

The Canadian Horticulturist

Contents for October

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Talks on Advertising No. 1

A full page advertisement in The Ladies' Home Journal costs \$5,000. A full page in The Saturday Evening Post, published by the same company, costs only \$3,000. Yet the circulation of The Saturday Evening Post is as large or possibly larger than The Ladies' Home Journal. Why is advertising space in one paper worth nearly twice as much as in the other?

In determining the value of advertising space in a publication, there are several things to be taken into consideration. The frequency of publication is an important factor. In the case of the two papers mentioned, one is (or was until recently) published monthly; the other weekly. A paper which reaches its readers only once a month is read much more carefully than a paper which comes more than four times as often. A weekly paper must be read as soon as received, or the next issue comes along, and it is old. A monthly paper is *read*, not glanced through. The best articles are read again, and then the copy is kept for future reference. How often do you see a member of your family going over a pile of old Saturday Evening Posts, dating back for a couple of years? Yet this is a familiar sight in the case of The Ladies' Home Journal, and of all monthly publications. The fact that The Canadian Horticulturist is a monthly publication is one reason why its advertising columns are so valuable to those who use them.

Character of Circulation

has much to do in determining the value of advertising space in a publication. Take the case of the same two publications. The Ladies' Home Journal is essentially a home publication. The copy may be purchased at a news stand or from a newsboy, but it is taken home to be read. The general character of the articles published are designed to teach something, rather than to please for the moment. The Saturday Evening Post has a larger percentage of circulation among the general public and in many cases it is simply purchased to pass the time for an hour or two, and is then discarded.

The Canadian Horticulturist is designed to teach its readers in regard to the principles and practices of horticulture. Its readers are those who want to learn something from its columns, who read the paper in their homes, and see who advertises in its columns. They are a well to do class, and their trade is worth while to advertisers who seek to attract it by using the advertising columns of this paper.

Subscribers who chance to miss their copy of The Canadian Horticulturist, when asking that another be sent, frequently state that they are preserving their copies, and have a complete file dating back for a number of years. The paper supplies something in the reading line they want, and they feel that they do not like to throw away or destroy a single copy. They look upon The Canadian Horticulturist as a friend who comes each month giving suggestions and instructions as to how they can get the most out of their fruit farms or gardens. When the readers of a publication have confidence in its reading columns, they will have confidence in the firms which use its advertising columns. That firms using advertising space in The Canadian Horticulturist have the confidence of its readers and are securing satisfactory results, is indicated by the fact that the advertising patronage of the magazine has increased several hundred per cent. during the past five years, and that this year the advertising carried and the number of advertisers is greater than ever before. Firms not advertising in The Canadian Horticulturist would do well to investigate its merits.