

grow • cook • heal

THE **Herb**
COMPANION

2011

THE **AUTHORITY**
ON **GROWING, COOKING AND**
HEALING WITH HERBS



The Herb Companion

Find a fresh new world of sales where the flavors are rich, the aromas delicious and the benefits of health abound. Cultivate relationships and devoted customers among the passionate group of consumers who live, breathe and buy the organic and natural products they find in *The Herb Companion*. These herb-lovers' shopping baskets brim with natural products, from personal care items to gardening supplies, from vegan and vegetarian foods to the freshest herbs and culinary ingredients. Herbal products are a way of life for *The Herb Companion's* readers and their daily devotion to natural wellness extends to pets and family members as well. These influential buyers turn regularly to *The Herb Companion*, referencing articles, responding to ads and informing friends about discoveries they make within its pages. From recipes and menus to product profiles, garden guides and frequent recommendations from the editors, *The Herb Companion* is a trusted, go-to resource for these affluent, college-educated readers!



THE HERB COMPANION READERS ARE PASSIONATE ABOUT HERBS, **COOKING**, AROMA, GARDENING, THE FEELING OF SOIL BETWEEN THEIR FINGERS. THEY SAVOR FLAVOR, SIMPLE COMFORTS AND NATURAL BEAUTY IN OR OUT OF THEIR HOMES, AND LOVE THE TOOLS AND PRODUCTS THAT CAN ELEVATE THEIR COOKING, **GARDENING** AND **HEALING** EXPERIENCES.

Reach an engaged audience that values every issue

- * Readers spend an average of 135 minutes reading each issue
- * 72% have read the last 6 issues
- * 91% save and refer to back issues often
- * 64% used an idea from *The Herb Companion*

Their interest in herbs extends to the advertising

- * 83% of our readers have taken some action as a result of seeing an ad in *The Herb Companion*
- * 58% commonly purchase items on the Internet
- * 96% get their gardening information from *The Herb Companion*

True enthusiasts who cook, garden and live wisely

- * 92% eat healthfully and pay attention to nutrition
- * 87% use herbal remedies frequently
- * 80% plan to purchase organic/natural personal care products in the next 12 months
- * 48% plan to take an herbal, nutritional or cooking class in the next 12 months
- * 95% grow their own herbs
- * 99% purchase herbs for cooking
- * Readers spend an average of 8 hours a week in the garden
- * Their average garden size is 327 sq. ft.
- * 81% own pets and 58% use natural/herbal products for their pets
- * 52% purchase vegan/vegetarian products

Source: 2010 Custom Study

AUDIENCE DEMOGRAPHICS

Subscriptions: 56,000
Single Copy Sales: 12,250
National Paid Subscriptions: 68,250

Source: July-Dec 2010 Publisher's Own Data

Total Print Audience: 154,245

Source: 2010 Custom Study

Total Audience: 349,053

Source: 2010 Custom Study

Average age	54
Average HHI	\$90,967
Average Value of Owned Home	\$189,830

<u>Gender</u>	% of readers
Men	8.3%
Women	91.7%

<u>Education</u>	% of readers
Attended/graduated college	85.9%
Graduated college	29.4%
Attended college	30.0%
Post graduate	26.5%

<u>Age</u>	% of readers
18-24	0.3%
25-34	2.0%
35-44	11.5%
45-54	27.0%
55-64	42.0%
65-74	15.5%
75 or older	1.7%

<u>Marital Status</u>	% of readers
Never married	6.6%
Married	72.6%
Legally separated/widowed/divorced	20.2%
Engaged	0.6%

<u>Home</u>	% of readers
Home owned	92.6%
Home value: \$500,000+	10.2%
Home value: \$200,000-499,999	40.2%
Home value: \$100,000-199,999	38.9%
Home value: \$50,000-99,999	8.6%
Home value: <\$50,000	2.0%

