



# AMERICAN ROSE

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

## 2023 MEDIA KIT

### EDITORIAL PROFILE

AMERICAN ROSE, the official publication of the American Rose Society, is the only magazine devoted exclusively to roses and rose culture. Each bi-monthly, 100-page issue features informative articles and beautiful color photography on current issues for beginners and experienced rose growers alike. The magazine features articles about growing roses, research, enjoying roses, photographing roses, arranging roses, exhibiting roses and international rose events. A calendar of rose shows and events and many pages of advertising that connect our members with sources for all things roses!

### READERSHIP

12,000. Membership of ARS is just under 7,000. The magazine is sent to 280 local societies with membership numbers in the 10,000 range. The magazine is also sent to 80 libraries across the country.

### ISSUANCE

Published bi-monthly on the first day of the month prior to publication date.

### OUR MISSION

The American Rose Society exists to promote the culture, preservation and appreciation of the Rose, and to improve its standard of excellence for all people, through education and research.

### OUR VISION

The rose is America's National Floral Emblem. We aspire to be the nation's best source for information, research and education about the rose for our members and for the general public. We will share this information through a website, a national network of Consulting Rosarians, and rose shows and non-competitive rose exhibitions open to the general public.

### DEMOGRAPHICS

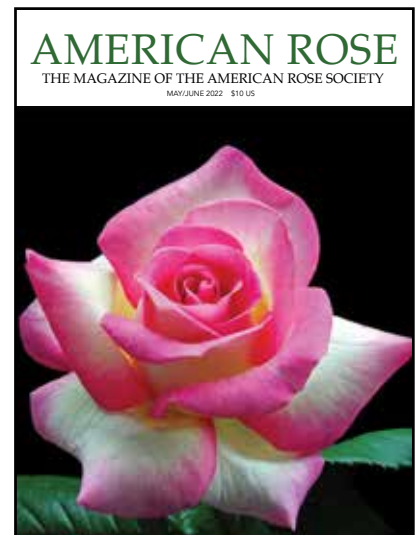
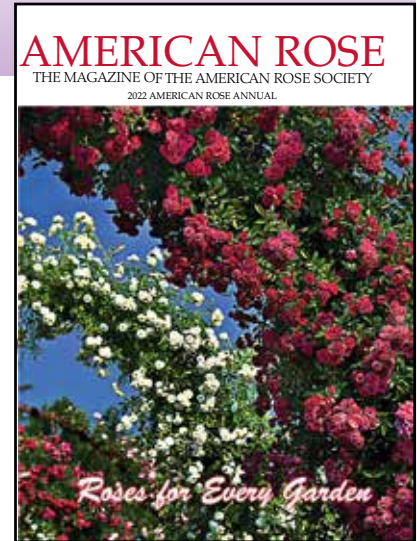
Age: 66+ (median)

Sex: 61% Female, 39% Male

Income: \$30k to \$59,999 (median)

Education: Bachelor's degree (median)

Marital Status: 69% married, 31% unmarried



American Rose Society • Beth Smiley • [beth@rose.org](mailto:beth@rose.org) • Phone: 318-383-3570 direct



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## INSIDE THE MAGAZINE

### IN EVERY REGULAR ISSUE

- The Heritage of the Rose: Preserving the rose.
- Roses Abroad: International rose events, international gardens, rose scene in other countries.
- Showing Good Roses: For rose show fanatics, rose exhibitions, show results, winning roses, upcoming displays and competitions.
- Tools of the Rosarian: Featuring the latest products for the rosarian.
- Visual Impact: Photography tips, photo contest winners, new contests
- Inside Roses: An investigation into the anatomy and physiology of the rose.
- NEW! Rose Breeders: A look at those creating new roses.

### SPECIAL FEATURES

- January/February: A Trip to David Austin Roses; Members' Choice Winner, Shreveport Convention, Gold Honor Medal recipient profile.
- March/April: AGRS Winners, Insects & Pests, Climbing Roses
- May/June: Photo Contest Winners, Bulletin and Award of Merit Winners, Society Award Winners
- July/August: Roses In Review
- September/October: New Rose Introductions, Award of Excellence Winners, Mini Hall of Fame Inductees
- November/December: *The American Rose Annual* features 128 pages of the latest in rose research, growing techniques and tips, and more, from writers across the country and abroad. An ARS member is honored with the Guest Editorship.



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## PRINT ADVERTISING

### INSERTIONS AND BILLING INFORMATION

- All ads require a signed insertion order.
- The Advertising Department is authorized to run the last ad submitted if no new copy arrives before deadline.
- Agency commission is 15% to recognized advertising agencies.
- Pre-payment is required for the first insertion and for companies without established credit. All other ads are payable within 30 days of publication after which an 18% finance charge will be added (1.5% monthly).
- Invoices will be emailed to all advertisers. Advertisers must provide valid email address and keep email address on file current. They will receive one copy of each magazine in which they advertise.
- All payments must be made through a United States bank in United States funds. MasterCard, Visa and Discover are also accepted. ACH processing is available upon request.

