



## 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

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](mailto:stevh@yankeepub.com)

HOME & GARDEN RESOURCE		
<small>Go to the YankeeClicks button on YankeeMagazine.com or fill out and mail the card between pages 128 and 129.</small>		
<p><b>As Time Goes By</b></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. <a href="http://WhiteFlowerFarm.com">WhiteFlowerFarm.com</a> 1-800-503-9624</p>	<p><b>Vixen Hill</b> 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 <a href="http://VixenHill.com">VixenHill.com</a>.</p>	<p><b>Timberpeg®</b> The Artisans of Post &amp; Beam.</p>  <p>Since 1974, Timberpeg® has designed and fabricated beautiful timber frame homes across the nation. Visit <a href="http://www.timberpeg.com">www.timberpeg.com</a> or call 800-636-2424 for more information or to find a local independent representative near you.</p>
<p><b>Wool Braided Rugs Made on Cape Cod</b> Custom Sizes, Designs, and Colors Available</p>  <p>888-784-4581 Web catalog: <a href="http://capecodbraidedrug.com">capecodbraidedrug.com</a> 537 Route 28 Harwich Port, MA 02646</p>	<p><b>Brigger Furniture Designs for Comfort</b></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 <a href="http://www.kleindesign.com">www.kleindesign.com</a></p>	<p><b>The Modern Gutter</b></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: <a href="http://www.rainhandler.com">www.rainhandler.com</a></p>

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