



2023 MEDIA KIT

www.pondtrademag.com



Content is King

ONLY POND TRADE

Serves Professionals in the Pond and Water Feature Industry

POND Trade is the only multimedia brand serving professionals in the pond and water feature industry – a \$985 million market*. These are designers, builders, pond and maintenance and management professionals, water gardening experts, koi farmers, pond science specialists and more.

Content that Empowers and Inspires Pond Professionals

Residential and commercial ponds and water features are created using the artistry, science, knowledge and expertise of our readers. POND Trade is the only source focused exclusively on empowering and inspiring pond professionals to excel in their craft and business. Our content is written by industry professionals for industry professionals. These are the luminaries and legends whose backgrounds are as unique and varied as our readers. They range from Japanese koi farmers and rock and boulder specialists to outdoor lighting designers, pond builders and aquatic scientists. We also offer insight from industry bloggers, business consultants and suppliers. All of our writers share a passion for ponds, water features and fountains – for creating something beautiful and full of life. At POND Trade, we believe a pond is a place, an experience and a state-of-mind, all wrapped into one.

Our Portfolio

POND Trade magazine, published bi-monthly, reaches more than 5,400 print subscribers in North America as well as digital edition subscribers around the globe. In addition to pond professionals, POND Trade also reaches pond enthusiasts who want to advance their knowledge.

PONDTrademag.com is the online source for pond content and industry news, accessed by more than 16,000 unique visitors per month.

POND Trade New Issue Newsletter, published bi-monthly, provides a first-look at stories in the most recent edition for 1,800 subscribers.

Who Should Advertise in POND Trade?

With a tight editorial focus, POND Trade magazine, website and newsletter provide the ideal environments to promote products used in the design, construction, maintenance and health of ponds, water features and fountains as well as pond life such as Koi. POND Trade reaches the decision-makers you need to influence.

What's Inside the Magazine?

A typical issue includes articles on the following topics:

- Cover Story
- Pond Construction
- Small Business Insights
- Aquatic Plants
- Language of Koi
- Sales and Marketing Tips
- Seasonal content
- Upcoming Events Calendar
- Trade News and more

*Freedonia Water Features for Landscaping Study, September 2021

POND Trade lets readers access information in the format they want



POND Trade Print Display Ads

2023

Print Rates - Display Ads



	1x	3x	6x
Business Card*	\$ 275	\$ 250	\$ 225
1/4 Page	500	450	400
1/3 Page	900	850	810
1/2 Page	1,179	1,091	1,002
1/2 Island	1,238	1,145	1,052
2/3 Page	1,287	1,190	1,094
Full Page	1,575	1,457	1,339

*Business card ads appear in the Marketplace section only.

Print Display Ad Sizes

Effective October 1, 2022

	width	depth
Business Card	3.5"	2"
1/4 Page V.	3.625"	4.875"
1/3 Page V.	2.389"	10"
1/3 Page Square	4.944"	4.875"
1/2 Page H.	7.5"	4.875"
1/2 Page Island	4.944"	7.5"
2/3 Page V.	4.944"	10"
Full-page Bleed (outer dimensions)	8.75"	11.5"

Trim Size: 8.5" x 11"

Saddle-Stitched, Web-Printed

Covers & Premium Pages

Cover 2 is 1.2 x base rate.

Cover 3 is 1.1 x base rate.

Cover 4 is 1.35 x base rate.

Page 3 is 1.2 x base rate.

Placement

Advertising is placed throughout the publication at the discretion of the publisher.

Special positions are available, subject to availability, at 1.1 x base rate.

Advertising Sales - Call Today

Lora Lee Gelles

708/873-1921

llgelles@pondtrademag.com

2023 Ad Deadlines

	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Ads Due	11/30	1/21	3/31	5/31	7/31	9/29

POND Trade Newsletter

Lead Generation from our New Issue Newsletter

Our bi-monthly New Issue Newsletter reaches 1,800 professionals in the pond and water feature industry. Advertisers drive traffic to their website and receive contact information for subscribers who click on their ads and sponsored article links.

The newsletter provides readers with an advance look at content included in the latest issue.

Advertisers receive a lead generation report two weeks after the newsletter is deployed.

