51 Million Birders in the US

80 Million Households have participated in one or more types of indoor and outdoor DIY lawn and garden activities annually for the last five years

Our Audience

Large, Active & Relevant
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.
Reader Profile

78% WOMEN
22% MEN
63.1 MEDIAN AGE
54k MEDIAN HHI
83% OWN A HOME
70% PET OWNERSHIP
48% A/B COUNTIES
52% C/D COUNTIES

Source: MRI Spring 2017
They’re Passionate About Birding & Gardening
They Live An Active Lifestyle

78% Enjoy Crafting

62% Enjoy Walking

60% Travel Domestically

55% Like To Travel

50% Participate In Outdoor Activities

44% Passionate About Health & Exercise

Source: MRI Spring 2017
Digital Engagement

**BIRDSANDBLOOMS.COM**

- 431k Monthly Unique Visitors

**TABLET EDITIONS**

- 100k Downloads

**E-NEWSLETTER 4X/MONTH**

- 492k Monthly Circulation
- 22% Open Rate

**MOBILE**

- 298k Monthly Unique Visitors

*Source: comScore 2017; Internal Analytics, 2016; Digital Edition Download Estimate*
Social Engagement

876k Facebook Fans
30k Pinterest Followers
16.1k Twitter Followers
10k Instagram Followers
Photo Contest

Readers challenge their photo skills and head outdoors. 7,000+ entries submitted annually.

BIRDS & BLOOMS BACKYARD PHOTO CONTEST

- **3 categories** - Birds, Blooms & Butterflies
- Readers submit their best in one or more categories
- 12 finalists selected by editors. 3 category finalists and 1 grand prize winner selected by our readers

OPPORTUNITY & BENEFITS

- Sponsor announced in B&B magazine
  - Aug./Sept. - content launch
  - Dec./Jan. - finalist editorial feature
- Promotion on B&B social media channels, Newsletter and birdsandblooms.com
- Access to database of participating consumers
# Editorial Calendar

## FEB/MAR
- **Yard Smarts:** Backyard etiquette - how to be a good neighbor
- **Top 10:** Early-blooming plants
- **Feeder Talk:** Attract bluebirds with mealworms

### FEATURES
- An Overview of Roses
- Bluebird Monitors
- Photo Heavy: Birds + Courtship Rituals

## APR/MAY
- **Top 10:** New plants for 2018 + 10 new veggies
- **Feeder Talk:** Attract Birds with Sunflowers

### FEATURES
- Perennials That Last All Season
- The Oriole Family
- Pollination: How it works + how you can help

## JUN/JUL
- **Yard Smarts:** Plant a Pot for Pollinators
- **Top 10:** Annuals for Hummingbirds + Butterflies
- **Feeder Talk:** Rufous Hummingbirds

### FEATURES
- How to start birding by ear
- Photo Heavy: Reader pics of Hummingbirds at flowers
- Travel: Western Hummingbird hot spots
- NEW! Hummingbird photo contest

## AUG/SEPT
- **Yard Smarts:** Make the Most of Your Zucchini
- **Top 10:** Flowering host plants for butterflies
- **Feeder Talk:** House Wren

### FEATURES
- Photo heavy: Reader Butterfly Photos + Stories
- The Thrush Family
- How birds stay safe from threats + how to help
- **ANNOUNCEMENT!** Backyard Photo Contest

## OCT/NOV
- **Yard Smarts:** Overwintering Plants Indoors
- **Top 10:** Dwarf Conifers for Birds
- **Feeder Talk:** Red-headed Woodpecker

### FEATURES
- Fall Color Primer: How and why leaves change + best places for autumn color
- Bird Senses: do they taste or smell?
- Photo Heavy: The Peanut Gallery

## DEC/JAN ‘19
- **Yard Smarts:** Start Seeds Indoors
- **Top 10:** Holiday Plants
- **Feeder Talk:** Songbird in Winter

### FEATURES
- 10 birds readers want to see most
- Backyard Photo Contest Finalists

---

**Note:** Dates & Editorial Subject to Change
Editorial Calendar

MAR EXTRA
- Yard Smarts: Create Privacy in Your Backyard
- Top 10: Edibles for Shade
- Feeder Talk: Painted Bunting

