIAL DUE	INSERTS DUE	MAIL
January, 2018 - Congress	November 7, 2017	November 15, 2018	November 29, 2017	December 6, 2017
March, 2018 - New products	January 30, 2018	February 7, 2018	February 21, 2018	February 28, 2018
April, 2018	March 6, 2018	March 13, 2018	March 28, 2018	April 4, 2018
May, 2018 - Source Book	April 3, 2018	April 10, 2018	April 25, 2018	May 2, 2018
June, 2018	May 8, 2018	May 15, 2018	May 30, 2018	June 6, 2018
August, 2018 - Snow and ice	July 3, 2018	July 10, 2018	July 25, 2018	August 1, 2018
September, 2018 - Retail	August 7, 2018	August 14, 2018	August 29, 2018	September 5, 2018
October, 2018 - New plants	September 4, 2018	September 11, 2018	September 26, 2018	October 3, 2018
November 2018 - Business management	October 2, 2018	October 9, 2018	October 24, 2018	October 31, 2018
January, 2019 - Congress	November 6, 2018	November 13, 2018	November 28, 2018	December 5, 2018



\* *Landscape Trades* BPA/CCAB Brand Report, June 2017



# Landscape Ontario magazine

Association publication all about pride and success

Landscape Ontario members represent the most progressive, successful green industry players in Ontario. Their association is one of North America's most vibrant and active horticultural trade associations, and members who care a great deal about its growth and effectiveness.

The magazine's reach is 2,800 professionals across Ontario. Subscribers feel a keen sense of ownership in the magazine, as well as their association. Hence it delivers high readership and high response. For electronic exposure, Landscape Ontario's weekly Enews is a digital powerhouse.

An ad buy in *Landscape Ontario* magazine is much more than connecting your message to a prime audience. It aligns your brand with Landscape Ontario's outstanding prestige and stature.

## 2018 LANDSCAPE ONTARIO magazine rates

	1x	6x	11x
4 CLR			
Full Page	\$1,645	\$1,579	\$1,513
Two-thirds page	\$1,398	\$1,332	\$1,267
Half page	\$1,234	\$1,168	\$1,102
Third page	\$823	\$757	\$691
Quarter page	\$658	\$592	\$526
DPS	\$2,797	\$2,731	\$2,665
Half page spread	\$1,892	\$1,826	\$1,760
IFC, IBC	\$2,056	\$1,990	\$1,925
OBC	\$2,139	\$2,073	\$2,007

Enjoy the benefits of promotion to top prospects in a prosperous regional market. Book your *Landscape Ontario* ad program today!

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**horttrades.com**  
Electronic exposure opportunities on page four.  
Releases to [editor@landscapeontario.com](mailto:editor@landscapeontario.com)

## 2018 PRODUCTION schedule

### Landscape Ontario magazine

ISSUE	SPACE CLOSE	AD MATERIAL DUE	INSERTS DUE	MAIL
January, 2018	December 5, 2017	December 11, 2017	December 22, 2017	January 4, 2018
February, 2018	January 16, 2018	January 23, 2018	February 6, 2018	February 13, 2018
March, 2018	February 13, 2018	February 20, 2018	March 6, 2018	March 13, 2018
April, 2018	March 13, 2018	March 20, 2018	April 3, 2018	April 10, 2018
May, 2018	April 16, 2018	April 23, 2018	May 7, 2018	May 14, 2018
June, 2018	May 15, 2018	May 22, 2018	June 5, 2018	June 12, 2018
July-August, 2018 - Membership retention issue	June 12, 2018	June 19, 2018	July 3, 2018	July 10, 2018
September, 2018	August 14, 2018	August 21, 2018	September 4, 2018	September 11, 2018
October, 2018	September 11, 2018	September 18, 2018	October 2, 2018	October 9, 2018
November, 2018	October 16, 2018	October 23, 2018	November 6, 2018	November 12, 2018
December, 2018 - Annual Report	November 13, 2018	November 20, 2018	December 4, 2018	December 11, 2018
January, 2019	December 4, 2018	December 11, 2018	December 21, 2018	January 3, 2019



## Technical specifications

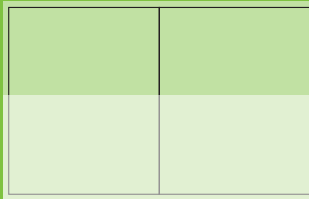
High resolution PDF or EPS files with fonts embedded are preferred. Colour files must be CMYK. If your files are larger than 10 MB, please call for instructions. Publisher and Word documents are not accepted. Ads requiring makeup are charged hourly production fees. Minimum resolution for rasterized images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

## Contract provisions

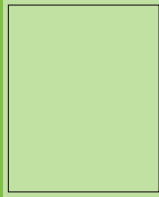
- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All 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"

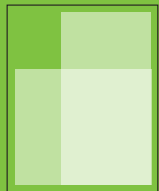


**Half page spread**  
Trim: 16-1/4" x 4-7/8"  
Bleed: 16-1/2" x 5-1/2"

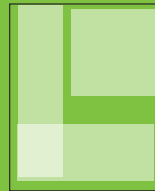


**Full page**  
Trim: 8-1/8" x 10-7/8"  
Bleed: 8-3/8" x 11-1/8"

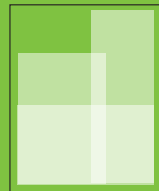
**Two-thirds page**  
Vertical  
4-5/8" x 9-7/8"  
Square  
7-1/8" x 6-1/2"



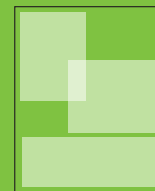
**Third page**  
Vertical  
2-1/4" x 9-7/8"  
Square  
4 5/8" x 4 7/8"  
Horizontal  
7-1/8" x 3-1/4"



**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

## Congress Show Guide

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

## Landscape Ontario enews ads

Associate your brand with the prestige of Landscape Ontario, by advertising in LO This Week enews. Distribution is over 4,500 and open rate is over 30%. Ads are 200 x 150 pixels, running five consecutive weeks for only \$750 for LO members and \$875 for non-members.



November 22, 2017



### Time to communicate, educate and celebrate with peers

January 8 at Congress (pre-trade show) is Warm-Up Monday, featuring several opportunities for professional development and networking. The [Landscape Designer Conference](#) features a full-day of sessions, event partners, prizes and great food. Lawn care and grounds managers won't want to miss a full-day of technical sessions, sponsored tabletops, great food and prizes at the [Integrated Pest Management \(IPM\) Symposium](#). Business owners that want proven solutions should attend the [Peer to Peer Workshop](#) — in the business of improving your business. See full details on all these feature events at [LQcongress.com](#).

*Lindsay* Lindsay Drake Nightingale  
LQ Show Committee and Provincial Board of Directors

### Green Roof Plants and Growing Media, Nov. 30

Explore plant and growing media science and the unique conditions under which green roof vegetation is expected to perform at this full-day course at LO's home office in Milton, Ont. Plus learn how to design, plant and maintain a green roof. Visit the seminar page at [MortTrades.com](#).



LO Canada Blooms garden to promote HOHLT

YOUR BEST HIRE.  
[WWW.LANDSCAPEONTOARIO.COM](#)

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**landscape ontario**  
*Green for Life!*