Newsletter Issue

Jan/Feb

Mar/April

May/June

July/Aug

Sept/Oct

Nov/Dec

Ad Closing

December 28

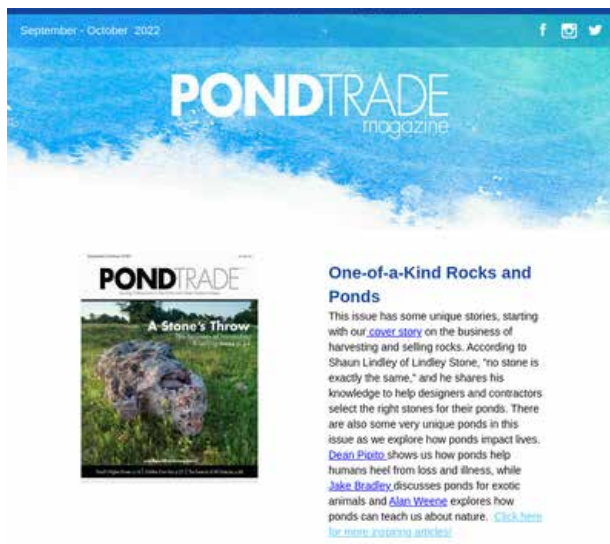
February 24

April 27

June 26

August 27

October 28



Newsletter Rates:

Premium Sponsor - \$600

- Two sponsored links that include headline, image, 30 words of copy and URL
- One 728 x 90 Banner ad unit with link
- Only one sponsor per newsletter

728 x 90 ad unit



At One with Nature

Thanks to millions of years of the evolution of our species, humans are innately drawn to aquatic environments. Every major civilization this world has



Sponsored link one

Pond's Higher Power

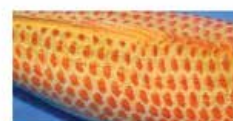
I'm often asked why I got into this very tough business and how Aquatica has remained successful over two decades. I always smile and tell them, "Ponds are



Sponsored link two

Walk on the Wild Side

Every time I am contacted for help on a project that involves an animal exhibit — bears, moose, ostriches, big cats,



Cream of the Carp

Ever so many years, thanks to breeders' efforts, we enjoy encountering new varieties. Most of the time, however, they

www.pondtrademag.com

A 24/7 resource for pond professionals

While readers love our magazine, our website makes POND Trade content available whenever readers need it. Pond professionals are often on the go, and when they need answers, they can turn to pondtrademag.com on their phone or tablet. Optimized for mobile, our website makes searching for specific pond content quick and easy. It's also where readers can find the latest industry news. More than 16,000 users access the site each month.

Be where your customers are... in print and online

In today's market, a media plan is not complete without an online component, because pond professionals are engaged online as well as with the printed magazine. We know a

buyer's search often begins online well before a sales rep is contacted and web ads provide a way to build your brand online and generate traffic to your website. Advertising in POND Trade reduces advertising waste because our site is designed and written for pond professionals.

Our website features multiple ways to get your message to buyers through a variety of display ads as well as sponsored content. Our total package offers advertisers significant savings for purchasing multiple ads within the month – a great opportunity to promote a variety of offerings.

Web Ad Specs

Ad format should be a JPG, PNG, or GIF. Animation is allowed, with a limit of 3 frames. File size must be under 900KB. Specs located at <https://bit.ly/pondadspecs>.

2023 Web Ad Rates

Run-of-Site (ROS) Leaderboard Ad

Width by Height	1 Mo.	6 Mo.	12 Mo.
728 by 90px	\$ 145	\$ 125	\$ 95

Run-of-Site (ROS) Skyscraper Ad

Width by Height	1 Mo.	6 Mo.	12 Mo.
160 by 600px	\$ 145	\$ 125	\$ 95

Inline Article Ad Rates

Width by Height	1 Mo.	6 Mo.	12 Mo.
300 by 250px	\$ 150	\$ 130	\$ 100 (most page views!)

Total Coverage Package (see box on page 6)

8,000 guaranteed impressions \$250 per month

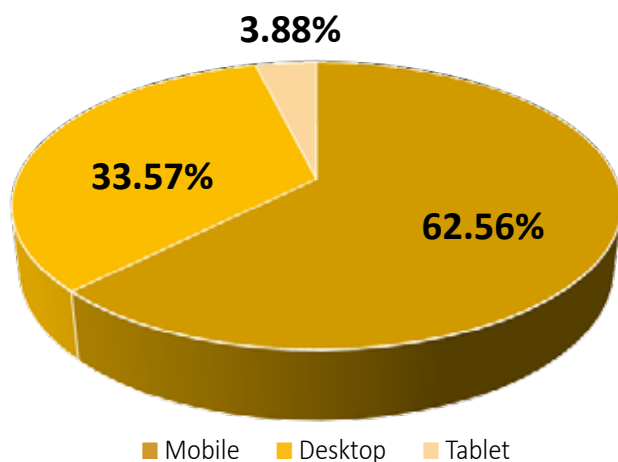
16,000 guaranteed impressions \$450 per month

Includes one leaderboard, one skyscraper and one inline article ad

Sponsored Article (SEO) (see box on page 6)

\$500

How POND Trade visitors access the website



Average monthly users: 16,000
Average monthly page views: 24,000

Source: Google Analytics September 2022

Total Coverage Package

Total Coverage Package @ PONDTrademag.com

For guaranteed ad impressions and savings choose POND Trade's Total Coverage Package. A package purchase includes three(3) ad units (leaderboard, skyscraper and inline ad) to run each month. The rate you pay dictates your exposure. Because each ad can feature a different message, this is a great way to promote multiple products at significant savings over the rate for purchasing individual units.

