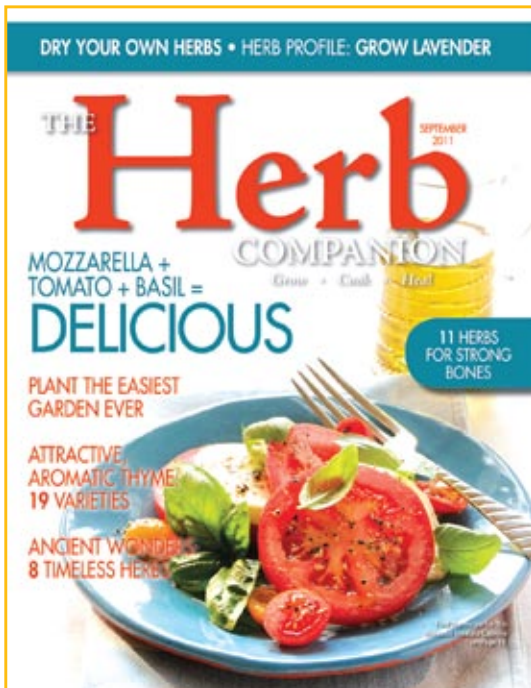


*grow • cook • heal*

THE **Herb**  
COMPANION

2012

THE **AUTHORITY**  
ON **GROWING, COOKING AND**  
**HEALING WITH HERBS**



# The Herb Companion

Find a fresh new world of sales where the flavors are rich, the aromas delicious and the benefits of health abound. Cultivate relationships and devoted customers among the passionate group of consumers who live, breathe and buy the organic and natural products they find in *The Herb Companion*. These herb-lovers' shopping baskets brim with natural products, from personal care items to gardening supplies, to the freshest herbs and culinary ingredients. Herbal products are a way of life for *The Herb Companion's* readers and their daily devotion to natural wellness extends to pets and family members as well. These influential buyers turn regularly to *The Herb Companion*, referencing articles, responding to ads and informing friends about discoveries they make within its pages. From recipes and menus to product profiles, garden guides and frequent recommendations from the editors, *The Herb Companion* is a trusted, go-to resource for these affluent, college-educated readers!



THE HERB COMPANION READERS ARE PASSIONATE ABOUT HERBS, **COOKING**, AROMA, GARDENING, THE FEELING OF SOIL BETWEEN THEIR FINGERS. THEY SAVOR FLAVOR, SIMPLE COMFORTS AND NATURAL BEAUTY IN OR OUT OF THEIR HOMES, AND LOVE THE TOOLS AND PRODUCTS THAT CAN ELEVATE THEIR COOKING, **GARDENING** AND **HEALING** EXPERIENCES.

#### **Gardening:**

- \* 84% grow vegetables
- \* 83% grow flowers or ornamentals
- \* Spend an average of 8 hours per week in garden with average size of 327 square feet.

#### **Grow, Cook, Heal:**

- \* 95% grow their own herbs
- \* 99% purchase herbs for cooking
- \* 92% cook from scratch
- \* 96% use herbal remedies frequently
- \* 79% drink medicinal tea frequently
- \* 75% regularly use vitamin supplements

#### **True enthusiasts who cook, garden and live wisely**

- \* 82% own pets and 65% of them use herbal products for their pets
- \* 54% plan to take an herbal, nutritional or cooking class in the next 12 months.
- \* 92% feel it is very important to use cosmetics or personal care products with natural or organic ingredients
- \* 65% are willing to pay more for clothing and shoes produced using sustainable materials
- \* 89% use green cleaning products

Source: 2011 Custom Study



# IN EVERY ISSUE

[CLICK HERE TO VIEW THE 2012 EDITORIAL CALENDAR](#)

**5 Fresh-Face Treatments**

Pamper your delicate skin with these natural anti-aging recipes.

**T**he secret of anti-aging, on cosmetics, your genetics, our cells, moisture, vitamin, like retinol, and antioxidants and get more skin. The skin is a canvas to skin care, anti-aging advice to more complex, chemical, ingredients and products. As we age, we don't necessarily want to look younger, but we do want to look our best. It is important to think "young." Even when your skin gets old, you know you have more than under the skin surface. If you're not enough, you could potentially age your skin. You can add products with TSP. The most healthy skin, smooth, no blemish, and moisture, or spray on products. Moisture is important to not skin health and well-being, as we age, the

healthy for drinking water and necessary especially for using with retinol, vitamin and natural oils. The glowing skin, on a half-sized, Vitamin A, B, C and E help with the new growth of skin and promote the elasticity of skin.

