

Grow with an industry leader



Sell more product



Our ROI is Truly a Thing of Beauty



Reach more customers in more regions with advertising in both *Inspirations* and *Bloom* magazines



Raise your profile with purchasing consumers



Get an unbelievable rate and an unbeatable CPM

Advertising in *Inspirations* and *Bloom* together Delivers Great ROI

Inspirations and *Bloom* magazines are created by ECGC, a group of America's leading independent garden centers. The publications are **mailed directly to the homes of 358,000** of ECGC's best and most loyal customers across the country, and provides ideas and inspiration for garden design as well as home decor, entertaining, and outdoor living.

Reach the Most Active Gardeners in the Country



Inspirations and *Bloom* reach proven, repeat users of garden center products and services. Your ad will drive traffic and increase sales among the 358,000 loyal customers of ECGC's top garden centers. There is no wasted circulation as the magazine arrives via mail directly in the homes of known garden center buyers. Both *Inspirations* and *Bloom* give you access to these high-quality, repeat customers who buy home gardening products again and again.



Increase in Sales After Ad Placement

Garden Tools – **69%** increase

Topiaries – **47%** increase

Lawn Care – **38%** increase

Fertilizers – **37%** increase

Animal Repellents – **33%** increase



Build Your Brand & Sell More Product

Customers are more likely to purchase products from well-known and trusted brands. In 2010, ECGC garden center store sales increased year over year by select product categories among advertised products. Proof positive that advertising drives customers to buy.



Editorial Mission

These publications are lifestyle and gardening magazines for customers of several leading garden centers located around the country. They offer readers information, photography, and advice they can draw on to creatively beautify their homes and yards and to create welcoming spaces for enter-

taining and relaxing with friends and family. In addition to hands-on gardening content and information about cultivating both edible and ornamental plants, these publications are also about living well, especially outdoors.



Efficient Marketing Grows Your Business



An ad in both *Inspirations* and *Bloom* is an extremely cost effective way to reach the 358,000 proven garden center buyers who are in the market-to-buy. The combined publications have the lowest CPM (\$35.57)* among top gardening magazines. These ads will drive business for you at a very attractive price.

*(CPM or cost per thousand is the 1X color rate divided by the circulation in thousands.)



Magazine	CPM
Inspirations & Bloom	\$35.57
<i>Horticulture</i>	\$47.01
<i>Fine Gardening</i>	\$68.77
<i>Garden Design</i>	\$115.38



Insure a Good Return on Your Investment



Advertising will drive traffic, increase sell-through, and help you create stronger customer loyalty. Time and time again, ECGC garden centers have seen in-store

sales spike for companies and products advertised in *Inspirations*. One manufacturer saw a 24% sales increase over the previous year for a product advertised in the magazine. You will be able to measure and see a return on your investment. Advertising in ECGC publications works!

With a CPM of **\$35.57**
a combo ad in *Inspirations* and *Bloom* is very cost effective

“As a result of advertising in Inspirations, we have seen a measurable increase in sales at the store level, which increased the value of our relationship with our wholesale customers, making it a win-win situation.”

—JOHN HARRISON, ESPOMA



Get the Power of



ECGC is an alliance of 11 leading independent U.S. garden centers, family-owned and operated companies from Boston to Seattle.

The ECGC alliance consists of 81 retail outlets, eight growing locations, and eight landscape design building operations. Seven of ECGC's garden center members have joined forces to publish these magazines as a vehicle to enhance customer loyalty and help you grow your business with ECGC and its customers.

English Gardens

ANN ARBOR/METRO DETROIT AREA

English Gardens, a Michigan family business since 1954, has 7 retail locations, and is the best nursery, garden center, florist, and landscaping service in Metro Detroit and Ann Arbor.

Homestead Gardens

BALTIMORE/D.C. AREA

With the largest enclosed garden center in the Baltimore and Washington, D.C., metro areas, Homestead Gardens has been serving area residents since 1973.

Mahoney's Garden Centers

EASTERN MASSACHUSETTS

Mahoney's Garden Center, established in Winchester, Massachusetts in 1959, remains a family-run home and garden center with 8 retail locations in Eastern Massachusetts.

Pike Nurseries

ATLANTA, GA & CHARLOTTE, NC

Pike Nurseries, first established in 1958, is a business with 15 Georgia and one North Carolina retail locations and growing locations. Headquartered in Atlanta, Pike is the nation's largest independently-owned and operated retail nursery.