### SPECIFICATIONS FOR PRINT AD SUBMISSIONS

- Ads should be submitted as high resolution PDFs via email or Dropbox, flash drive or CD.
- Images must be hi-resolution (300 dpi) and CMYK in TIFF, EPS or PDF formats. EPS files should be saved with binary encoding. No JPEG files.
- Non camera-ready artwork will incur composition charges equal to 20% of the total price of your ad placement.
- All advertisers will receive an electronic proof to approve prior to printing.
- Please include the name, telephone number and email address of a contact person.

### COPY INFORMATION

All copy is subject to the approval of the American Rose Society. ARS recognizes and maintains a distinct separation between advertising content, editorial and decision-making content. Additionally, ARS retains the right to dictate the form and substance of all editorial content. The publisher reserves the right to reject or cancel any advertisement at any time and cannot guarantee fixed positioning.

American Rose Society assumes no responsibility for the content or claims made in advertisements appearing in American Rose. The Advertiser retains full and complete accountability and liability for its advertisement and indemnifies and holds ARS harmless from and against all demands, claims or liability.



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## RATES & DEADLINES

### SPACE RATES FOR PRINT ADVERTISING

Ad Size	1x/BW	1x/4C	3x/BW	3x/4C	6x/BW	6x/4C
Spread	\$1,374	\$2,011	\$1,305	\$1,942	\$1,235	\$1,872
Full Page	773	1,124	733	1,085	697	1,049
2/3 Page	572	783	543	754	516	727
1/2 Page	472	632	450	610	425	586
1/3 Page	342	479	328	465	309	446
1/4 Page	281	396	264	379	251	366
1/6 Page	202	266	190	253	180	244
1/9 Page	142	206	137	201	130	193
1/12 Page	114	178	109	173	104	168

### PREMIUM POSITIONS

**Back Cover:** Special trim size is 8.125" x 8.875" to allow for the address area (located at the top).

Color: \$1,625 (4-color only). **Sold out for 2023.**

**Inside Front and Inside Back Covers:** Two inside front covers available for 2023. Four of the five inside back covers are open for 2023. Color: \$1,279 • B&W: \$878

### CLASSIFIED ADS

Classified ads are \$0.75 per word with a \$20 minimum. We do not count "a," "and" or "the" as words. Phone numbers, email and website addresses are considered one word.

### 2023 PRINT DEADLINES

Issue	Space Reservation	Ad Due	Mail Date
January/February	11/8/22	11/15/22	1/3/23
March/April	2/1/23	2/8/23	3/1/23
May/June	3/8/23	3/15/23	5/2/23
July/August	5/9/23	5/16/23	7/3/23
September/October	7/10/23	7/17/23	9/1/23
2024 Handbook	7/10/23	7/15/22	9/1/23
November/December (Annual)	9/4/23	9/11/23	11/1/23