Now prevention is the third key to beautiful skin. It is the single most important step you can take. Even if you have been successful in the past, use a sunscreen every. Your skin may have some damage if it is not protected. Sunscreen helps prevent skin damage while giving your skin a chance to rebuild itself. Use it on a daily basis, it is the single factor you can change the appearance of your skin now and in the future.

BY JARVIS SIZO

© 2012 The Herb Companion

**CLEANSE**

**Exfoliating Mask**

Plants are rich in protein, potassium and zinc. The leaves in this herb cleaning mask will do double duty: exfoliating and softening for better skin. Use this green beauty in an astringent routine.

- 2 cups dried and dried leaves
- 1 cup water
- 1 cup vinegar
- 1 cup lemon juice
- 1 cup olive oil
- 1 cup honey

**TIP** Cook with Beans: For a quick skin release, mix a little of the bean powder with water and massage into long skin. 10-15 min.

**MOISTURIZE**

**Restoring Mask**

Use an egg yolk and olive oil. This moisturizing mask provides up the skin with egg protein, which is an essential source of skin softening moisture. It also has moisture by olive oil.

- 1 egg yolk
- 1 teaspoon olive oil
- 1/2 cup (200g) whole milk

**PROTECT**

**Antioxidant Mask**

Antioxidants are important, but they also help our complexion when used regularly. This mask is full of antioxidants that maintain the skin's ability to look young and healthy.

- 1/2 cup (120g) whole milk
- 1 tablespoon honey
- 1 tablespoon olive oil

© 2012 The Herb Companion

**COOKING** Elegant takes on mainstay recipes using herbs and spices. Herbs make all the difference in the flavor, aroma and beauty of food; *The Herb Companion* takes the mystery out of planning and preparing easy, impressive dishes for entertaining, or for sumptuous stay-at-home dinners for one. **GARDENING** Expert advice on growing herbs, including landscaping, planting kitchen gardens, growing medicinal herbs, in-depth plant profiles, plus much more. **PRESERVING THE HARVEST** The best tools and advice for drying and freezing herbs, and for making herbal vinegars, oils, infusions or teas. **HEALTH** Tools for healing and maintaining good health, with

**Spring Cleaning: 13 Tools**

Plant-based disinfectants, cleansers and scrubs will get your home sparkling clean.

**Plant-based disinfectants, cleansers and scrubs will get your home sparkling clean.**

**Online Exclusive: Ether Our Sweepstakes**

Register at [www.herbcompanion.com](#) for a chance to win some of these products. The sweepstakes ends on 10/31/12. See [www.herbcompanion.com/sweepstakes](#) for details.

**Disinfecting Wipes by Seventh Generation, \$4.99**

Disinfects and powerfully cleans with these disinfectant and deodorizing wipes. [www.seventhgeneration.com](#)

**Essential Oils by Plantiful, \$4 to \$11**

Infused botanical cleansers with pure essential oils. This collection includes lavender, citrus, eucalyptus, lemongrass, lemon, tea tree, rosemary and more. [www.plantiful.com](#)

**Distill Delivered by Bar La Sells, \$11.95**

Discover the relaxing properties of lavender with washing clothes. Fabrics enhance natural ability and soften fibers. [www.mymoments.com](#)

**By Green to Home Organics, \$6.99**

The ultimate cleaner to fight mold, mildew, and other allergens and bacteria. Use plant-based and natural ingredients. [www.herbcompanion.com](#)

**Nature's Best by The Good Home Co., \$12**

Try a natural of these natural cleaning products and return bag. They will clean all surfaces and are safe for your family. [www.goodhomeco.com](#)

**Heritage Glass Cleaner by Good Company, \$11.99**

Enjoy the natural of peppermint, lemongrass, lavender, lemon and rosemary while cleaning your windows. [www.goodcompany.com](#)