Armstrong Garden Centers

CALIFORNIA

Armstrong Garden Centers serves California gardeners with 33 retail locations. With 75 acres of growing grounds and greenhouses, they grow what they sell.

Martin Viette Nurseries

LONG ISLAND, NEW YORK CITY AREA

Martin Viette Nurseries is a full-service garden center featuring the highest quality and most unique plant material, exquisite garden accents, award-winning landscape services, and friendly, knowledgeable staff.

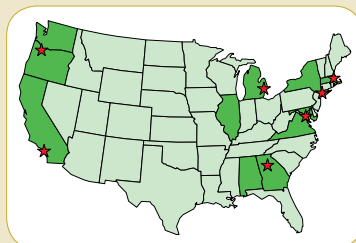
Al's Garden Center

METRO PORTLAND and METRO SALEM AREA

Founded 1948, Al's Garden Center is a third-generation family owned and operated business. Al's has grown into three retail locations: Woodburn, Sherwood, and Gresham that are supplied and supported by five growing facilities in Oregon.

NATIONAL RATES, DATES, and ADVERTISING SPECIFICATIONS

National Distribution



Distribution by Region:

English Gardens – 50,000 – *Inspirations*
 Homestead Gardens – 50,000 – *Inspirations*
 Mahoney's Garden Centers – 100,000 – *Inspirations*
 Pike Nurseries – 40,000 – *Inspirations*
 Armstrong Garden Centers – 50,000 – *Inspirations*
 Martin Viette Nurseries – 27,500 – *Inspirations*
 Al's Garden Center – 40,000 – *Bloom*

National Rates

All rates are net – Circulation: 358,000

	1x	2x
Full Page	\$12,700	\$11,500
1/2 Page Horizontal	\$7,600	\$6,800
1/4 Page Square	\$5,200	\$4,600
Cover 2	\$14,200	\$12,900
Cover 3	\$13,800	\$12,400
Cover 4	\$14,700	\$13,500

Dates

Issue	Space Close	Materials Due	In-Home
Early Spring 2011	12.23.10	01.12.11	March
Spring/Summer 2011	03.16.11	03.25.11	May

Advertising Specifications

Trim Size: 8.375" W X 10.875" H

Ad Size	Standard	with bleed unit
Full Page	7.375" w X 9.875" h	8.625" w X 11.125" h*
1/2 Page Horizontal	7.375" w X 4.5" h	
1/4 Page Square	3.6875" w X 4.5" h	

*Live area: 8.125" w X 10.625" h. All critical copy/images should be within these dimensions. This is for the full page bleed ads only.

Inspirations Delivery

PREFERRED SOFTWARE

InDesign CS3 document (include all images and fonts), PDF (using the "PressOptimized" job option in Acrobat Distiller v. 4.0+), or a PDF X-1a file.

COLOR

All four-color ads should be designed using the CMYK process.

GRAPHICS

Save all images in TIFF or EPS formats in CMYK or grayscale colorspaces. All scanned images should be at 300 dpi.

DELIVERY

Please contact The Pohly Company Production Dept. with any questions about submission of electronic files. 617.451.1700 or kdonnelly@pohlyco.com

All ad materials should be shipped to:

Production Manager, *Inspirations* Magazine
 The Pohly Company, 99 Bedford Street, Floor 5
 Boston, MA 02111

FTP instructions: using an FTP application

Host: mail.pohlyco.com

User: ftpeccg **Password:** green

This will give you access to the *Inspirations* folder.

Bloom Delivery

FILE SUBMISSION GUIDELINES

Please submit your ads in a digital format.

PREFERRED SOFTWARE

Please submit all ads as High Resolution PDF format (PDF X-1a:2001)

GRAPHICS

All images should be saved in TIFF or EPS formats, minimum DPI for photos is 300 DPI, 200 DPI for line art

DELIVERY

Please contact Julie Melfi at Al's Garden Center with any questions about submission of electronic files. 503.726.1162 or jmelfi@als-gardencenters.com

All ad materials should be shipped to:

Bloom Magazine
 Julie Melfi
 Al's Garden Center, 16920 SW Roy Rogers Rd,
 Sherwood, OR 97140

Inspirations is published exclusively for ECGC by The Pohly Company