

FASTTRACK RESEARCH REPORT

READERSHIP AND ADVERTISING TRENDS IN THE LAWN AND GARDEN MAGAZINE CATEGORY

FOR WINGED HORSE PRESS, INC.

Research By
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DESCRIPTION

Client

Winged Horse Press, Inc.

Report Type

Industry

Report Request Description

What are the readership and advertising trends in the lawn and garden magazine category.

OVERVIEW

Lawn & Garden Market Statistics

- Household Participation in Lawn and Garden Activities:

Eight out of ten U.S. households (80%) or 85 million households participated in one or more types of do-it-yourself indoor and outdoor lawn and garden activities last year. That's the highest level of participation seen in the past 5 years.

- Annual Spending on Lawn and Garden Activities:

Consumers spent an average of \$444 per household on their lawns and gardens last year. Over the past 5 years, average annual spending has grown by about 9% per year.

- Total Lawn and Garden Retail Sales:

Consumers spent a total of \$37.7 billion on their lawns and gardens last year. That was an increase of \$4.6 billion or 13% over 2000. Over the past 5 years, total lawn and garden sales have increased at a compound annual growth rate of 11%. From 1996-2001 lawn and garden sales increased from \$22.5 billion in 1996 to \$37.7 billion in 2001.

Who's Who Among Today's Gardeners

Among the 85 million U.S. households involved in one or more types of indoor and/or outdoor lawn and garden activities in 2006 are several demographic groups that participate in these activities at a higher rate than the national average. These are the consumers that manufacturers, publishers, retailers, and direct marketers want to target because they create demand for their products. In most cases it's the avid gardener who participates in a broader range of lawn and garden activities, spends more money each year and is interested in new plants, products, techniques, and how-to information. Here is a snapshot of today's avid gardener:

- Gender

Women participate in most types of gardening activities at a higher rate than men. This includes flower and vegetable gardening, growing indoor houseplants, container gardening, herb gardening, and water gardening. Men tend to participate in lawn and garden maintenance activities at a higher rate than women. This includes doing lawn care, insect control, and tree and shrub care.

- Age

The baby-boom is defined by demographers as people born between 1946 and 1964. That means that in 2001 the oldest baby-boomer was 55 and the youngest was 37. Nearly half of all households that participated in lawn and garden activities in 2006 (47%) were between the ages of 35 and 54. Baby-boomers participated in nearly every type of lawn and garden activity at a higher rate than people that are younger than 35 or 55 and older. This was especially true for boomers' participation in landscaping.

- Education

Forty seven percent of all households that participated in lawn and garden activities last year (41 million) were college graduates, and 31% or 31 million have completed some college courses. That's 85% of all lawn and garden households. The level of education that someone has achieved does not seem to be as strong an indicator of interest in gardening as other demographic factors however. We find that participation in lawn and garden activities is the same regardless of whether someone is a college graduate, has attended some college, or has a high school education or less.

- Race/Ethnicity

When we look at lawn and garden participation by race we find that whites participate at a higher rate than blacks, Hispanics and all other ethnic groups. Eighty-two percent of all households that participate in lawn and garden activities or 70 million households are white. Only seven percent or 6 million households that participate in lawn and garden activities are black, six percent or 5 million households are Hispanic, and five percent or 4 million households belong to other ethnic groups.

- Income

Households with annual incomes of \$50,000 and over participated in lawn and garden activities at a rate that was higher than the national average in 2006, and those with annual household incomes of less than \$50,000 participated at a rate that was lower than the national average. Forty-five percent of all households that participated in lawn and garden activities in 2006 (38 million) had annual incomes of \$50,000 and over. And thirty-seven percent of all households that participated in lawn and garden activities in 2006 (31 million) had annual incomes of less than \$50,000. Eighteen percent of respondents to the 2006 National Gardening Survey declined to provide us with information about their annual household income.

- Families

The participation of households with children at home in lawn and garden activities is among the highest of all demographic groups. Eight-five percent of households with children at home participate in a range of lawn and garden activities compared with a national average of 80% of households. That's a participation rate that is 7 percent higher than the national average.

