

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL
MARCH 17-21, 2010

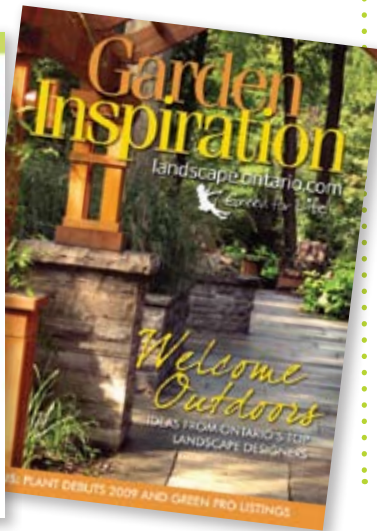
2010 Show Guide

Guaranteed distribution of 45,000 copies to high-value readers!

Canada Blooms provides glamour — and the scent of spring — to loyal and affluent attendees. Again this year, the Canada Blooms Show Guide will be available FREE to this great audience! Whether you are exhibiting at Blooms, or simply seeking exposure to prime prospects in a first-class setting, space in the Show Guide is a blue-chip marketing investment.

SHOW GUIDE HIGHLIGHTS:

- Complete show information
- Floor plans, seminar times and topics
- Feature garden descriptions
- Complete listings of Marketplace booths
- Flip-format *Garden Inspiration* magazine: Pages of colourful new plant introductions and award-winning landscape ideas



Display 4/C advertising rates

Appropriate agency discounts will apply

Size	Rate	Special exhibitor or Landscape Ontario member rate
Full page	\$4,460	\$3,550
Two-thirds	\$3,390	\$2,700
Half	\$2,675	\$2,130
Third	\$1,920	\$1,530
Quarter	\$1,565	\$1,245
Sixth	\$1,250	\$992
Inside covers	\$5,350	\$4,260

Twelfth page 4/C grouped ads

No discounts

Size	Rate	Specifications
Single unit	\$360	(2.25 x 2.25")
Double unit	\$680	(2.25 x 4.5")
Triple unit	\$990	(2.25 x 6.75")

CLOSING DATE: Jan. 14, 2010

MATERIAL DUE: Jan. 28, 2010

For more information contact:

Steve Moyer

905-875-1805, ext. 316 or 905-299-5366
smoyer@landscapeontario.com

Gilles Bouchard

416-447-8655, ext. 23 or 416-471-3101
gillesbouchard@canadablooms.com

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NEW ENERGY FOR 2010:

Canada Blooms is pleased to announce a move to the Direct Energy Centre, Canada's largest convention facility. Exhibitors and garden builders are excited about its easy access and great parking. Enthusiasm is building for a great show.

Canada Blooms is the largest flower and garden show in Canada, and the second-largest in North America.

Its mandate as a not-for-profit festival is to promote the universally appealing joys and benefits of horticulture.

Canada Blooms attracts over 80,000 upper-demographic attendees each year, from our host city of Toronto, the surrounding Greater Toronto Area, Ontario, Canada and nearby United States markets.

WHO COMES TO CANADA BLOOMS?

- 75% of attendees are women, 25% are men.
- Attendee ages: 38% 50-64, 28% 35-49, 14% 19-39, 13% 65 and over, 7% 18 and under.
- Dwelling: 73% live in a home, 13% live in a condo or apartment, 11% live in small towns or farms, 3% other.
- Household incomes: 39% over \$100K, 36% \$50- to \$99K, 18% 25- to 49K, 7% under 25K.

**Third party research results conducted by Enigma Research 2008*



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Green for Life!