2018-2019 Media Kit
Rates and Schedule
The Tropical Garden magazine is the triannual publication of Fairchild Tropical Botanic Garden. A full-page, full-color magazine, The Tropical Garden is provided as a benefit to Garden members and is mailed to over 15,000 households primarily in the Southeast Florida neighborhoods of Miami, Coral Gables, Pinecrest, Coconut Grove, Cutler Bay, Kendall, Homestead and beyond, with our over 45,000 members consisting of 55% females and 45% males.

The magazine consistently garners awards at the annual Florida Magazine Association’s Charlie Awards, which has been recognizing achievements in publishing, writing, photography, design, and printing in the Florida magazine industry since 1957.

Fairchild is the key location in the region for those interested in gardening, nature, science, botany and conservation and is a Florida tourist destination. Our festivals and events are Miami traditions attracting thousands for fun, entertainment, and education at our Chocolate, Orchid, Mango and Tropical Fruit Festivals, and more. Additional distribution of the magazine occurs daily within the Garden and at our many festivals and events.

Our experts are consistently called upon as consultants from local and international media, gardens, growers, tourist destinations and those seeking family-oriented, educational activities.

Art and sculpture have become a tradition at Fairchild, and now the Garden’s Adam R. Rose & Peter R. McQuillan Art Center has become a hub for culture and art in an indoor setting of unparalleled tropical beauty that complements our outdoor exhibitions.

The Garden is also a family-friendly attraction, with summer camps and educational activities for families with kids of all ages and interests.

Fairchild’s work in tropical plant conservation, restoration, science education, and sustainable home gardening are represented in our magazine in regular columns, features and news.
Content

**Education**, our massive education programs like The Fairchild Challenge have been inspiring thousands of local students to research restoring native orchids, partake in micropropagation, or research what plants NASA should grow in space. We engage students from Pre-K to graduate school.

**How to** articles on everything from what to plant to how to make your own plant pots, proper ways to prune, fertilize, and maintain your landscape.

**A look at the efforts of Fairchild staff** to conserve plant diversity, from the exotic to local Florida natives.

**Regular updates** on threats to plant communities such as those posed by insects, disease and weather.

**Tropical Cuisine**, what plants to grow and how to use them in the latest cooking trends.

**Reviews** of some old favorites as well as new introductions, our experts frequently look at families and other groups of important plants in our living collection.

**From the Archives**, a historical look to inform the future, this regular department delves into our deep collection of fascinating historical documents and items to help direct the future of Fairchild based on its founders’ ideals.

**Book review**, a look at the latest in botany, horticulture and the plant sciences.

**Feature articles** are written by our award-winning staff on matters related to the Garden’s mission. Recent features have included first-hand accounts of staff plant-collecting expeditions to Southeast Asia and the Caribbean as well as how plants affect people around the globe. Features also concentrate on Fairchild’s work on conservation, our efforts in education, horticulture, botany, and in general our desire to spread the beauty and wonder of gardens and the natural, tropical world.
Editorial Calendar

The magazine is published in early May, late August, and mid December, with content leaning towards topics related to the time of publication, for example spring garden preparation or preparing your garden for winter vegetable growing. However most of our topics are “evergreen,” and are of interest year-round on topics in botany, horticulture, agriculture, botanical exploration, conservation and noteworthy topics related to the world of tropical plants—from Florida’s backyards to the larger, global environment.

Fairchild’s 15,000 member households consistently indicate that after access to the Garden itself, what they value most as members is receiving *The Tropical Garden*, making advertising in the magazine the ideal, cost effective way to reach over 45,000 like-minded people three times per year!
Advertise

Reach nearly 25,000 women and 20,000 men three times per year; that’s at least 45,000 like-minded people reading about your products or services.

*The Tropical Garden* reaches people devoted to outdoor living, family activities, landscaping, nature, natural history, art and culture, horticulture, botany, science, Miami lifestyle and all the delights of gardening that make it such a growing passion and pastime in Florida and throughout the world. *The Tropical Garden* is an award-winning (writing, editing, photography and design), full-color publication.

Advertising in *The Tropical Garden* ensures that your brand, product or service connects with our audience to help you capture this affluent demographic.

Follow us @TropGardenMag
View back issues of *The Tropical Garden* at www.fairchildgarden.org/Tropical-Garden
Ad Sizes

Mechanical Requirements

Trim size is 8.375” x 10.875” with 0.5” margins.

All ads must be submitted as high-resolution (press-quality) PDF format only. Before creating the PDF, make sure your images are converted to CMYK and saved in TIFF or high-resolution JPEG. The resolution of all images should be 300 dpi at final reproduction size. All fonts must be embedded in the PDF.

Please submit your artwork to mtan@fairchildgarden.org.
## Rates & Deadlines

*(Rates are per issue)*

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<tr>
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### Deadlines

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<th>Ads due to Fairchild</th>
<th>In-homes</th>
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<tr>
<td></td>
<td>October 19, 2018</td>
<td>December 14, 2018</td>
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<tr>
<td>Volume 74, Number 1</td>
<td>March 8, 2019</td>
<td>May 1, 2019</td>
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<td>July 5, 2019</td>
<td>September 1, 2019</td>
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<td>October 18, 2019</td>
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### Creative Services

Fairchild offers graphic design services. The following rates apply.

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## Insertion Order

### Insertion

- [ ] Volume 73, Number 3
- [ ] Volume 74, Number 1
- [ ] Volume 74, Number 2
- [ ] Volume 74, Number 3

### Ad Size

- Spread
- Full page
- 1/2 horizontal
- 1/2 vertical
- 1/4 vertical
- 1/8 horizontal

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### Company Information

**Company Name**: ____________________________  **Contact**: ____________________________

**Billing Address**: ____________________________  **City/State/Zip**: ____________________________

**Phone**: ____________________________  **Email**: ____________________________

**Payment Method**:  
- [ ] Check
- [ ] Cash
- [ ] MasterCard
- [ ] VISA
- [ ] Discover
- [ ] AMEX

**Credit Card Number**: ____________________________,  **Exp. Date**: ____________________________,  **Signature**: ____________________________

Checks should be made payable to Fairchild Tropical Botanic Garden. The advertiser will receive one complimentary copy of the magazine, per paid insertion. Any cancellations should be made no later than 14 days after the deadline. Payment is due in accordance with deadline schedule. Rates and deadlines are subject to change.