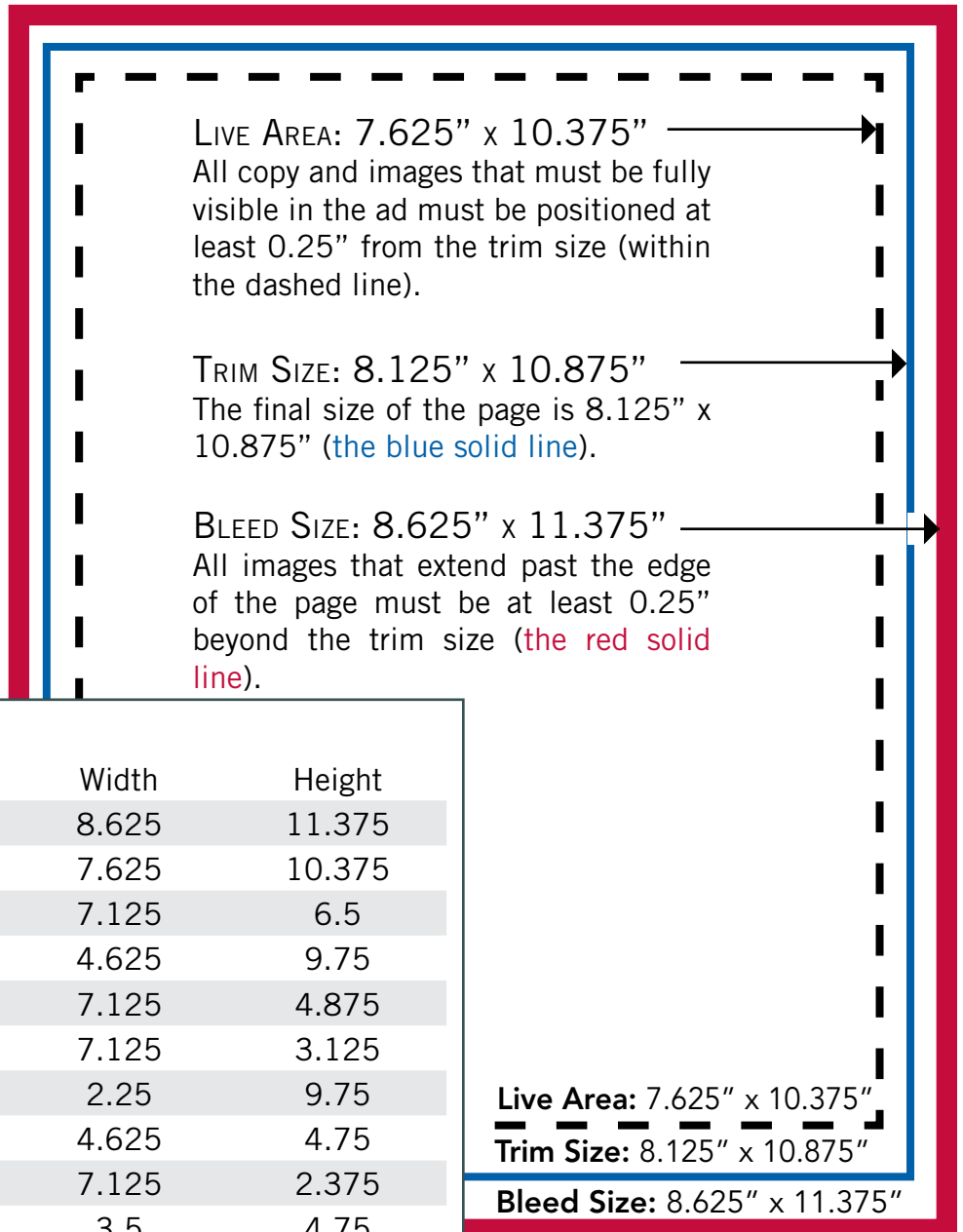
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## MECHANICAL SPECS

### MECHANICAL REQUIREMENTS

- Please make sure that all full page ads (bleed and non-bleed) have an actual document size of 8.125" x 10.875" (our trim size).
- A full page bleed ad should extend 0.25" beyond the document on all sides.
- A full page non-bleed ad should be 0.25" within the document on all sides (Live area not to exceed 7.625" x 10.375").
- For spreads, allow 0.125" safety for type running through gutter.



### AD SIZES (IN INCHES)

Ad Type	Width	Height
Full Page Bleed	8.625	11.375
Full Page Non-Bleed	7.625	10.375
2/3 Page Horizontal	7.125	6.5
2/3 Page Vertical	4.625	9.75
1/2 Page Horizontal	7.125	4.875
1/3 Page Horizontal	7.125	3.125
1/3 Page Vertical	2.25	9.75
1/3 Page Square	4.625	4.75
1/4 Page Horizontal	7.125	2.375
1/4 Page Vertical	3.5	4.75
1/6 Page Horizontal	4.75	2.375
1/6 Page Vertical	2.25	4.875
1/9 Page	2.25	3.125
1/12 Page	2.25	2.375