**Fabric Softener by Mrs. Meyer's Clean Day, \$7.99**

Discover the relaxing properties of lavender with washing clothes. Fabrics enhance natural ability and soften fibers. [www.mymoments.com](#)

**3 Ways to Stay Healthy and Clean**

**Not out to Herbs Breath of Life, \$10.99**

Clear sinuses with a warm, soothing steam. Available in six colors. [www.steamupright.com](#)

**All Natural Hand Sanitizer by CleanScent, \$1.99**

This natural hand sanitizer is 100% natural and 100% germicidal. [www.cleanscent.com](#)

**Skin Soothe by The Herb Co., \$11.99**

This is designed to soothe a healthy, natural skin. Made with organic grape, lavender, and chamomile. [www.herbcompanion.com](#)

**Stop Working So Hard: 5 Reasons to Plant Herbal Groundcovers**

By Chris McLaughlin

Every spring, nurseries and garden centers have herb garden bedding. It's a great idea to plant in your garden. Groundcover is a low-growing, non-flowering plant that spreads and covers the ground. It's a great idea to plant in your garden. Groundcover is a low-growing, non-flowering plant that spreads and covers the ground. It's a great idea to plant in your garden.

Did you know there are so many herb garden bedding? It's a great idea to plant in your garden. Groundcover is a low-growing, non-flowering plant that spreads and covers the ground. It's a great idea to plant in your garden.

There are many reasons to plant in your garden. Groundcover is a low-growing, non-flowering plant that spreads and covers the ground. It's a great idea to plant in your garden.



# Cool in the Kitchen

### Liberate yourself from the stove this summer with four scrumptious no-cook sauces.

**S**ummer brings a host of cooking opportunities that do not require a stove. In fact, that's often the goal in creating no-cook recipes. These are recipes that can be prepared in minutes, often with the convenience and benefits of a produce market garden. You receive the freshest ingredients, the season and produce in using the herbs in your garden.

These no-cook recipes are perfect for entertaining. They're easy to make and serve. When the sun is out, fresh herbs are at their peak. You can use them in a variety of ways. One of the best ways to use them is in a salad. A simple tomato and herb salad is a perfect example. It's easy to make and serves as a great appetizer or side dish. You can also use them in a sandwich or on a pizza. The possibilities are endless.

#### No-Cook Fresh Tomato Sauce

1 cup fresh tomatoes, diced  
1/2 cup fresh basil, chopped  
1/2 cup fresh parsley, chopped  
1/2 cup fresh oregano, chopped  
1/2 cup fresh thyme, chopped  
1/2 cup fresh dill, chopped  
1/2 cup fresh chives, chopped  
1/2 cup fresh scallions, chopped  
1/2 cup fresh shallots, chopped  
1/2 cup fresh garlic, chopped  
1/2 cup fresh onion, chopped  
1/2 cup fresh carrot, chopped  
1/2 cup fresh celery, chopped  
1/2 cup fresh cucumber, chopped  
1/2 cup fresh zucchini, chopped  
1/2 cup fresh eggplant, chopped  
1/2 cup fresh bell pepper, chopped  
1/2 cup fresh mushroom, chopped  
1/2 cup fresh artichoke, chopped  
1/2 cup fresh asparagus, chopped  
1/2 cup fresh green beans, chopped  
1/2 cup fresh peas, chopped  
1/2 cup fresh corn, chopped  
1/2 cup fresh lima beans, chopped  
1/2 cup fresh chickpeas, chopped  
1/2 cup fresh lentils, chopped  
1/2 cup fresh kidney beans, chopped  
1/2 cup fresh black beans, chopped  
1/2 cup fresh pinto beans, chopped  
1/2 cup fresh navy beans, chopped  
1/2 cup fresh cannellini beans, chopped  
1/2 cup fresh great northern beans, chopped  
1/2 cup fresh butter beans, chopped  
1/2 cup fresh lima beans, chopped  
1/2 cup fresh chickpeas, chopped  
1/2 cup fresh lentils, chopped  
1/2 cup fresh kidney beans, chopped  
1/2 cup fresh black beans, chopped  
1/2 cup fresh pinto beans, chopped  
1/2 cup fresh navy beans, chopped  
1/2 cup fresh cannellini beans, chopped  
1/2 cup fresh great northern beans, chopped  
1/2 cup fresh butter beans, chopped

#### Bruschetta

1/2 cup fresh tomatoes, diced  
1/2 cup fresh basil, chopped  
1/2 cup fresh parsley, chopped  
1/2 cup fresh oregano, chopped  
1/2 cup fresh thyme, chopped  
1/2 cup fresh dill, chopped  
1/2 cup fresh chives, chopped  
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1/2 cup fresh great northern beans, chopped  
1/2 cup fresh butter beans, chopped



PET CORNER

## Repel Pests Naturally

The use and mix of herbal options for controlling pesky fleas and ticks.