Total Coverage Package includes:

- Pay \$250 per month & receive a guarantee of 8,000 ad impressions.
- Pay \$450 per month & receive a guarantee of 16,000 ad impressions.
- Receive ad reports to monitor your marketing campaign's effectiveness.

Sponsored Article (SEO) Package

Cost: \$500 Article is labeled as Sponsored Content.

A Sponsored Article Package offers long-term benefits because the links back to your website are permanent. The centerpiece of the sponsored article package on pondtrademag.com is a supplied 500-1,000-word article with three keywords that link back to your website permanently. **(Click here to view a sample)** The sponsored article is promoted on our home page and social media channels. Because the article is permanently hosted on our website, it continues to work well beyond the current year. In addition, advertisers who purchase the sponsored article package also receive an eblast to generate additional leads and traffic to your website and the article.

Sponsored Article Package includes:

- A permanent article on the POND Trade website. The Sponsored Article must feature pond, waterscape, koi or hardscape-related content.
- Three (3) keywords or phrases in the sponsored article copy will link back to the advertiser's site to boost search engine ranking for those specific search terms.
- The Sponsored Article will be permanently hosted on www.pondtrademag.com. Each supplier is limited to two (2) Sponsored Articles per year.
- The Sponsored Article will be featured in two POND Trade social media posts on Facebook, Instagram and/or Twitter during the month the article first publishes.
- The Sponsored Article will be featured on the pondtrademag.com home page for two (2) weeks.

Items needed:

- 500 to 1,000 word supplied article that is of value to pond professionals. Topics might be pond equipment and maintenance; pond design and construction, hardscapes or koi. Contact our publisher for article ideas.
- Two to three photos to accompany the article along with three keywords (should be included in text).
- URLs to link to.

Terms and Conditions

Publish Dates

POND Trade Magazine is published six times a year, on the odd months. Mailed copies arrive the first week of the cover date. Digital versions are also published in their entirety at **PONDTrademag.com/issues**.

Frequency Discount

Advertisers receive a frequency discount based on the number of consecutive ads. Maximum discount is the six times rate.

Artwork Changes

Advertisers may change artwork running at any time without penalty or extra charge. Artwork must be received by the artwork issue deadlines to be substituted. Ad sizes may be changed within the term of an insertion order without penalty or additional charge. Increases or decreases will take effect only if requested prior to the ad close date for the issue. Discounts earned will not be impacted.

Print Materials

We accept TIFF or PDF files only. All files must be created at full size and at 300 dpi. Please flatten to convert fonts to graphics before saving. TIFF files provide highest reliability and are preferred. Color set to CMYK, not RGB. Binding is Saddle Stitch 8.5" x 11". Contact us to be directed to our Dropbox to upload finished ads. Print and digital ads should be emailed to llgelles@pondtrademag.com.

Ad Placement Priority

Ad positions rotate equally throughout the magazine, front to back, right to left, top to bottom. Exceptions are limited to premium pages.

Cancellations

Ad cancellations must be received in writing prior to the issue close date. Ads may be updated at any time at no

additional charge. New artwork received will be placed in the next available issue, based on the issue close date.

Short Rates

Advertisers will be charged for the higher rate (i.e., short-rated) if they do not fulfill the number of insertions agreed to in their contract. A bill for the difference between the rate of the order and the highest rate the number of insertions qualifies for will be submitted and payable.

Terms of Payment

Ad placements are on a prepaid basis. Billing is available upon approved credit. To apply, please request a credit application. Invoices are due net 30 days. A service charge of 2% per month will be added to unpaid balances more than 30 days past due. Publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for monies due and payable. Check, PayPal and credit cards are accepted. Credit cards subject to a 4% fee.

Contract and Copy Regulations

Publisher reserves the right to reject or cancel advertising at any time, for any reason. Until an ad is printed the publisher has no obligation to run such ad and has no liability in the event the ad does not appear. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue in which an ad is accepted for print. Advertiser and its agency, jointly and severally, will indemnify publisher and hold publisher harmless against any expenses (including legal fees) and losses resulting from the publication of contents of advertising including, but not limited to, claims or suits for libel, violation of rights of privacy, copyright or trademark infringement, plagiarism, or any other statutory or common law right, in law or equity, of any person.



**POND
TRADE**
magazine

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