

## Spring 2006 closes November 25, 2005

- Herbal for Hypothyroidism
- Sweet Herbal Desserts
- Creating a Butterfly Garden

## Summer 2006 closes March 2, 2006

- Herbal First-Aid Kit
- Herbal Projects for Kids
- Curative Powers of Neem

## Fall 2006 closes May 25, 2006

- The Medieval Garden
- Texas Border Herbs
- Creating an Urban Cottage Garden

## Winter 2006 closes August 25, 2006

- Fir trees: Medicinal Uses
- Sacred Herbs of Brazil
- Storing Fresh and Dried Herbs

## In Every Issue:

**Herbal Healthwatch:** Contributing editor Michael Castleman, author of the highly successful *The Healing Herbs* and *The New Healing Herbs*, keeps readers up-to-date on advances in the field of herbal medicine.

**Miscellany:** We cover the latest in herb-world news, from environmental issues to quick planting tips to new innovations that help readers make better use of their harvest.

**Books:** Readers get the best of the season's book crop, with honest reviews written by herbalists, cooks, and health practitioners.

**Master Gardener:** Horticulturists with plenty of dirt under their fingers share their strategies and experiences.

**Ask HQ:** Do you pronounce the "h" in herb? How can I make my own vanilla extract? Readers pose their toughest questions, and our experts respond.

**Down the Garden Path:** We close each issue with gardens that inspire—and share lessons learned from the herbalists that created them.

## 2006 Editorial Calendar

### The Herb Quarterly Established: 1978

Subscription Cost: \$19.97/yr

Single Copy Price: \$5.99

Distribution (Readership): 160,000

## Editorial Statement

Founded in 1978, *The Herb Quarterly* is America's oldest herb magazine, bringing the joy of herbs and herb gardening with each new season.

Each issue introduces new herbs and fascinating herbal lore, provides tips on hard-to-grow varieties, and showcases gardens from around the world, complete with garden plans. *The Herb Quarterly* also keeps readers up-to-date on the latest research in medicinal applications, while tempting the palate with seasonal menus built around herbs and edible flowers.

In addition to our in-depth exploration of culinary, historical, medicinal, and horticultural herbalism, each issue provides readers with the practical information they need to fully enjoy the "useful plants." Experts review the latest books and answer readers' questions; contributing editors report on tales of interest picked up in the field; and master gardeners share lessons learned. The resulting information comes fully illustrated with stunning original watercolors, making *The Herb Quarterly* a feast for the eyes as well as the soul.

Published four times a year, *The Herb Quarterly* reaches readers from many walks of life—gardeners, herbalists, naturopathic doctors and other healers, herb business owners—who share a love of herbs and a respect for nature.

Readers look to each issue as a way to stay connected to America's vibrant herbal community, while nurturing and making good use of the herbs thriving in their own backyards.

## 2006 Advertising Rates

Rate Card #22  
 Effective May 15, 2006

**Established: 1978**

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

## Display Ad Rates

COLOR	(1x)	(2x)	(4x)
<b>Back Cover</b> — 7½ x10 (A)	\$4,170	\$3,961	\$3,753
<b>Front Inside Cover</b> — 7½ x10 (A)	\$4,080	\$3,876	\$3,673
<b>Back Inside Cover</b> — 7½ x10 (A)	\$3,990	\$3,790	\$3,591
<b>Full Page</b> — 7½ x10 (A)	\$3,750	\$3,563	\$3,188
<b>2/3 Page</b> — 4½x 9½(B)	\$2,800	\$2,520	\$2,375
<b>1/2 Page</b> — 3½ x 9½ (vertical-CV) 7 x 4¾ (horizontal-CH)	\$2,350	\$2,120	\$2,000
<b>Digest</b> — 4½ x 7¼(D)	\$2,575	\$2,320	\$2,188
<b>1/3 Page</b> — 2½ x 9½(E)	\$1,763	\$1,675	\$1,499
<b>1/3 Page Sq</b> — 4½ x 4½ (F)	\$1,763	\$1,675	\$1,499
<b>1/4 Page</b> — 3½ x 4¾(G)	\$1,425	\$1,354	\$1,211
<b>1/6 Page</b> — 2½ x 4¾ (H)	\$1,125	\$1,000	\$950
<b>2 Page Spread</b>	\$7,125	\$6,769	\$6,056