By RANDY KISS, DVM

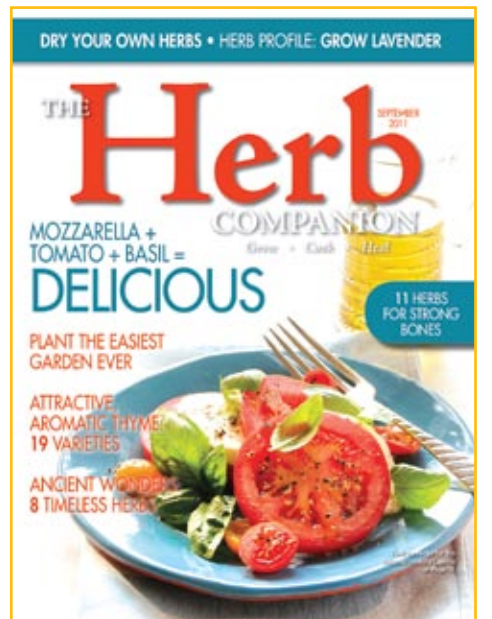
### A Balanced Approach

"As a holistic veterinarian, my aim is to help patients gain the most balance of holistic treatment within their environment. In my neck of the woods, ticks and fleas are a huge challenge in the following art."

"I'm always concerned with the balance between safety in lack of adverse side effects in most of our all patients and efficacy. These efforts in this method when used to deter or eradicate parasites, anything that has the potential to kill fleas and ticks also has the potential to harm the animal. Concerning the safety and efficacy of flea and tick control, here are the general guidelines:

- In commercial products, safety depends on the chemicals used in the product, the quality control used in the manufacturing process, and the way the chemical is applied—usually given as a spray or pill, especially at a puppy, kitten, spay, neuter or age of the long-haired products applied as sprays or flea/tick collars.
- Commercial products can be reasonably effective.

coverage of nutritional supplements, diet, immune-system boosters, lifestyle choices, herbal remedies, natural treatments and disease prevention. **BODY CARE** Recipes and detailed instructions on making or buying herb-based natural soaps, lotions, lip balms and other products to rejuvenate the body and the soul. **PRODUCT NEWS** Woven throughout each issue are staff picks for tools and products sure to please herb enthusiasts.





# AUDIENCE DEMOGRAPHICS

**Subscriptions: 57,750**  
**Single Copy Sales: 12,250**  
**Total Paid Circulation: 70,000**

Source: Jan-June 2011 Publisher's Own Data

**Total Print Audience: 158,200**

Source: 2011 Custom Study

**Total Audience: 436,533**

Source: 2011 Custom Study

Average age	48
Average HHI	\$88,732
Average Value of Owned Home	\$214,965

	% of readers
<b>Gender</b>	
Men	8.3%
Women	91.7%

	% of readers
<b>Education</b>	
Attended/graduated college	59.4%
Graduated college	24.7%
Attended college	20.0%
Post graduate	14.7%

	% of readers
<b>Age</b>	
18-24	5.8%
25-34	20.3%
35-44	16.6%
45-54	24.3%
55-64	18.9%
65-85	14.1%

	% of readers
<b>Marital Status</b>	
Never married	9.2%
Married	61.8%
Legally separated/widowed/divorced	28.3%
Engaged	0.7%

	% of readers
<b>Home</b>	
Home owned	93.6%
Home value: \$500,000+	5.9%
Home value: \$200,000-499,999	32.8%
Home value: \$100,000-199,999	26.9%
Home value: \$50,000-99,999	25.2%
Home value: <\$50,000	9.2%

	% of readers
<b>HHI</b>	
\$100,000-300,000	23.9%
\$60,000-99,999	29.8%
\$30,000-59,999	31.2%
\$10,000-29,999	15.1%

	% of readers
<b>Area of Residence</b>	
County Size A	3.3%
County Size B	11.3%
County Size C	20.5%
County Size D	64.9%

% of readers

Source: 2011 Custom Study, 2011 American List Counsel, compete.com

## WHY ADVERTISERS DEPEND ON *The Herb Companion*

Because every article, photograph and column in the magazine is tailored to an audience who loves products like yours!

