



HOME AND GARDEN RESOURCE SECTION

Yankee readers love their homes and invest time and money in their indoor and outdoor living spaces.

- 76% of Yankee readers own a home
- Yankee readers spent more than **\$430 million** on home furnishings and more than **\$2.5 billion** on home improvements and remodeling in the past year
- Nearly half of all Yankee readers have a garden

Source: 2009 Spring MRI

Advertise in Yankee's Home & Garden Resource Section and connect with Yankee's home-centered readers.

RATES:

1/6p 4C.....\$2,460 net
Frequency discounts apply.

ADDED VALUE:

- Yankee's print and online reader service program Yankee Clicks
 - YankeeMagazine.com's Online Marketplace
- Timing coincides with print advertisement.

MATERIALS:

Home & Garden Resource Ad:

- Logo or product image
- 25-35 words of copy
- Brochure/catalog/product price (if any)

Yankee Clicks:

- Logo
 - Address, phone number, and Web site
 - 15 words of copy
- Value: \$500 for 2 months

Online Marketplace:

- Image
 - Web link
 - 50 words of copy
- Value: \$1,000 for 2 months

Space reservation and materials due per planning calendar.

For more information, contact Steve Hall at 800-736-1100 x320 or stevh@yankeepub.com

HOME & GARDEN RESOURCE		
<p>As Time Goes By</p>  <p>Our graceful Lily Ferns and fragrant "Casa Blanca" Oriental Lilies will transform your garden. Order item 5982910 and receive 6 Ferns and 12 large Lily bulbs delivered this spring. \$59.95 plus shipping. Code: 88978. WhiteFlowerFarm.com 1-800-503-9624</p>	<p>Vixen Hill Authentic Cedar Shutters</p>  <p>Shutters make a statement about you—so settle for nothing less than authentic cedar shutters from Vixen Hill. Hurricane and standard shutter designs are custom-sized for your home. Call 800-423-2766 or visit VixenHill.com.</p>	<p>Timberpeg® The Artisans of Post & Beam.</p>  <p>Since 1974, Timberpeg® has designed and fabricated beautiful timber frame homes across the nation. Visit www.timberpeg.com or call 800-636-2424 for more information or to find a local independent representative near you.</p>
<p>Wool Braided Rugs Made on Cape Cod Custom Sizes, Designs, and Colors Available</p>  <p>888-784-4581 Web catalog: capecodbraidedrug.com 537 Route 28 Harwich Port, MA 02646</p>	<p>Brigger Furniture Designs for Comfort</p>  <p>Our rockers, chairs, recliners, and sofas are "made to fit your body." Visit our showroom at 99 Sadler Street Gloucester, MA 01930 800-451-7247 www.klein.design.com</p>	<p>The Modern Gutter</p>  <p>RAINHANDLER — patented, maintenance-free alternative to old-fashioned gutters. Converts roof runoff back to rain and disperses it gently in a swath three feet wide. No clogging, no cleaning, no ground erosion. Invisible. Rugged aluminum. 25-year warranty. Free information. Write Rainhandler, Dept Y40308, 2710 North Ave., Bridgeport, CT 06604, or phone 800-942-3004. Visit: www.rainhandler.com</p>

1121 MAIN STREET
P.O. BOX 520
DUBLIN, NH
03444-0520

T 800-736-1100
F 603-563-8732

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