- Geography

Midwestern households participated in lawn and garden activities in 2006 at a rate that was higher than all other regions. Midwest lawn and garden participation was 17 percent higher than the national average in 2006. The West ranked second in terms of household lawn and garden participation in 2006 at a rate that was 10 percent higher than the national average. Lawn and garden participation in the Northeast was 17 percent lower than the national average, and in the South it was 6 percent lower than the national average.

Lawn and Garden Category Titles and Circulation Data

Title	Issues	Ave Circ	Average Paid Subs	% of total sales	Ave Single Copy	% of total sales	Cover Price	Annual Sub Cost
Fine Gardening	6	197,209	137,679	69.80%	59,530	30.20%	\$5.95	\$29.95
Horticulture	12	241,857	228,812	94.60%	13,045	5.40%	\$4.99	N/A
Gardening how-to	6	520,045	520,045	100.00%	0	0.00%	N/A	\$15.12
Organic Gardening	6	434,882	420,025	96.60%	14,857	3.40%	\$3.99	\$24.96
Sunset Garden Guide	12	1,459,354	1,349,317	92.50%	110,037	7.50%	\$4.50	\$24.00
Garden Design	6	384,478	343,577	89.36%	40,900	10.64%	\$5.00	\$19.95
Country Gardens	3	362,016	218,016	60.22%	144,000	39.78%	\$4.95	\$19.97
Better Homes & Gardens	12	7,601,377	7,240,544	95.30%	360,833	4.70%	\$2.99	\$19.00
Country Living	12	1,639,625	1,236,174	75.40%	403,451	24.60%	\$3.50	\$24.00
Country Living Gardener	6	452,407	285,614	63.10%	166,793	36.90%	\$3.95	\$19.97
Garden, Deck, & Landscape	4	234,416	18,416	7.86%	216,000	92.14%	\$3.50	N/A
Garden Ideas & Outdoor Living	2	245,000	0	0.00%	245,000	100.00%	N/A	N/A
Garden Products & Planning Guide	1	450,000	0	0.00%	450,000	100.00%	\$3.99	N/A
American Rose	12	24,483	24,391	99.62%	92	0.38%	\$3.00	\$32.00
Gardener's Companion*	4	300,000					\$3.99	\$14.95

SRDS March 2002, ABC Reports

* Spring 2002 Media Kit

Demographics of Leading Lawn and Garden Category Titles

Title	Avg. HH Income	Attended College	Women	Men	Married	Average Age
Fine Gardening	\$ 130,816	71%	N/A	N/A	N/A	49.5
Gardening how-to	\$ 55,200	63%	78%	22%	69%	51
Organic Gardening	\$ 47,295	58%	64%	36%	66%	48
Sunset Garden Guide	\$ 65,617	71.6%	66.5%	33.5%	59.1%	49
American Rose	\$ 52,500	80%	50%	50%	67%	50
Woman's Day SIP Gardening	\$ 55,740	N/A	93.6%	6.4%	65%	44.1
The American Gardener	\$ 92,500	N/A	65%	35%	N/A	54
Country Living Gardener	\$ 52,982	55.5%	77%	23%	N/A	45
Country Gardens	\$ 61,610	66.1%	86%	14%	62%	46
Garden Design	\$ 109,972	76%	67%	33%	90%	48
Gardener's Companion* (1)	\$ 49,530		53.0%	47.0%	70%	49

