



# AMERICAN ROSE

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

## 2024 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

8,000. Membership of ARS is just under 5,000. 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

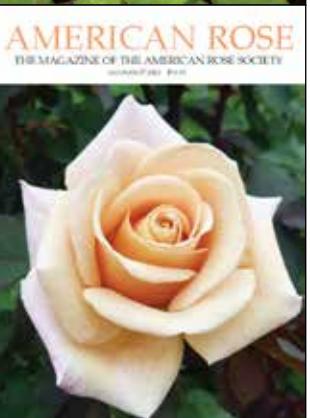
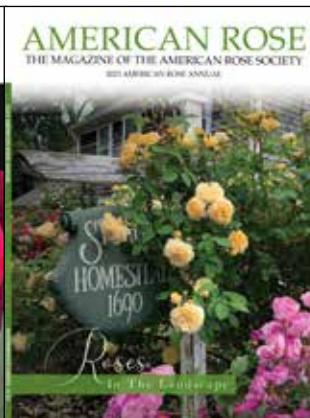
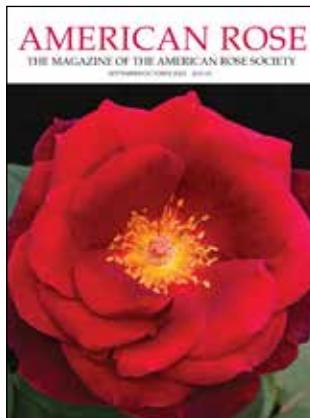
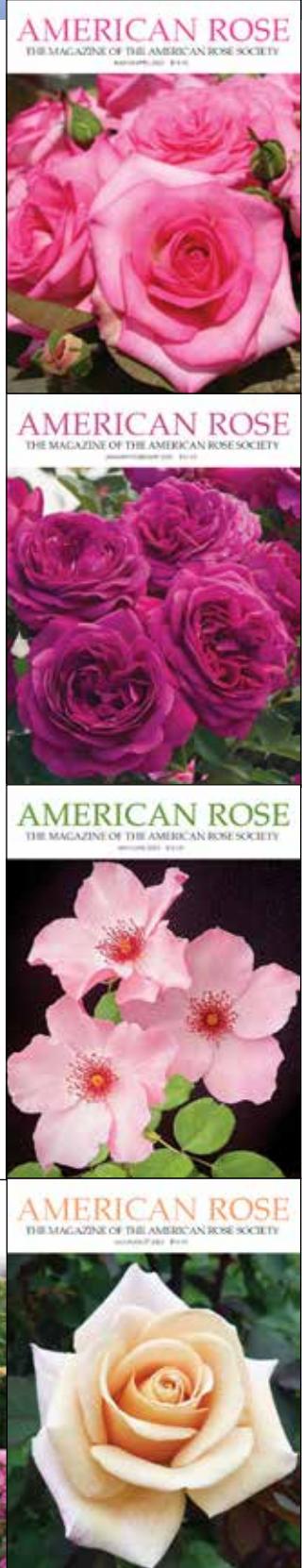
Age: 66+ (median)

Sex: 61% Female, 39% Male

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

Education: Bachelor's degree (median)

Marital Status: 69% married, 31% unmarried





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## INSIDE THE MAGAZINE

### IN EVERY REGULAR ISSUE

- Beginner Advice: Rose care and culture for the newbie rosarian.
- Heritage of the Rose: Preserving the rose.
- Inside Roses: An investigation into the anatomy and physiology of the rose.
- Pests: A closer look at some of the most detrimental pests to roses.
- Roses Abroad: International rose events, international gardens, rose scene in other countries.
- Rose Breeders: A look at those creating new roses.
- Rose Arranging: A look into the various styles of rose arrangements.
- 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.
- WFRS News: Happenings and information from around the world.

