



**HOME AND GARDEN RESOURCE SECTION**

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

- 81% of *Yankee* readers own a home
- *Yankee* readers spent on average \$7,088 on home renovation last year
- 83% 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.....\$2,540 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)*

*Source: Accelara Publishing Survey, January 2011*

<b>HOME &amp; GARDEN</b> <small>RESOURCE</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 #982910 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> <i>Authentic Cedar Shutters</i></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> <i>The Artisans of Post &amp; Beam.</i></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</b> <i>Made on Cape Cod</i> <i>Custom Sizes, Designs, and Colors Available</i></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</b> <i>Designs for Comfort</i></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.klein.design.com">www.klein.design.com</a></p>	<p><b>The Modern Gutter</b></p>  <p><b>RAINHANDLER</b> — 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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