FEATURES
- So you want to be a birder (a guide to birding beyond your backyard)
- Overview of tomatoes
- Get rid of your lawn + grow a garden

AD CLOSE 12.8.17
MATERIALS DUE 12.15.17
ON SALE 2.20.18

MAY EXTRA
- Yard Smarts: 5 Tips for Growing Basil
- Top 10: Plants for Rain Gardens
- Feeder Talk: Birdhouses 101

FEATURES
- Attract wandering warblers to your yard
- Create a backyard bird haven
- Oak trees: an overview + importance as butterfly host plants

AD CLOSE 2.9.18
MATERIALS DUE 2.16.18
ON SALE 04.17.18

JUL EXTRA
- Yard Smarts: Keep Plants Healthy in the Summer
- Top 10: Bi-Color Blooms
- Feeder Talk: Ruby Crowned kinglet

FEATURES
- Photo heavy: short profiles of birds in every color
- Backyard fact or fiction
- Gardening in the southwest + tips for drought

AD CLOSE 4.13.18
MATERIALS DUE 4.20.18
ON SALE 6.12.18

SEPT EXTRA
- Yard Smarts: Handy Harvest Chart
- Top 10: Native Flowering Shrubs
- Feeder Talk: Keep Squirrels from Feeders

FEATURES
- Readers share huge veggie harvest
- Poppies overview + how to plant in fall
- Be a bird’s best friend: tips to attract and feed + reader ideas

AD CLOSE 6.15.18
MATERIALS DUE 6.22.18
ON SALE 08.14.18

NOV EXTRA
- Yard Smarts: Grow Lemon Trees Indoors
- Top 10: TBD
- Feeder Talk: Attract Pine Grosbeaks

FEATURES
- Super smart birds & how they survive
- Growing grass for year-round appeal
- Citizen science roundup: Christmas bird count, FeederWatch, NestWatch

AD CLOSE 8.17.18
MATERIALS DUE 8.24.18
ON SALE 10.16.18

Note: Dates & Editorial Subject to Change
**Ad Specs**

<table>
<thead>
<tr>
<th>MAGAZINE</th>
<th>TRIM SIZE</th>
<th>LIVE AREA</th>
<th>BLEED SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>14.5&quot; x 10.375&quot;</td>
<td>14&quot; x 9.875&quot;</td>
<td>14.75&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25&quot; x 10.375&quot;</td>
<td>6.75&quot; x 9.875&quot;</td>
<td>7.5&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>7.25&quot; x 5.0625&quot;</td>
<td>6.75&quot; x 4.5625&quot;</td>
<td>7.5&quot; x 5.3125&quot;</td>
</tr>
<tr>
<td>½ Horiz. Spread</td>
<td>14.5&quot; x 5.0625&quot;</td>
<td>14&quot; x 4.5625&quot;</td>
<td>14.75&quot; x 5.3125&quot;</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>3.5&quot; x 10.375&quot;</td>
<td>3&quot; x 9.875&quot;</td>
<td>3.75&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>7.25&quot; x 3.375&quot;</td>
<td>6.75&quot; x 2.875&quot;</td>
<td>7.5&quot; x 3.625&quot;</td>
</tr>
<tr>
<td>⅓ Vertical</td>
<td>2.3125&quot; x 10.375&quot;</td>
<td>1.8125&quot; x 9.875&quot;</td>
<td>2.5625&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>⅓ Horizontal</td>
<td>4.6875&quot; x 10.375&quot;</td>
<td>4.1875&quot; x 9.875&quot;</td>
<td>4.9375&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>2.3125&quot; x 5.0625&quot;</td>
<td>1.8125&quot; x 4.5625&quot;</td>
<td>2.5625&quot; x 5.3125&quot;</td>
</tr>
<tr>
<td>¼ Square</td>
<td>4.3125&quot; x 4.5625&quot;</td>
<td>4.3125&quot; x 4.5625&quot;</td>
<td>NO BLEED</td>
</tr>
</tbody>
</table>

