



Country Gardens® Brand Document

2017-2018

**COUNTRY
GARDENS**

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Who is Country Gardens?

The Country Gardens brand celebrates the spirit and romance of gardening as a lifestyle. The magazine shares what today's gardening enthusiasts are looking for; straightforward garden advice, casual decorating tips, the latest tools and gadgets, garden-fresh recipes, and personal stories that inspire readers to take action.



COUNTRY
GARDENS

Who does Country Gardens reach?



Average Country Gardens Reader

- Age: 51
- Gender: Female
- Married: 76%
- Median HHI: \$68,810
- 66% read the last issue in its entirety*
- 56% are enthusiastic gardeners*
- 19% are master gardeners*
- 36% spent more on gardening than they did last year*
- 85% are growing at least 1 food item*
- 30% report that half or a vast amount of their property is a garden and/or flowerbeds*

**COUNTRY
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Country Gardens magazine



Frequency & Content

Frequency

4 times per year:

- Early Spring
- Spring
- Summer
- Fall

Content

- Outdoor living and landscaping inspiration and beautiful imagery focused on gardening as a lifestyle, garden advice, casual decorating, new plants, vegetable gardening, tools and gadgets.

Total Distribution: 500,000

Country Gardens Magazine Print Schedule- 2018

Issue	Ad Close Date	On Sale Date	Features
Early Spring	11/14/17	1/16/18	<p>Elements of an Outdoor Room; Formal Design with a Fresh Take; Small Yard Packed with Plantings; Asian-Inspired Garden and Pond; Indoor Spring Bulb Garden; Turn a Vintage Garden Tool into a Succulent Container Planting; Everyone's Spring Favorite: Rhododendrons; Spring-Blooming Bulbs; Flowers that Speak The Language of Love Food: Grow Gorgeous Lettuces</p> <p>Product Feature: Seed-Starting Gear</p>
Spring	1/9/18	3/13/18	<p>Wedding-Flowers; Ferns for the Shadiest Spaces; Designing with Evergreen Trees and Shrubs; Make a Pollinator Feeding Station; Effective Color Combos with Plants; Surrounding a Pool with Plantings; An 1810 House Gets an Award-Winning Landscape; Postage-Stamp Cottage Garden; Gorgeous Lupines</p> <p>Food: Refrigerator Pickles with Spring Vegetables</p> <p>Product Feature: Outdoor Spring Cleaning Tools</p>
Summer	3/6/18	5/8/18	<p>Plant Gladiolus Bulbs for Summer Gardens; Make a Succulent Planter; Building a Perennial Garden on the Rocks; Scaling Back to the Right-Sized Garden; Low-Maintenance Color with Flowering Shrubs; Beautiful Hardscapes; Cold-Hardy Succulents in Pots and Landscapes</p> <p>Food: Easy Raspberries From Garden to Table;</p> <p>An Artist's Handmade Garden</p> <p>Product Feature: Garden Gadgets</p>
Fall	6/6/18	8/8/18	<p>Annual Award-Winners' Garden Issue; Roses and More Roses; Make a Birdseed Wreath; Grow a Gorgeous Garden from Seeds</p> <p>World of Evergreens; Charming Southern Cottage; Hardscapes For Outdoor Living; Grow Your Own Dried Flower Arrangements</p> <p>Food: Hot and Not-So-Hot Peppers</p> <p>Product Feature: Nurturing Birds and Butterflies</p>

Country Gardens Special Interest Publications

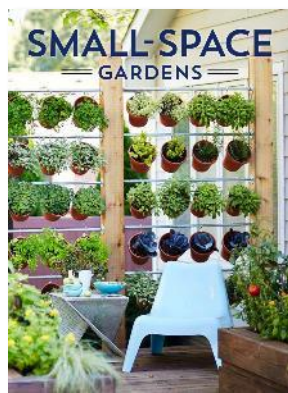
Publication	Ad Close Date	On Sale Date	Features
Easy Garden Projects	12/5/17	2/6/18	This special issue is packed with more than 40 do-it-yourself, budget-friendly projects for both the newbie gardener as well as the veteran green thumb.
Small-Space Gardens	12/12/17	2/13/18	The issue celebrates the spirit and romance of gardening as a lifestyle for today's gardening enthusiast.
Landscape Solutions	12/26/17	2/27/18	Patios, decks, paths, planting plans, and other garden mysteries will be dealt with in this magazine brimming with budget-friendly advice, expert tips, and gorgeous inspiration.
Cottage Garden Projects	3/6/18	5/8/18	Easy-to-follow instructions will help you make planters, outdoor lighting, centerpieces, wreaths, and countless other unique DIY projects.
Gardening for Birds & Butterflies	3/27/18	5/8/18	This issue is packed with planting advice, inspired locations, and all the details you'll need to attract more pollinators and other tiny visitors to your backyard.

Country Gardens Special Interest Publications



Easy Garden Projects

- Ad close date: 12/5/17
- On sale date: 2/6/18
- Circulation: 140,000
- This special issue is packed with more than 40 do-it-yourself, budget-friendly projects for both the newbie gardener as well as the veteran green thumb.



Small-Space Gardens

- Ad close date: 12/12/17
- On sale date: 2/13/18
- Circulation: 140,000
- This issue celebrates the spirit and romance of gardening as a lifestyle for today's gardening enthusiast.



Landscape Solutions

- Ad close date: 12/26/17
- On sale date: 2/27/18
- Circulation: 140,000
- Patios, decks, paths, planting plans, and other garden mysteries will be dealt with in this magazine brimming with budget-friendly advice, expert tips, and gorgeous inspiration.

Country Gardens Special Interest Publications CONTINUED



Cottage Garden Projects

- Ad close date: 3/6/18
- On sale date: 5/8/18
- Circulation: 140,000
- Easy-to-follow instructions will help you make planters, outdoor lighting, centerpieces, wreaths, and countless other unique DIY projects.



Gardening for Birds & Butterflies

- Ad close date: 3/27/17
- On sale date: 5/8/18
- Circulation: 140,000
- This issue is packed with planting advice, inspired locations, and all the details you'll need to attract more pollinators and other tiny visitors to your backyard.

Country Gardens @ LivingTheCountryLife.com

Country Gardens Home Page

A newly designed web page features the best of Country Gardens content to complement each current issue as well as the growing season.

Website Metrics

LivingTheCountryLife.com

- 70% viewability*
- 24 seconds in-view time per impression*
- 83% scroll rate*

Social Media Platforms and Reach

Facebook


16,057 Likes*

Pinterest

15,634 Likes*

*Information pulled August 23, 2017

*Sitewide average accounting for all devices and ad slots



THANK YOU. Questions?
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