

Canada's Local Gardener

CANADA'S LOCAL GARDENER IS A MULTI-MEDIA HUB FOR REACHING PASSIONATE CANADIAN GARDENERS.



Canada's Local Gardener connects you with Canadian gardeners through:

A trusted national print magazine.

A growing website presence.

A popular weekly email newsletter.

We help you reach gardeners where they browse, read, plan, and shop.

Our Readers

Span the ages from 28 to 88 roughly evenly.

About 2/3 are women, and men are gardening more than ever.

About 60% are urban, about 80% are homeowners.

75% have a vegetable garden

73% grow plants from seeds

Shop for plants at:

- Local garden centre: 97%
- Big box store: 44%
- Catalogue: 44%
- Internet: 36%

Opportunities

Print

Feature ads

Showcase your brand in our nationally distributed quarterly magazine. With flexible ad sizes and long reader shelf life, print offers high-impact, high-retention exposure.

Marketplace

Perfect for small and local businesses. These budget-friendly spots appear in our dedicated Marketplace section and include a placement on our Canada-wide garden map.

Digital

Website

Connect with active gardeners at localgardener.net through top-banner, sidebar, or inline ad formats. Website traffic is driven by weekly emails and social media.

Newsletter

Be seen in 10 Neat Things, our weekly email newsletter reaching nearly 10,000 readers. Premium placements deliver strong open and click-through rates.

Canada's Local Gardener magazine is published by Pegasus Publications Inc., PO Box 47040, Winnipeg RPO Marion, MB R2H 3G9. Online at localgardener.net. Contact 204-940-2700 or info@pegasuspublications.net to be connected to an Advertising Advisor.

Canada's Local Gardener

Print Options



Canada's Local Gardener magazine

92% of our circulation (9000 copies printed per issue) is paid.

More than 80% of subscribers renew year after year.

75% keep issues for future reference.

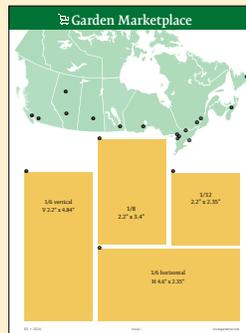
That's the kind of loyalty you can't buy – but you can reach.

Integrated with digital. Digital edition included with all subscriptions, linking ads to your website, or any landing page you choose.

Marketplace ads

Budget friendly and only for single storefront advertisers.

Includes placement on our Canada-wide Garden Map.



Feature Ad Options

Size	One time	4 times (1 year)	8 times (2 years)	Dimensions (width x depth)
OBC	\$3,249	\$2,762	\$2,436	With 1/8" bleed: 8.375" x 11" Without bleed: 7" x 9.875"
IFC & IBC	\$2,799	\$2,379	\$2,098	As above
Full Page	\$2,199	\$1,869	\$1,648	As above
1/2 island	\$1,449	\$1,232	\$1,087	4.6" x 7"
1/2 H	\$1,299	\$1,104	\$974	7" x 4.84"
1/3	\$999	\$849	\$749	V 2.2" x 9.875"; H 4.6" x 4.84"
1/4	\$849	\$722	\$637	4.6" x 3.4"
1/6	\$599	\$509	\$449	V 2.2" x 4.84"; H 4.6" x 2.35"
1/8	\$459	\$390	\$344	2.2" x 3.4"
1/12	\$349	\$297	\$262	2.2" x 2.35"

Classifieds: up to 35 words: \$75 + \$.089/word over 35

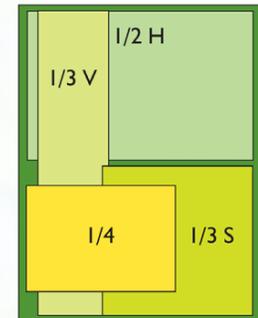
Marketplace Ad Options

Size	One time	4 times (1 year)	8 times (2 years)	Dimensions (width x depth)
1/6	\$400	\$340	\$300	V 2.2" x 4.84"; H 4.6" x 2.35"
1/8	\$300	\$255	\$225	2.2" x 3.4"
1/12	\$200	\$170	\$150	2.2" x 2.35"

Bleeds: Ad bleeds are 0.125" around the edge of the page. Full page with bleed is 8.375" x 11" (trim size is 8.125" x 10.75").

File Format: We work on a Windows platform. Acceptable files are high-res TIFF, PDF, JPG or EPS in the CMYK colour mode and at a resolution of 300 dpi. Files up to 10 MB can be sent by email. For larger files, please contact us at 204-940-2700.

We offer graphic design services: \$95 - ads to be built, \$50 - editing to existing ads.



Our audience isn't just browsing – they're planting, shopping, and searching for trusted Canadian sources.

Canada's Local Gardener

Digital Options



CPM pricing. Pay monthly on cost per thousand basis. Each month you will receive a statement of views for the month based on independent verification.

Localgardener.net

Connect with Canadian gardeners when they're actively looking for answers.

Highly targeted audience: Our visitors are passionate gardeners, homeowners and nature lovers.

Premium placement: We limit ad clutter, so your ad stands out.

Trusted content: Ads appear beside high-performing stories like "10 Neat Things," plant profiles and how-to articles.

Performance snapshot (26 May - 22 June 2025)

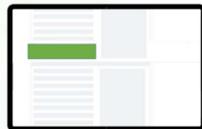
- Active users: 6.7 k
- Events per session: 3.9
- Avg. engagement time: 1 minute 22 seconds

Placement Options:

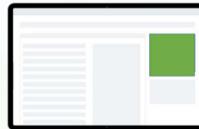
Placement	Dimensions (in pixels)	CPM
Billboard ad	970 x 250	\$50
Leaderboard ad	728 x 90	\$45
Sidebar ad	330 x 250	\$30



Billboard 970 x 250



Leaderboard 728 x 90



Sidebar ad 330 x 250

Digital ad requirements: JPEG, PNG, GIF (static only, no animation) at 72 dpi, maximum 200 kb per ad (compressed and web-ready); must provide a destination link (URL); no misleading elements (eg: fake buttons); no animation, video or sound.

Our Weekly Newsletter

10 Neat things

Reach engaged Canadian gardeners every week.

The 10 Neat Things newsletter delivers content-rich facts weekly, connecting directly with over 9,000 gardening enthusiasts across the country.

Our signature "10 Neat Things" series delivers seasonal tips, plant facts, and trusted advice, all wrapped in a personal, approachable voice that our readers know and love.

High open rates: Around 40%, far exceeding industry norms.

Premium visibility: Ads appear alongside exclusive editorial content, not buried in clutter.

Targeted reach: Enjoyed by die-hard gardeners and trivia buffs.

Performance snapshot (5 June 2025)

- Delivered: 9,772
- Opens: 4,167 (42.64%)
- Unique clicks: 691 (7.07%)

Placement Options:

Placement	Dimensions (in pixels)	Estimated Opens	CPM	Estimated Price per week
Top banner	600 x 150	3,900	\$60	\$234
Mid-banner	600 x 100	3,900	\$50	\$195
Bottom Banner	600 x 120	3,900	\$40	\$156



Top Banner 600 x 150



Mid-banner 600 x 100



Bottom banner 600 x 120