"If you are working in the herbal products industry, it would be utterly foolish to overlook the potential that advertising in *Herb Companion* would have for you. The magazine represents the very best of our market and to not target them with our tailored message would border on neglect."

— SHAWN DONNILLE, *Vice President*  
**Mountain Rose Herbs**

"Herb Pharm has been very pleased with our decision to advertise with *The Herb Companion*. The beautiful layout and depth of information complements our brand position, and we love the fact that readership is made up of both herbal supplementation devotees, and those who are very likely to become converts."

— MICHAEL GILLETTE, *Director of Marketing and Sales*  
**Herb Pharm**

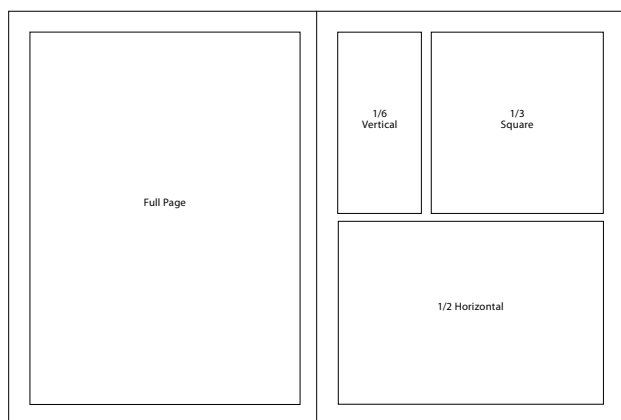
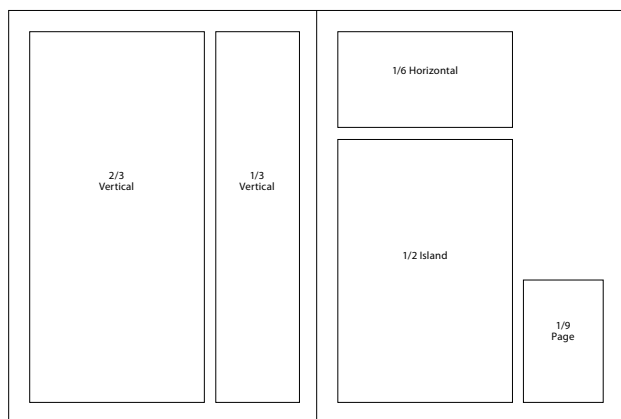
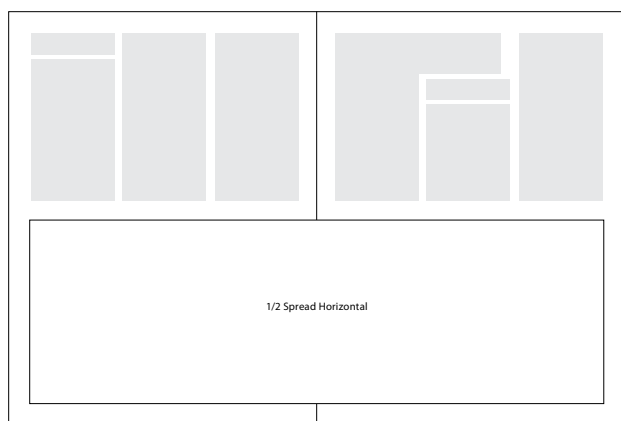
"Since advertising in *The Herb Companion*, Little Moon has seen a significant jump in sales and brand recognition. This periodical reaches our target audience of healthy and environmentally conscientious people. We have definitely felt the response. I feel lucky to do business with this organization and I know it represents me well!"