Publisher's Reports

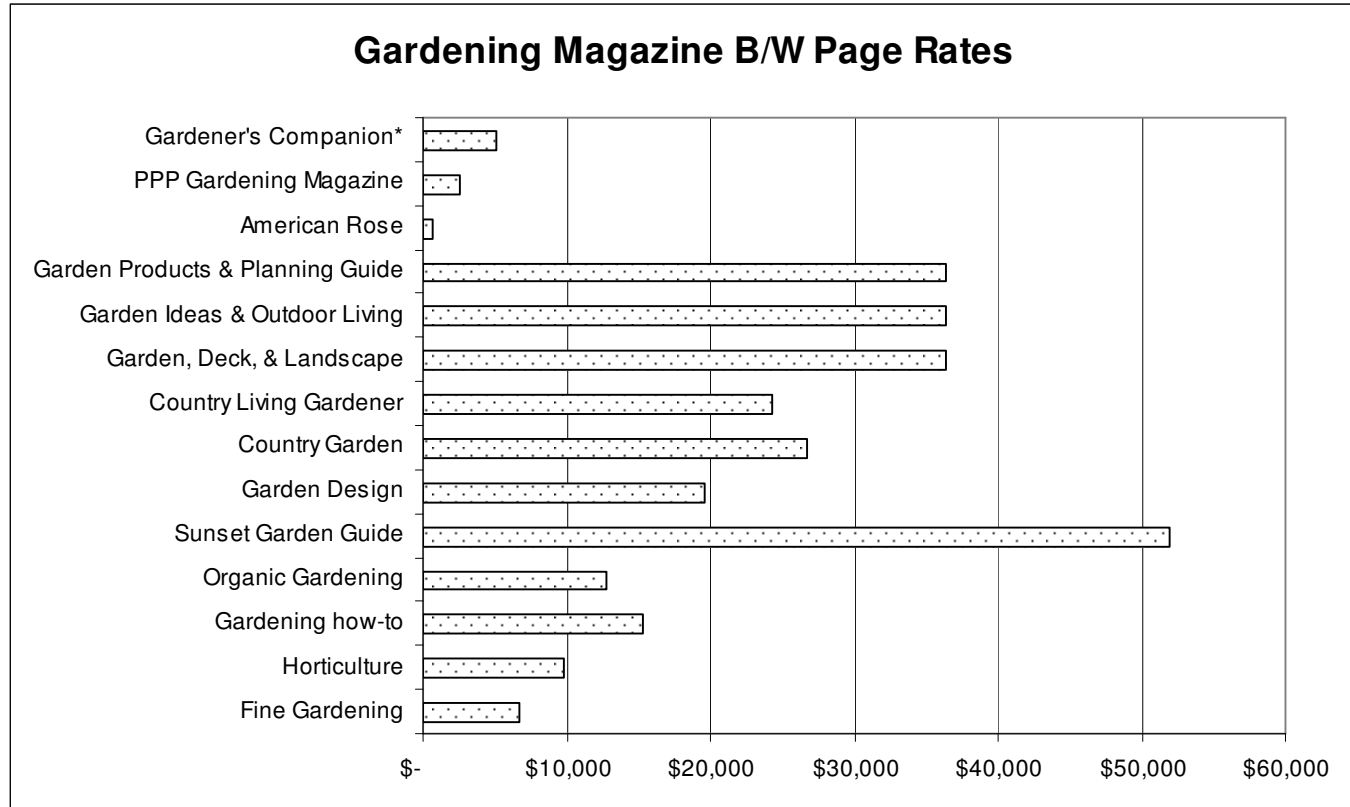
* Spring 2002 Media Kit

(1) Median income, age data.

