

# The Canadian Horticulturist

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## TALKS ON ADVERTISING

By the Advertising Manager

No. 3

### CONCENTRATION OF CIRCULATION

When an advertiser can place his announcements before the people who want to buy what he has to sell, he is assured of the maximum returns for the money spent. The true value of advertising space is measured by the results it obtains for the advertiser and in no other way. Space in a paper with only 1,000 subscribers, everyone of whom is interested in one particular subject is worth actually more to the advertiser who wishes to reach this class of people, than space in a paper with 10,000 subscribers of which only 1,000 are interested in this subject.

In the one case, the paper is read by all its subscribers for the special information it contains. It caters to a special class of readers who regard it as an authority in its particular line and who, when they read it, are looking for just such information as it contains. In the case of the publication with a circulation ten times as large, there are only 1,000 subscribers from whom he can hope to get business. Even these are apt to have their attention attracted to other subjects which occupy nine-tenths of the paper and so not be in the buying mood when they see his advertisement. The other 9,000 is circulation for which the advertiser is paying, but from which he gets no returns. Instead of getting ten times as much business from an advertisement in the paper with the larger circulation, the chances are that he will not get as much. Were the advertising rates in the two papers the same, his advertisement in the paper with the smaller circulation would probably pay him the best. The experienced advertiser considers not so much the number of people his advertisement will reach, but the number of sales it will make.

The Canadian Horticulturist is a journal that has concentrated quality in its circulation. Every reader is interested in some branch of horticulture. The paper reaches those interested in fruit, flower or vegetable growing, and them only. Its readers refer to it when they want information along horticultural lines. They are personally and vitally interested in its reading columns and to almost as great an extent in its advertising columns, for it is there they learn where they can buy the goods they want to use in their orchard or garden. For the advertiser handling such goods, The Canadian Horticulturist offers the maximum number of possible buyers per 1,000 readers with the minimum amount of waste circulation.

The Canadian Horticulturist brings results for those who use its columns to reach the orchardist and gardener. This is shown by the way such advertisers are increasing the amount of space used from year to year. Renewal contracts already received for next year show that some of these advertisers are increasing the amount of space used by 100 to over 500 per cent. over last year.

The advertiser who uses large space in any publication, especially in a publication which concentrates its circulation among one particular class of readers, impresses its readers with the size and importance of his business and with his facilities for filling orders promptly and satisfactorily, and reaps a correspondingly large reward.

*Next Month—Why it Pays General Advertisers to Use The Canadian Horticulturist.*