— LAURA LAMUN, *Owner and Formulator*  
**Little Moon Essentials**

"Working with *Herb Companion* has been a truly delightful experience. Not only has derma e® been pleasantly surprised at the consumer response that has been generated by advertising in this publication, but the magazine's staff has also embraced our product line and helped us think of additional innovative ways to spread the word about our brand. What started out as a somewhat skeptical trial has transformed into a full ad campaign as well as enthusiastic support for the value of this publication, thanks largely to the diligence, prompt follow-up, and creativity of the senior account executive we work closely with. I would encourage anyone who is trying to reach a health-focused, eco-conscious, intelligent, primarily female demographic to consider *Herb Companion* as the next addition to their advertising plan."

— SUSAN MOREHART, *Director Sales and Marketing*  
**Derma E**

## AD SIZES



AD TYPES	SIZES
Trim size	8" x 10 1/2"
Full page	7 1/2" x 10"
Full page with bleed	8 1/4" x 10 3/4"
2 page spread	15" x 10"
2 page spread, bleed	16 1/4" x 10 3/4"
1/2 page spread	15" x 4 1/2"
1/2 page spread, bleed	16 1/4" x 5 1/4"
1/2 page horizontal	7" x 4 1/2"
1/2 page island	4 1/2" x 7"
2/3 page vertical	4 1/2" x 9 3/4"
1/3 page vertical	2 1/8" x 9 3/4"
1/3 page square	4 1/2" x 4 1/2"
1/6 page vertical	2 1/8" x 4 1/2"
1/6 page horizontal	4 1/2" x 2 1/8"
1/9 page	2 1/8" x 3"

### PUBLICATION TRIM SIZE

8" x 10 1/2"

### PERFECT BOUND

Image area of all full bleed ads must extend 1/8" minimum beyond trim.

Live area must have 1/4" allowance from trim on all four sides.

## 2012 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Dec/Jan 2012	Sept 30, 2011	Oct 5, 2011	Dec 6, 2011
Feb/Mar 2012	Nov 29, 2011	Dec 2, 2011	Feb 7, 2012
Apr/May 2012	Jan 30, 2012	Feb 3, 2012	Mar 27, 2012
June/July 2012	Mar 30, 2012	Apr 4, 2012	May 22, 2012
Aug/Sept 2012	May 30, 2012	June 4, 2012	July 24, 2012
Oct/Nov 2012	July 30, 2012	Aug 3, 2012	Sept 25, 2012
Dec/Jan 2013	Sept 28, 2012	Oct 4, 2012	Dec 4, 2012

Published bimonthly (six times a year).



## MATERIAL SPECIFICATIONS

**We require all ads be supplied electronically to the following specifications:**

**FILE FORMATS:** PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-rez PDFs.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

### **SUBMITTING MATERIALS:**

**E-mail:** Ads (no larger than 10 megabytes) can be e-mailed to [bhurwitz@ogdenpubs.com](mailto:bhurwitz@ogdenpubs.com) (Only PDF/X-1A files are acceptable for production.)

### **YouSendIt FTP site:**

- Visit [www.yousendit.com](http://www.yousendit.com)
- Enter recipient e-mail address: [bhurwitz@ogdenpubs.com](mailto:bhurwitz@ogdenpubs.com) and your e-mail address.
- Select file and send it.

### **Ogden FTP site:**

- Install FTP software on your computer. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from [www.download.com](http://www.download.com)).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lowercase).
- Enter Confidential Password: t017pa (lowercase).
- Upload file/files in the Herb Companion folder within the ADS\_IN folder. Save any Mac Files as Macbinaryll.
- E-mail [bhurwitz@ogdenpubs.com](mailto:bhurwitz@ogdenpubs.com) or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

**CD-ROM or DVD:** Ads submitted on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

### **Send all materials to:**

Advertising Department  
Ogden Publications, Inc.  
1503 SW 42nd Street  
Topeka, KS 66609  
e-mail: [bhurwitz@ogdenpubs.com](mailto:bhurwitz@ogdenpubs.com)  
(800) 678-5779

## COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.
- All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing or distributing *Herb Companion* or *Herb Companion Online*.

# ONLINE



## [www.HerbCompanion.com](http://www.HerbCompanion.com)

Save big when you promote your natural cooking, gardening, healing, and lifestyle products and services with this one-stop-shop for herbal enthusiasts. This site helps readers upgrade the basics in their life – from food to gardening to health – with herbal recipes, tips of the week, articles, daily polls and editorial blogs.