as median

Advertising Rates and Page Rates by Title

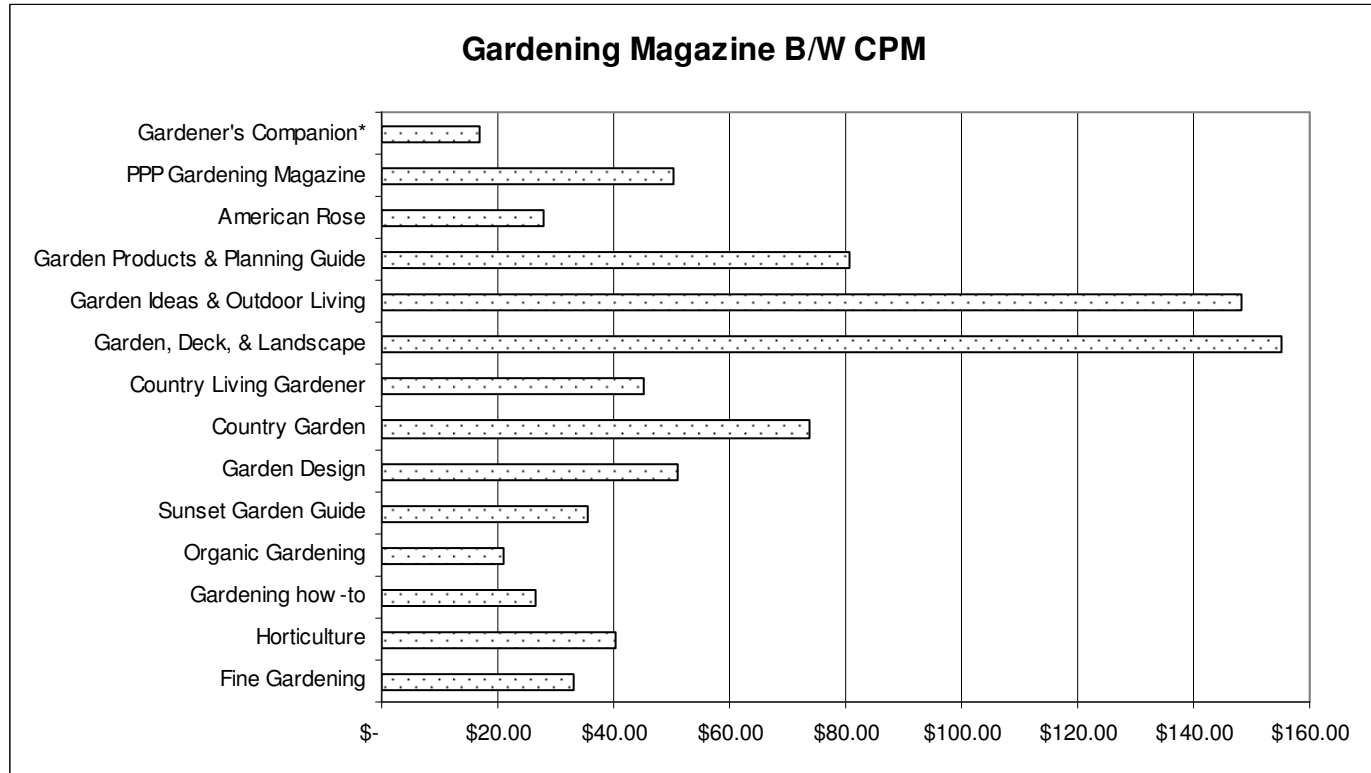
The average per page rate (B/W) for the titles listed is \$20,304 with the highest rate at Sunset Garden Design at \$51,900 per page and the lowest at \$680 at American Rose.