**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
- For instructions on how to create a PDF/X-1a file go to https://tmbi.sendmyad.com – under HOME, select DASHBOARD then select VIEW FAQs
- 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

**AD PORTAL INFO**
https://tmbi.sendmyad.com
- Create an account or log in if an account is already established
- Select “Send Files”
- Select publication (i.e. Birds & Blooms)
- Select issue date (i.e. February/March 2018)
- Do not use dashes, underscores or apostrophes when typing the name of your ad

**PRODUCTION CONTACTS**

**KRISTINE JACOBSON**
Senior Production Manager
T: 414.423.3919
E: Kristine.Jacobson@TrustedMediaBrands.com

**CHELSEA SCHLICHT**
Production Coordinator
T: 414.423.3812
E: Chelsea.Schlicht@TrustedMediaBrands.com
### Rates & Contacts

#### Gross Rates

<table>
<thead>
<tr>
<th>Page Type</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PAGE</td>
<td>$69,020</td>
<td>$47,620</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$54,320</td>
<td>$36,050</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$46,910</td>
<td>$28,580</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$34,450</td>
<td>$19,840</td>
</tr>
</tbody>
</table>

#### Cover Rates

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER 2</td>
<td>$82,810</td>
<td></td>
</tr>
<tr>
<td>COVER 3</td>
<td>$79,040</td>
<td></td>
</tr>
<tr>
<td>COVER 4</td>
<td>$89,730</td>
<td></td>
</tr>
</tbody>
</table>

#### Frequency Discount

- 2X: - 2%
- 4X: - 4%
- 6X: - 7%

#### Birds & Blooms Extra

| Open P4CB | $19,755* |

*Premium Pricing Model - Only 6 pages of advertising per issue

### AD Sales Contacts

#### Display Sales

**National**

- **Susan Tauster**
  - E: SusanT@TausterMedia.com
  - T: 630.336.0916

**East**

- **Rob Feiner**
  - E: RobertF@TausterMedia.com
  - T: 212.879.9200

**Midwest**

- **Jan Mason**
  - E: JanM@TausterMedia.com
  - T: 312.560.3081

**Associate Publisher**

- **Pete Holfelder**
  - E: Pete.Holfelder@TrustedMediaBrands.com
  - T: 646.518.4239

**Direct Response Sales**

- **Eric Genova**
  - E: EGenova@MediaPeople.com
  - T: 212.779.7172

### Cover Rates

- COVER 2: $82,810
- COVER 3: $79,040
- COVER 4: $89,730

### Frequency Discount

- 2X: - 2%
- 4X: - 4%
- 6X: - 7%

### Birds & Blooms Extra

| Open P4CB | $19,755* |

*Premium Pricing Model - Only 6 pages of advertising per issue
A HAVEN FOR HOME-PROUD CONSUMERS
A top-ranked portfolio of premium sites covering the DIY, outdoor and home design & décor categories.
Digital Opportunities

**SIZE, SCALE, MARKET COVERAGE**
- 33.5MM monthly unique visitors
- 100+ premium sites including: DIY/home improvements, outdoor lawn & garden and home design & décor
- Covering 32% of all home category site visitors monthly

**CUSTOM TURN-KEY MARKETING SOLUTIONS**
- Content marketing, high-impact ad units, authentic integrations and sponsorships

**UNTAPPED & UNDUPlicated AUDIENCE**
- Less than 13% duplication with competitive web destinations

Source: comScore, November 2016 (Multi-Platform); Competitive Duplication – HGTV.com, Houzz.com, DIYNetwork.com, DoItYourself.com, Lonny.com, ThisOldHouse.com
Digital Audience Profile

48 | $83k
MEDIAN AGE | AVG. INCOME

7.6mm | 9.6mm
MALES 25-54 | FEMALES 25-54

51% | 68%
3+ IN HH | EARN HHI 60K+

Source: comScore Demographic Profile, October 2017 (Multi-Platform)