**Average Monthly Page Views:** 340,597

**Average Monthly Unique Visitors:** 106,511

### **Newsletter (weekly)**

**Rates:** \$260 per ad or \$520 for all 3 ad positions

**Average opt-in subscribers:** 65,311



## [www.Utne.com](http://www.Utne.com)

Sell your green luxury products to these affluent, forward thinkers. Since 1984, *Utne Reader* has been the leading voice for alternative ideas. The site offers editorial content, UtneCast podcast links, Utne updates, editorial blogs, Utne-sponsored happenings, contests, special offers and more.

**Average Monthly Page Views:** 330,000

**Average Monthly Unique Visitors:** 132,417

### **Newsletter (7 categories – 20 issues per month)**

**Rates:** \$260 per ad or \$520 for all 3 ad positions

**Average opt-in subscribers:** 29,421



## [www.NaturalHomeandGarden.com](http://www.NaturalHomeandGarden.com)

Introduce, brand and sell your product to this female, health-conscious audience. Features content from the magazine, editorial blogs, a directory of green professionals and Web-only content for creating beautiful, healthy spaces for people and the planet, as well as videos of home tours and DIY projects.

**Average Monthly Page Views:** 258,036

**Average Monthly Unique Visitors:** 69,486

### **Newsletter (weekly)**

**Rates:** \$500 per ad or \$1,000 for all 3 ad positions

**Average opt-in subscribers:** 51,986



## [www.MotherEarthNews.com](http://www.MotherEarthNews.com)

Reach green consumers most efficiently with America's No. 1 environmental website. Contains all editorial content from the magazine's first 40 years in a searchable database, as well as an "Ask our Experts" section, editorial blogs, reader forums and polls.

**Average Monthly Page Views:** 4,110,114

**Average Monthly Unique Visitors:** 949,731

### **Newsletter (5 categories – 10 issues per month)**

**Rates:** \$1,500 per ad or \$3,000 for all 3 ad positions

**Average opt-in subscribers:** 288,469



## **Video**

Our eco-friendly network visitors always enjoy watching our video features on green homes, gardening, natural health, recipes, green hints and more.

**Ad spot:** 15-second pre-roll **CPM:** \$28

**ARTICLE PAGES**  
All Titles

**BLOG PAGES**  
All Titles

**NEWSLETTERS**  
All Titles

**SIZES FOR RUN-OF-SITE ADVERTISING:**

- Leaderboard (728 x 90)
- Jumbo box (300 x 250)
- Skyscraper (160 x 600)

**SIZES FOR E-NEWSLETTER ADVERTISING:**

- Banner Ad (728 x 90)
- Skyscraper (160 x 600)
- Text Ad – logo (150 x 150) + 50 words

**FILE SIZE:**

File size of 40kb or less at 72 dpi (larger for Flash)

**CURRENTLY ACCEPTED AD FORMATS:**

GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.

(Website only) HTML/JavaScript (DHTML)/Flash (URL embedded). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

**VIDEO ADVERTISING FORMATS:**

.mp4 or .wmv; 4:3 aspect ratio

**MATERIAL SUBMISSION:**

Send all ads to: [advertising@ogdenpubs.com](mailto:advertising@ogdenpubs.com). Within the e-mail please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.



# BOOKAZINES



## The Herb Companion's Guide to Healing Herbs

### Herbs for Cooking, Growing and Healing

This 100-page resource guide will have a 40,000 distribution in high-traffic locations such as Sam's Club, Barnes & Noble and more.

Reach an engaged audience of herb enthusiasts who use herbs to grow, cook and heal:

- 99% purchase herbs for cooking
- 96% use herbal remedies frequently
- 95% grow their own herbs

Readers will hold onto *The Herb Companion* special issue for the whole year and refer back to it often.

Premium Issue Series	Issue	Ad Close	Art Due	On Sale	Promotion Dates
Second Annual Guide to Healing Herbs <i>The Herb Companion</i> Special Reference Issue	Fall Fall	8/30/11 8/27/12	9/1/11 8/30/12	11/1/11 10/30/12	Nov - Dec Oct - Nov
Partnership Package					
Cover Partnership Package	\$3,000 each issue				
Full-page Partnership Package	\$2,000 each issue				

# 360° MARKETING

Because we know that our readers are always hungry for more, we bring a variety of marketing programs that intersect your brand with our audience's love of herbs. For all of our customers, we offer 360° experiential marketing solutions that extend well beyond the page. From innovative online tools to sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.