Source: SRDS March 2002, Publisher's Reports

Advertising Rates and CPM by Title

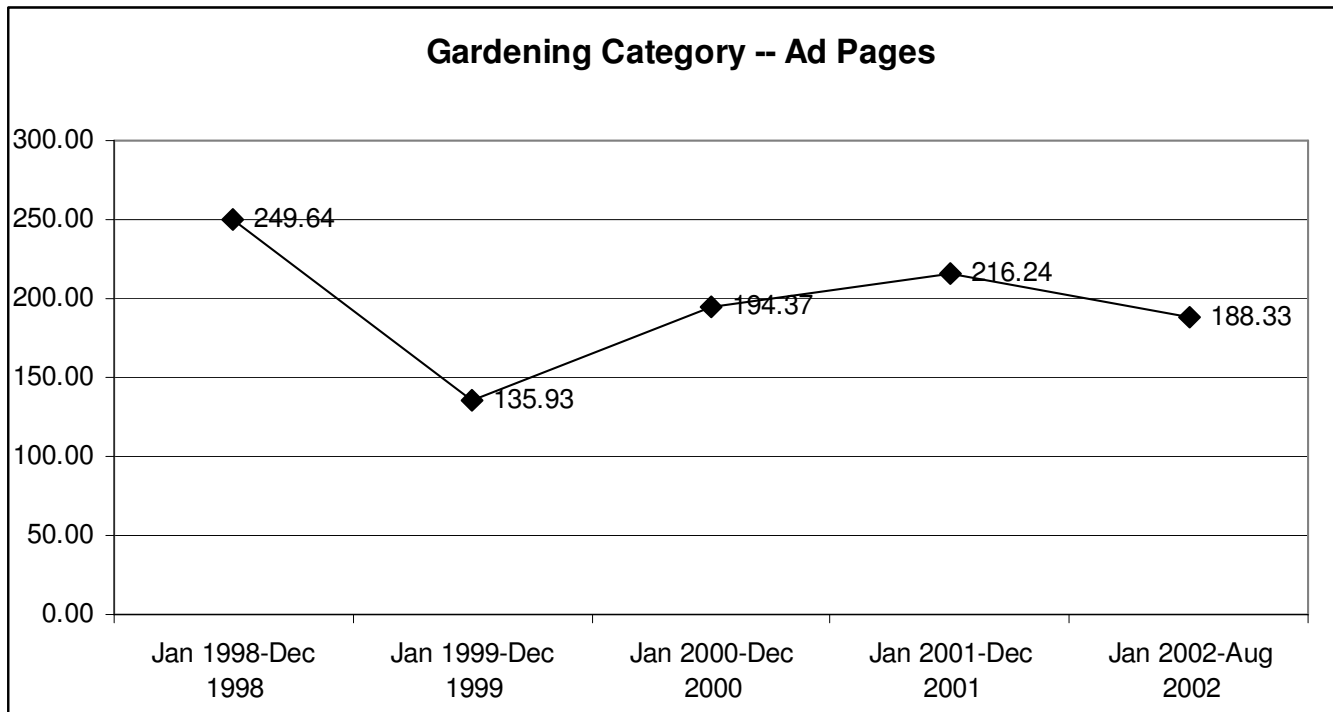
Average CPM is \$58, ranging from \$16.89 at Gardener's Companion, to a high of \$155.04 at Garden, Deck and Landscape.



Source: SRDS March 2002, Publisher's Reports

Historical Data – Garden Category Ad Pages

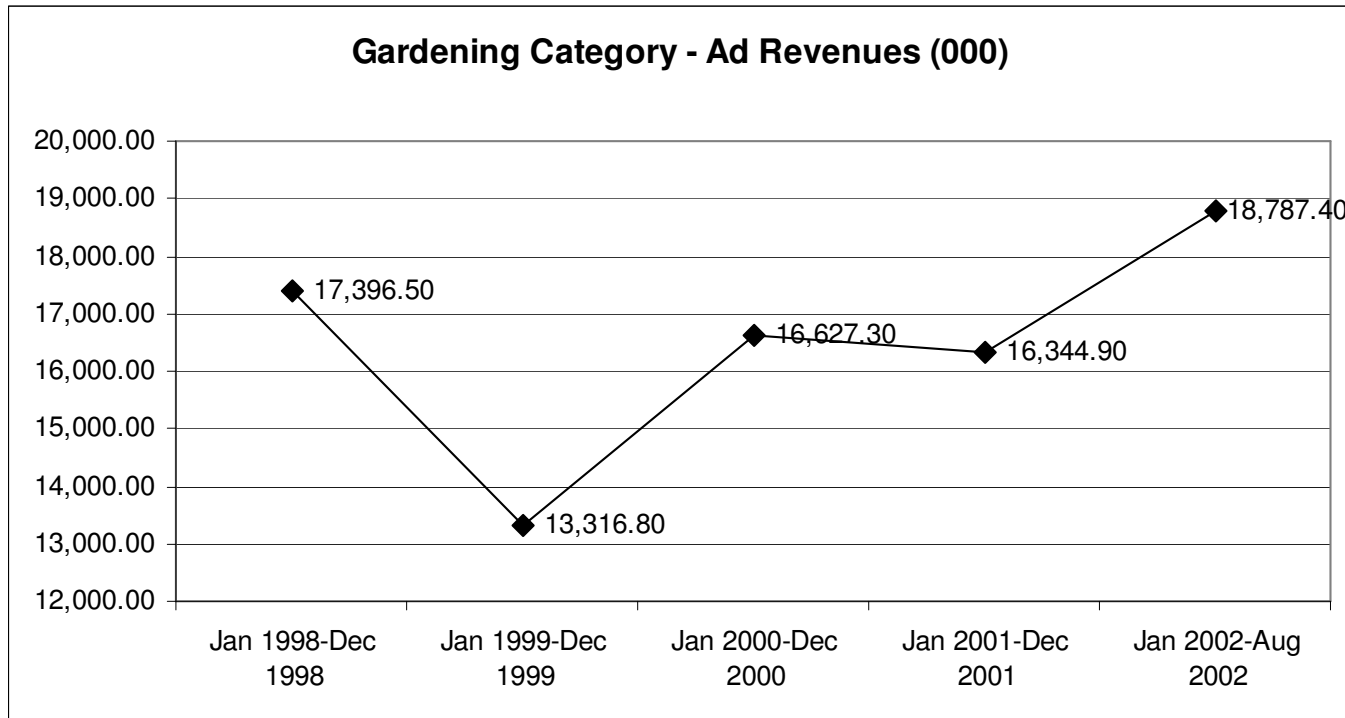
Industry/Class	Jan 1998-Dec 1998	Jan 1999-Dec 1999	Jan 2000-Dec 2000	Jan 2001-Dec 2001	Jan 2002-Aug 2002
G700 HORTICULTURE & FARMING					
G711 GARDEN MACHINERY, IMPLEMENTS & FIXTURES	208.52	74.63	87.48	66.14	81.16
G712 LAWN & GARDEN SEEDS, BULBS & NURSERY STK	4.00	11.71	38.26	67.18	32.13
G713 LAWN & GARDEN FERTILIZERS & SEED TRTMENTS	19.44	13.83	23.05	45.92	44.14
G714 LAWN & GARDEN PEST CONTROLS	8.90	11.13	9.14	1.14	10.32
G715 HOUSE PLANTS & SUPPLIES	4.84	21.04	21.45	25.92	16.95
G719 HORTICULTURE: COMB COPY & NEC	3.94	3.59	14.99	9.94	3.63
Industry Total	249.64	135.93	194.37	216.24	188.33