### SPECIAL FEATURES

- **January/February: Soil Q& A (perspectives from around the country)**; ARS Members' Choice Winner; 50 Years of the American Rose Center in Shreveport, Louisiana; Roses in Review Results; ARTS Trial Winners; Water Conservation in Rose Growing.
- **March/April: The Rambler Project at American Rose Center**, Preview of International Rose Trials Weekend; AGRS Winners; 50 Years of the American Rose Center in Shreveport, Louisiana;
- **May/June: Organic Growing via Beneficial Insects**; Results of the ARC International Rose Trials; Photo Contest Winners; Bulletin and Award of Merit Winners; Society Award Winners;
- **July/August: Creating New Roses**; Roses In Review
- **September/October: Garden Design - rose garden or garden with roses?**; New Rose Introductions, Award of Excellence Winners, Mini Hall of Fame Inductees
- **November/December: Published since 1916, *The American Rose Annual*** features 100 pages of articles on the latest in research, growing techniques and tips, and more, from writers across the country and abroad. One ARS member is honored with the Guest Editorship, 2024 is Christopher Huffer of Georgia.



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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.

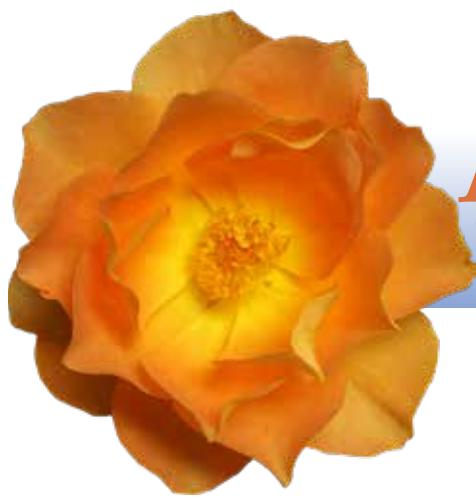
### SPECIFICATIONS FOR PRINT AD SUBMISSIONS

- Ads should be submitted as high resolution PDFs via email or Dropbox.
- 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). **AVAILABLE FOR 2024.**

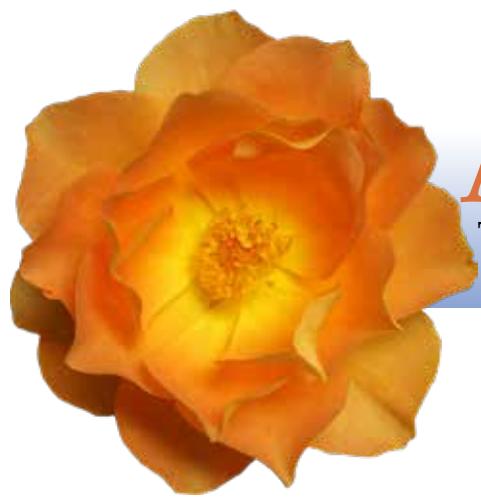
**Inside Front and Inside Back Covers:** Full page size. Color: \$1,279 • B&W: \$878

### 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.

### 2024 PRINT DEADLINES

Issue	Space Reservation	Ad Due	Mail Date
January/February	11/8/23	11/15/23	1/4/24
March/April	1/11/24	1/18/24	3/1/24
May/June	3/8/24	3/15/24	5/1/24
July/August	5/9/24	5/16/24	7/1/24
September/October	7/10/24	7/17/24	9/1/24
2024 Handbook	7/10/24	7/17/24	9/1/24
November/December (Annual)	9/4/24	9/11/24	11/1/24



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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

LIVE AREA: 7.625" x 10.375"  
All copy and images that must be fully visible in the ad must be positioned at least 0.25" from the trim size (within the dashed line).

TRIM SIZE: 8.125" x 10.875"  
The final size of the page is 8.125" x 10.875" (the blue solid line).

BLEED SIZE: 8.625" x 11.375"  
All images that extend past the edge of the page must be at least 0.25" beyond the trim size (the red solid line).

Live Area: 7.625" x 10.375"

Trim Size: 8.125" x 10.875"

Bleed Size: 8.625" x 11.375"



# AMERICAN ROSE

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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" →  
All copy and images that must be fully visible in the ad must be positioned at least 0.5" from the trim size (within the dashed line).

TRIM SIZE: 3.625" x 8.25" →  
The final size of the page is 3.625" x 8.25" (the blue solid line).