## Video/Television

Ogden Publications develops entertaining video content for cable, network and online platforms, delivering brand integration opportunities.

## Sweepstakes

Grow your e-mail lists for future e-commerce communications.

## Branded Products

Partnering with us can provide new audiences and instant authority, as well as huge promotional vehicles through our media.

## Custom Publishing

Custom content is the perfect opportunity to build relationships with customers, employees and prospects.

## Direct Mail

Let us create targeted direct mail lists and help you find new customers.

## Mobile Apps

Put your brand and marketing on a custom app built around the content your customers want — when they are on the go.

## Online

We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs.

## Events

Consumers can experience your brand firsthand at one of our live, exclusive events, bringing you closer to your customer.

## Research

We can provide marketing intelligence to help you understand and define the market for your product or service.

## Print

Let our sales team work with you to create a print campaign that will reach your target audience.

**360°**  
MARKETING





# Working Hard: Reasons to Plant Herbal Groundcovers

By Chris McLaughlin

...g, morris and garden centers have with gardeners looking to match to spread in their yards. Gardeners want much with berries and curb appeal. Bag after bag is loaded into pickups in backyards.  
...to know there also are living mulches? I'm talking about the low-growing of the plant world—the understated herbal groundcovers. Low-maintenance herbal groundcovers are mulches that long, prevent soil erosion, insulate in winter and retain water in this case, heavy, delightful fragrance and edible landscaping on the gardening side. Nothing brings mulching benefits as much as herbs.  
...to adapt to a variety of soils and reproduce all by living mulches, they're ideal by none. There isn't one good herb as groundcovers—there are five great ones.



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Herb Basics

Connect with The Herb Companion

Herb garden planner IN YOUR HERB GARDEN TODAY!

Living/essential-folk-wedon-carley.aspx



### Essentials (and more)

Herbs: Crafts for Kids, Creams for L.L. Balm  
Create a yummy sunscreen lip balm with your kids.

With 20 DESIGNS!

## Box garden cheery greeting

**Planting Key**

- Salvia
- Origanum
- Scaberrima
- Phacelia
- Phlox
- Thyme
- Marjoram
- Cherry

**Soil prep is the first step in any garden scheme, and you'll see the difference it makes within one season.**

www.HerbCompanion.com

## The Herb COMPANION

Grow • Cook • Heal

Blueberries for brain function. Ginger for colds. Listerine for acne. Raw onion for bug bites.

### Herbs to Cook

**1 Recipe for Oink Pickles**

One of the joys about late summer is the abundance of fresh herbs. Savor your herbs by using them to make pickled vegetables. The great thing about quick herbal pickling is that you have time to make the same recipe again, share and be happy enjoying herb companions, too. These four tasty recipes can be made in one hour!

[www.herb.companion.com/recipe/recipes](#)

### Herbs to Grow

**11 Tips for Successful Outdoor Gardening**

The Garden Center (and 21 other herb sites) have the tips you need to get the most out of your garden. From choosing the right plants to watering and pest control, we've got you covered. Click here to learn more!

[www.herb.companion.com/growing](#)

### Herbs for Health

**More than One Herbal Remedy**

Trying to get a better idea of how to use herbs in your kitchen? We've got you covered. From choosing the right plants to watering and pest control, we've got you covered. Click here to learn more!

[www.herb.companion.com/health](#)

### Herb Basics

**The Truth about Labels and Spice Blends**

As I've said before, herbs are the heart of any garden. But when it comes to labels and spice blends, there's a lot of confusion. Click here to learn more!

[www.herb.companion.com/basics](#)

**FAVORITE HOME REMEDIES FROM THE PEOPLE'S PHARMACY**

**NATIONAL GEOGRAPHIC**

Discover natural treatments for more than 60 common ailments, plus botanical facts, myths, and recipes in the new book, The People's Pharmacy: Guide and Recipe Home Remedies, by health experts and radio hosts Dr. and Terry Garonson.