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Historical Data – Garden Category Ad Revenues

Industry/Class	D(000)	D(000)	D(000)	D(000)	D(000)
	Jan 1998-Dec 1998	Jan 1999-Dec 1999	Jan 2000-Dec 2000	Jan 2001-Dec 2001	Jan 2002-Aug 2002
G700 HORTICULTURE & FARMING					
G711 GARDEN MACHINERY, IMPLEMENTS & FIXTURES	14,078.20	8,180.10	7,409.70	3,069.00	7,569.60
G712 LAWN & GARDEN SEEDS,BULBS & NURSERY STK	247.2	807.4	2,780.70	4,589.30	2,417.10
G713 LAWN & GARDEN FERTILIZERS & SEED TRTMNTS	1,928.10	1,236.20	2,119.00	5,415.50	5,797.20
G714 LAWN & GARDEN PEST CONTROLS	561.2	629.4	620.2	44.7	746.6
G715 HOUSE PLANTS & SUPPLIES	424.2	2,260.80	2,035.90	2,570.90	2,122.50
G719 HORTICULTURE: COMB COPY & NEC	157.6	202.9	1,661.80	655.6	134.5
Industry Total	17,396.50	13,316.80	16,627.30	16,344.90	18,787.40



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RECOMMENDED NEXT STEPS

This FastTrack Research Report is the result of Emerge Communication's review of available online resources. As part of our research process we discovered information and other sources that were outside the scope of this inquiry but which could be helpful in further exploring this topic.

If it is within your interest to explore this topic in greater detail, we suggest utilizing other, fee-based services such as Factiva Dialog/Profound and reports from Forrester and MarketingSherpa. As an Emerge Communications client, during the next 90 days, we are able to provide you with a 15% discount on any BizMiner research products that we sell. Please let us know if you are interested.

Additional research would help uncover the trends and marketing opportunities available within the growing lawn and garden category. Please contact Emerge Communications for more details.

DOCUMENTATION/SOURCES CITED

- *2006 National Gardening Survey*, Cotlier, Moira. April 1, 2006.
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- *Standard Rate and Data Service*, Media Solutions, March, 2007 1700 Higgins Road Des Plaines, IL 60018-5605.
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