

The Herb Quarterly

Established: 1978
Subscription Cost: \$19.97/yr
Single Copy Price: \$5.99
Distribution (Readership): 160,000
Published Quarterly

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Founded in 1978, *The Herb Quarterly* brings readers the joy of herbs and the herb with each new season. Each issue introduces readers to new herbs and fascinating herbal lore; provides tips on hard to grow varieties and medicinals; showcases gardens from around the world; and tempts the palate with seasonal menus and tantalizing recipes built around herbs and edible flowers.

The Herb Quarterly's circulation is subscription-based and acquired through direct mail, space advertisements, and insert sources. *The Herb Quarterly* also is distributed throughout the United States and Canada via newsstands, book stores, supermarkets, drug stores, health food stores, and other outlets.

Herbs & Garden Mart

Directory (Business Card) - 3 1/2" x 2"

Color	Black & White
(1x) - \$540	(1x) - \$450
(2x) - \$446	(2x) - \$405
(4x) - \$371	(4x) - \$338

3 inch - 2 1/8" x 3"

Color	Black & White
(1x) - \$473	(1x) - \$394
(2x) - \$390	(2x) - \$355
(4x) - \$325	(4x) - \$295

2 inch - 2 1/8" x 2"

Color	Black & White
(1x) - \$330	(1x) - \$275
(2x) - \$273	(2x) - \$248
(4x) - \$228	(4x) - \$206

1 inch - 2 1/8" x 1"

Color	Black & White
(1x) - \$195	(1x) - \$163
(2x) - \$161	(2x) - \$146
(4x) - \$134	(4x) - \$123

1/12 Page - 2 1/8" x 2 1/8"

Color	Black & White
(1x) - \$413	(1x) - \$344
(2x) - \$340	(2x) - \$310
(4x) - \$284	(4x) - \$258

e-connect

Web Address Listing

(1x) - \$150
(2x) - \$120
(4x) - \$100

Classified Ads

You can also place classified ads in *The Herb Quarterly* Magazine. All ads require a 20 word minimum, and can be purchased at the following rates:

(1x) - \$3.95 per word **(2x) - \$3.75 per word** **(4x) - \$3.50 per word**

All Herbs & Garden Mart, classified ads and e-connect are non-commissionable and require pre-payment. Payment may be made by Visa, Mastercard, Check or money order.

Herbs & Garden Mart
Rate Card #3
Effective May 15, 2006

Subscriber Profile

Demographics

Female	85%
Average Age	42
Married	72%
Average Annual Household Income	\$56,000
College Educated	72%

Hobbies & Activities

Cooking	83%
Reading Books	82%
Exercising	81%
Home decorating	78%
Music	72%
Yoga	65%
Crafts	62%

Gardening

Serious Herb gardeners	83%
Plant vegetables	82%
Flower gardening	80%

Response to Advertising

Purchased through phone or mail last 12 months	94%
Read 3 of 4 issues	92%
Save issues for reference	98%
Shop via phone or mail	86%
Purchase seeds, plants and fertilizers	75%

Items Purchased

plants, seeds, books, video, herbs, spices, gift & craft supplies, herbal products, personal care products, vitamins & supplements and etc.

Geographical Distribution

New England <i>Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut</i>	6.3%
Middle Atlantic <i>New York, New Jersey, Pennsylvania</i>	12.9%
East North Central <i>Ohio, Indiana, Illinois, Michigan, Wisconsin</i>	16.0%
West North Central <i>Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas</i>	6.9%
South Atlantic <i>Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida</i>	15.8%
East South Central <i>Kentucky, Tennessee, Alabama, Mississippi</i>	5.2%
West South Central <i>Arkansas, Louisiana, Oklahoma, Texas</i>	9.3%
Mountain <i>Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada</i>	7.9%
Pacific <i>Alaska, Washington, Oregon, California, Hawaii</i>	19.5%
Canada & Foreign	0.2%