Country Gardens®
Brand Document

2017-2018
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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.

Who is 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*

* 2015 Country Gardens Subscriber Survey
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
<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close Date</th>
<th>On Sale Date</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Spring</td>
<td>11/14/17</td>
<td>1/16/18</td>
<td>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 Product Feature: Seed-Starting Gear</td>
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<tr>
<td>Spring</td>
<td>1/9/18</td>
<td>3/13/18</td>
<td>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 Food: Refrigerator Pickles with Spring Vegetables Product Feature: Outdoor Spring Cleaning Tools</td>
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<tr>
<td>Summer</td>
<td>3/6/18</td>
<td>5/8/18</td>
<td>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 Food: Easy Raspberries From Garden to Table; An Artist's Handmade Garden Product Feature: Garden Gadgets</td>
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<tr>
<td>Fall</td>
<td>6/6/18</td>
<td>8/8/18</td>
<td>Annual Award-Winners’ Garden Issue; Roses and More Roses; Make a Birdseed Wreath; Grow a Gorgeous Garden from Seeds World of Evergreens; Charming Southern Cottage; Hardscapes For Outdoor Living; Grow Your Own Dried Flower Arrangements Food: Hot and Not-So-Hot PeppersWide Product Feature: Nurturing Birds and Butterflies</td>
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### Country Gardens Special Interest Publications

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<td>Easy Garden Projects</td>
<td>12/5/17</td>
<td>2/6/18</td>
<td>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.</td>
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<td>The issue celebrates the spirit and romance of gardening as a lifestyle for today’s gardening enthusiast.</td>
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<td>12/26/17</td>
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<td>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.</td>
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<td>Cottage Garden Projects</td>
<td>3/6/18</td>
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<td>Easy-to-follow instructions will help you make planters, outdoor lighting, centerpieces, wreaths, and countless other unique DIY projects.</td>
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<td>Gardening for Birds &amp; Butterflies</td>
<td>3/27/18</td>
<td>5/8/18</td>
<td>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.</td>
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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.

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Country Gardens Special Interest Publications CONTINUED

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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 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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