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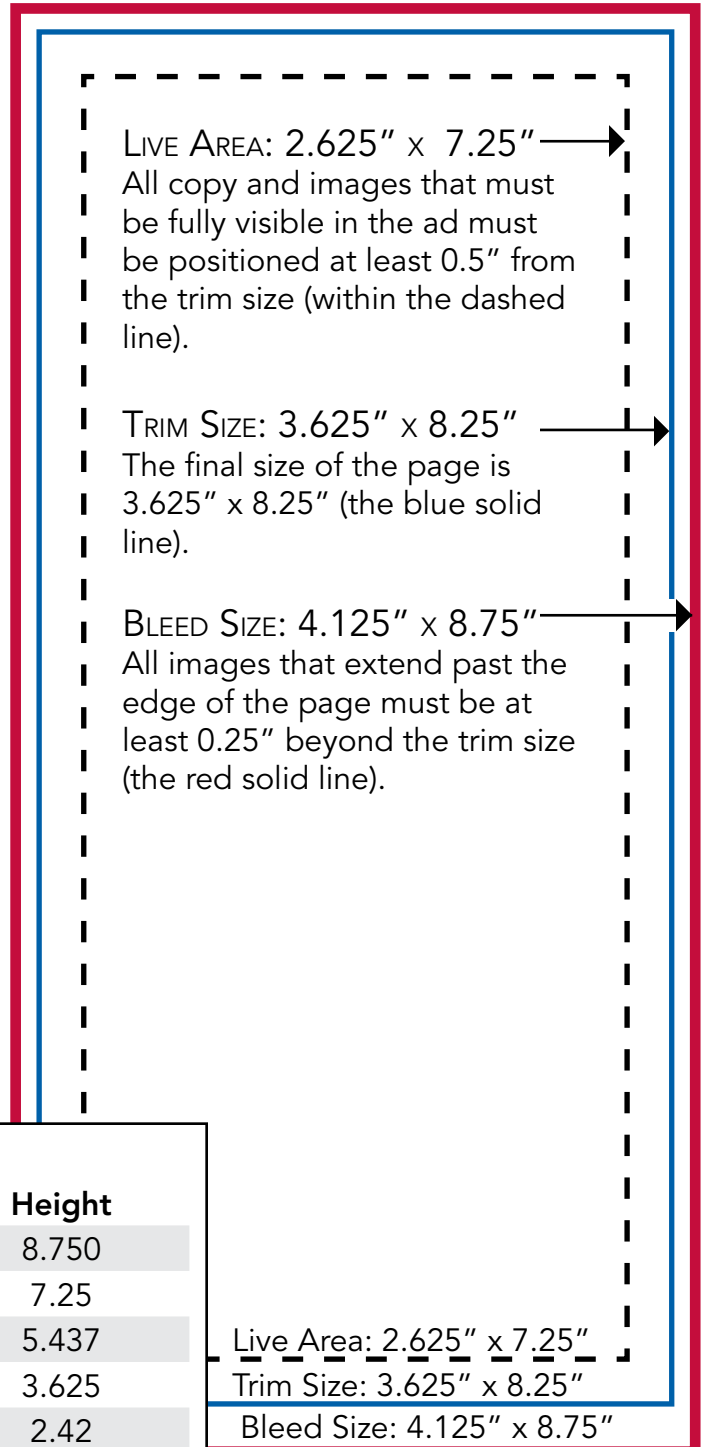
## HANDBOOK SPECS

### SPECIFICATIONS

- Ads should be submitted as high resolution PDFs via email, flash drive or CD or Dropbox.
- Images must be hi-resolution (300 dpi) and CMYK in TIFF, EPS or PDF formats. EPS files should be saved with binary encoding. No JPEG files.
- Non camera-ready artwork will incur composition charges equal to 20% of the total price of your ad placement.
- All advertisers will receive an electronic proof to approve prior to printing.
- All advertisers will receive a complimentary copy in the mail in place of a tear sheet.
- Please include the name, telephone number and email address of a contact person.

### MECHANICAL REQUIREMENTS

- Please make sure that all full page ads (bleed and non-bleed) have an actual document size of 3.625" x 8.25" (our trim size).
- A full page bleed ad should extend 0.25" beyond the document on all sides.
- A full page non-bleed ad should be 0.5" within the document on all sides (Live area not to exceed 2.625" x 7.25").
- For the center spread, allow 0.125" safety for type running through gutter.



### AD SIZES (IN INCHES)

Ad Type	Width	Height
Full Page Bleed	4.125	8.750
Full Page Non-Bleed	2.625	7.25
2/3 Page	2.625	5.437
1/2 Page	2.625	3.625
1/3 Page	2.625	2.42

Live Area: 2.625" x 7.25"

Trim Size: 3.625" x 8.25"

Bleed Size: 4.125" x 8.75"



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## 2023 INSERTION ORDER

Advertiser/agency: \_\_\_\_\_ hereby reserves space in the following issues in the *American Rose* under a \_\_\_\_\_ insertion contract.

2023 Issues	Space Reserv.	Art Due	Mail Date	Size	Vert/ Horiz	Color/ B&W	Rate	NET
January/February 2023	11/8/22	11/15/22	1/3/23					
March/April 2023	2/1/23	2/8/23	3/1/23					
May/June 2023	3/8/23	3/15/23	5/2/23					
July/August 2023	5/9/23	5/16/23	7/3/23					
September/October 2023	7/10/23	7/17/23	9/1/23					
November/December 2023	9/4/23	9/11/23	11/1/23					
'24 Handbook For Selecting Roses	7/10/23	7/17/23	9/1/23					
							<b>TOTAL:</b>	<b>\$</b>

Provide materials by: email: \_\_\_\_\_ Dropbox: \_\_\_\_\_

**I understand this is a legally binding document with the American Rose Society.**

**Company Name:**

**Contact:**

**Billing Address:**

**Telephone:**

**Email:**

**Ad Contact:**

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### CREDIT CARD PAYMENT

( ) Visa ( ) Master Card ( ) Discover ( ) American Express

Credit Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ V Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Amount: \_\_\_\_\_ Date: \_\_\_\_\_

### CHECK PAYMENT

Check Number: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_