

Connect with the professionals in
Canada's vibrant horticulture industry

Landscape Trades

Canada's Premier
Horticultural
Trade Publication

and *Landscape Ontario*

2016 Media Information





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www.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 8,673 subscribers are 100% qualified industry participants, verified by CCAB/BPA.

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.

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

Landscape Trades 2016 colour rates Cdn. dollars

	4 CLR	1x	5x	9x	Jan. & May issues
Full Page		\$2,875	\$2,760	\$2,645	\$3,019
Two-thirds page		\$2,444	\$2,329	\$2,214	\$2,588
Half page		\$2,156	\$2,041	\$1,926	\$2,300
Third page		\$1,438	\$1,323	\$1,208	\$1,581
Quarter page		\$1,150	\$1,035	\$920	\$1,294
DPS		\$4,888	\$4,773	\$4,658	\$5,031
IFC, IBC		\$3,594	\$3,479	\$3,364	\$3,738
OBC		\$3,738	\$3,623	\$3,508	\$3,881

Add 15% for special position, based on availability. Discount structure in place for accredited ad agencies and association members.

	Space Close	Material Deadline	Mail date
January 2016 Congress show preview, bonus distribution	Nov. 12, 2015	Nov. 20, 2015	Dec.10, 2015
March Annual new products spotlight issue	Jan. 27, 2016	Feb. 10, 2016	March 3, 2016
April	March 4	March 16	April 7
May Annual Source Book product directory	April 5	April 13	May 4
June	May 4	May 11	June 7
August Thrive show preview, Annual retail issue	July 5	July 13	August 4
September Focus on snow and ice management	August 4	August 10	August 31
October Landscape awards	Sept. 1	Sept. 15	October 6
November New plant introductions, Congress Conference Guide, 2017 Wall Calendar insert	Oct.6	Oct. 18	Nov. 9
January 2017 Congress show preview, bonus distribution	Nov. 10	Nov. 17	Dec. 8



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www.horttrades.com/LOmag

Electronic exposure opportunities on page four.

Landscape Ontario: Landscape Ontario's member magazine

Avid audience, respected mission, great value

HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com
 Green for Life!

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 2016 colour rates

Cdn. dollars

4 CLR	1x	6x	11x
Full Page	\$1,597	\$1,533	\$1,469
Two-thirds page	\$1,357	\$1,294	\$1,230
Half page	\$1,198	\$1,134	\$1,070
Third page	\$799	\$735	\$671
Quarter page	\$639	\$575	\$511
DPS	\$2,715	\$2,651	\$2,587
IFC, IBC	\$1,996	\$1,932	\$1,868
OBC	\$2,076	\$2,012	\$1,948

Add 15% for special position, based on availability. Discount structure in place for accredited ad agencies and association members.

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 15, 2016	December 4, 2015	December 11, 2015	January 4, 2016
February 15	January 14, 2016	January 25	February 9
March 15	February 15	February 23	March 9
April 15	March 15	March 23	April 8
May 15	April 15	April 25	May 11
June 15	May 16	May 23	June 8
July/August	June 16	June 24	July 8
September 15	August 15	August 22	September 8
October 15	September 16	September 23	October 7
November 15	October 17	October 2	November 9
December 15	November 16	November 22	December 7
January 15	December 5	December 12	January 5, 2017

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

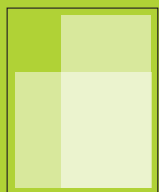
Double page spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2" x 11-1/8"



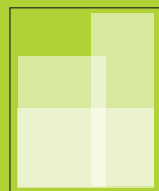
Full page
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"



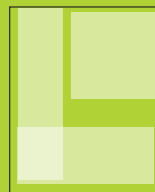
Two-thirds page
Vertical
4-5/8" x 9-7/8"
Square
7-1/8" x 6-1/2"



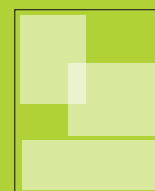
Half page
Vertical
3-1/2" x 9-7/8"
Island
4-5/8" x 7-3/8"
Horizontal
7-1/8" x 4-7/8"



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"



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

Website advertising

Canada's green industry pro sites are www.landscapetrades.com and www.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

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.

Show guides

As the official publications of Landscape Ontario's leading trade shows, we publish the official Thrive and Congress show guides. Call us about leveraging show exposure for max promo power.

Initiatives of
Landscape Ontario Horticultural Trades Association

landscape ontario
Green for Life!

Landscape Trades wall calendar

A unique opportunity! The *Landscape Trades* 27 x 39-inch wall calendar mails with each November issue, delivering a year of exposure for your ad message. Call for details.

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.



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