BLEED SIZE: 4.125" x 8.75" →  
All images that extend past the edge of the page must be at least 0.25" beyond the trim size (the red solid line).

Live Area: 2.625" x 7.25"

Trim Size: 3.625" x 8.25"

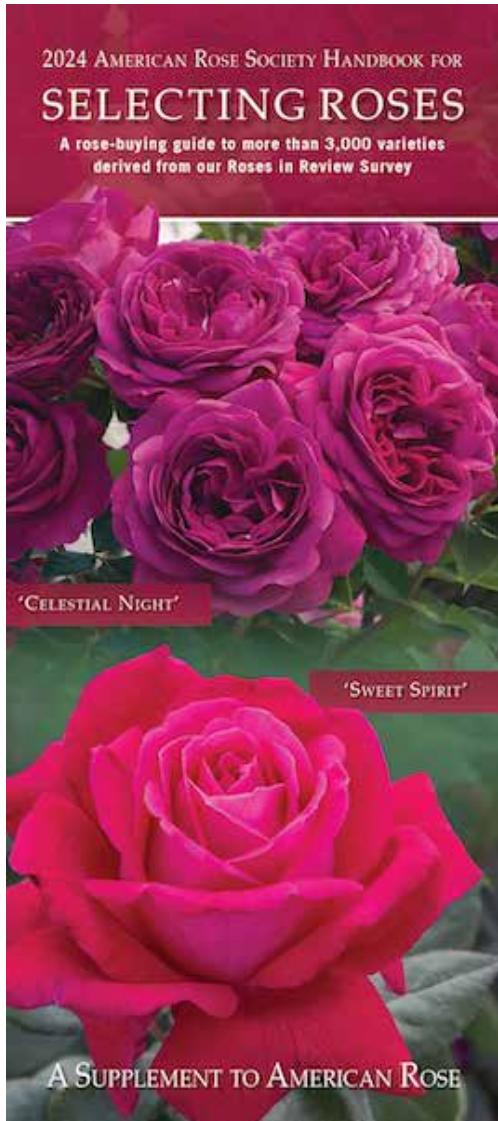
Bleed Size: 4.125" x 8.75"



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## INSIDE THE HANDBOOK



The *Handbook for Selecting Roses* is our most requested reference guide. With more than 3,000 rose ratings and valuable information on rose classifications, color classifications, selecting roses and more, this ARS membership benefit is mailed with the September/October issue of *American Rose* and to all new members as part of their welcome package. Our members keep and refer to this guide all year long!

10K print run. Space for color advertising is limited.

### AD SIZES

Ad Type	Width	Height
Full Page Bleed	4.125	8.75
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

### SPACE RATES FOR HANDBOOK ADVERTISING

Ad Size	4C	BW
Center Spread	\$4,384	----
Full Page-Center Frnt/Bk	1,952	---
Full Page	1,000	700
Inside Front Cover	2,602	---
Inside Back Cover	2,602	---
Back Cover <b>SOLD</b>	4,553	---
2/3 Page	600	490
1/2 Page	525	425
1/3 Page	454	354

### 2025 HANDBOOK DEADLINES

Space Reservation:

7/10/24

Ad Artwork Due:

7/17/24

Mail Date: 9/1/24

### CLASSIFIED ADS

Classified ads are \$100 with a 50 word maximum. Phone number, fax number, e-mail address and website count as one word each. No art is included.



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## 2024 INSERTION ORDER

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

2024 Issues	Space Reserv.	Art Due	Mail Date	Size	Vert/ Horiz	Color/ B&W	Rate	NET
January/February 2024	11/8/23	11/15/23	1/4/24					
March/April 2024	1/11/24	1/18/24	3/1/24					
May/June 2024	3/8/24	3/15/24	5/1/24					
July/August 2024	5/9/24	5/16/24	7/1/24					
September/October 2024	7/10/24	7/17/24	9/1/24					
November/December 2024	9/4/24	9/11/24	11/1/24					
'25 Handbook For Selecting Roses	7/10/23	7/17/23	9/1/24					
							<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: \_\_\_\_\_