BLACK & WHITE	(1x)	(2x)	(4x)
<b>Full Page</b> — 7½ x10 (A)	\$3,000	\$2,850	\$2,550
<b>2/3 Page</b> — 4½ x 9½ (B)	\$2,240	\$2,016	\$1,900
<b>1/2 Page</b> — 3½ x 9½ (vertical-CV) 7 x 4¾ (horizontal-CH)	\$1,880	\$1,696	\$1,600
<b>Digest</b> — 4½ x 7¼ (D)	\$2,060	\$1,856	\$1,750
<b>1/3 Page</b> — 2½ x 9½ (E)	\$1,410	\$1,340	\$1,199
<b>1/3 Page Sq</b> — 4½ x 4½ (F)	\$1,410	\$1,340	\$1,199
<b>1/4 Page</b> — 3½ x 4¾ (G)	\$1,140	\$1,083	\$969
<b>1/6 Page</b> — 2½ x 4¾ (H)	\$900	\$800	\$760
<b>2 Page Spread</b>	\$5,700	\$5,415	\$4,845

## e-connect

### Web Address Listing in Magazine

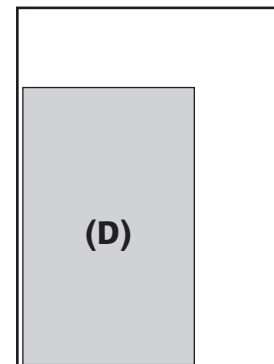
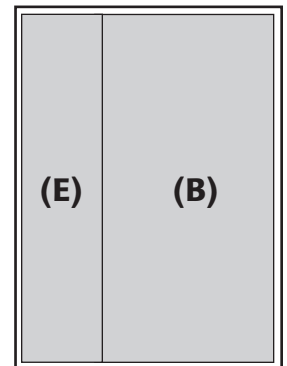
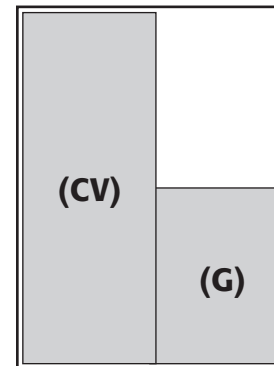
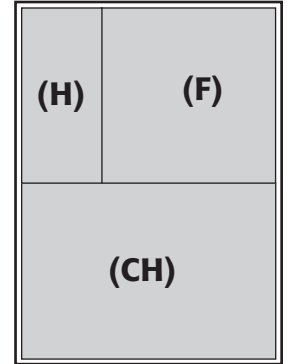
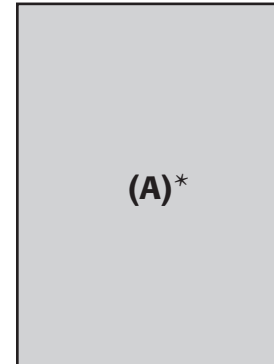
(1x) - \$150 (2x) - \$120 (4x) - \$100

### Web Address Listing on herbquarterly.com

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

## Closing Dates

Issue	On Sale	Closing
Spring	January 31	November 25
Summer	May 2	March 2
Autumn	August 1	May 25
Winter	October 31	August 25



### \*Note:

Cover and Full Page ads can be full bleed artwork, at no additional charge. Please add additional ½" for bleed on Cover and Full Page ads. Magazine trim size is 8" x 10 ½"

To Place Your Ad Today Contact:

**Chris Slaughter**

(510) 668-0269

Fax: (510) 668-0280

cslaughter@egw.com

## Profile & Distribution

Rate Card #22  
 Effective May 15, 2006

### Established: 1977

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## About The Herb Quarterly

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.

## Geographical Distribution

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

## 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%
Bodycare	80%
Home decorating	78%
Travel	75%
Music	72%
Pets & Etc.	70%
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.