<u>HHI</u>	% of readers
\$150,000+	12.8%
\$125,000-149,999	5.1%
\$100,000-124,999	13.2%
\$75,000-99,999	19.0%
\$50,000-74,999	22.7%
\$40,000-49,999	12.1%
\$30,000-39,999	5.5%
\$20,000-29,999	5.9%
<\$20,000	3.7%

<u>Area of Residence</u>	% of readers
County Size A	8.2%
County Size B	23.5%
County Size C	28.0%
County Size D	40.2%

Source: 2010 Custom Study

IN EVERY ISSUE



COOKING Elegant takes on mainstay recipes using herbs and spices. Herbs make all the difference in the flavor, aroma and beauty of food; *The Herb Companion* takes the mystery out of planning and preparing easy, impressive dishes for entertaining, or for sumptuous stay-at-home dinners for one. **GARDENING** Expert advice on growing herbs, including landscaping, planting kitchen gardens, growing medicinal herbs, in-depth plant profiles, plus much more. **PRESERVING THE HARVEST** The best tools and advice for drying and freezing herbs, and for making herbal vinegars, oils, infusions or teas. **HEALTH** Tools for healing and maintaining good health, with coverage of nutritional supplements, diet, immune-system boosters, lifestyle choices, herbal remedies, natural treatments and disease prevention. **BODY CARE** Recipes and detailed instructions on making or buying herb-based natural soaps, lotions, lip balms and other products to rejuvenate the body and the soul. **PRODUCT NEWS** Woven throughout each issue are staff picks for tools and products sure to please herb enthusiasts.



2011 EDITORIAL CALENDAR

December 2010/January 2011

Spotlight: Winter Comfort

Ad Close: September 30, 2010 **On Sale:** November 23, 2010

7 Colonial Herbs: Explore the use of seven favorite herbs in Colonial America, such as catnip, chamomile, Lady's Bedstraw and others, and how they are still used today.

A Brief History of Saffron: A look at saffron's checkered past—in the Middle Ages, the plant's rumored plague-combating qualities inspired fraud, piracy and even wars—and how it is best used today. Recipes.

Soup's On: Warm up your winter with these herb-infused soups and stews. Recipes.

Peru: Explore the Peruvian wealth of herbs, including native culinary and medicinal traditions. Venture into the heart of the former Incan empire, the birthplace of these techniques. Recipes.

DEPARTMENTS:

Fresh Clips: News, reports on herbal scientific studies, horticultural headlines, African-American healing tradition in Colonial Williamsburg, tips

Body & Soul: Wash away the winter blahs with at-home skin soothing herbal body scrubs

Garden Spaces: Plans for planting your own colonial garden

Q&A/Ask the Herbalist: Health advice from an expert

Herb to Know: Devil's claw

List of Likes: Gift guide

Down to Earth: Herbalists' musings and stories

Try This at Home: Make chai with star anise

February/March 2011

Spotlight: Herb Basics

Ad Close: November 29, 2010 **On Sale:** January 25, 2011

Wine and Herb Pairings: Pair these wines with these herb-infused recipes.

2011 Herb of the Year: Horseradish: Growing tips, medicinal uses and many recipes.

Plant a Year-Round Blooming Garden: How to have a beautiful garden in all seasons but the deepest winter.

Sidebar includes a guide to growing herbs for beginners.

Cures In Your Cupboard: Help for minor conditions can be as close your kitchen. Recipes.

DEPARTMENTS:

Fresh Clips: News, reports on herbal scientific studies, horticultural headlines, featured gardens, tips

Body & Soul: Whip up these men's grooming products at home

Garden Spaces: These rock wall garden design plans show readers which herbs to stuff into rocks and retaining walls

Pet Corner: Herbal advice for the pet owner

Q&A/Green Patch: Why Are My Herbs Dying? Tips to keep three favorite herbs thriving

Herb to Know: Milky Oats

List of Likes: Editors' favorite products

Down to Earth: Moonlight Garden

Try This at Home: An easy, everyday herbal tip

April/May 2011

Spotlight: Spring Renewal

Ad Close: January 28, 2011 **On Sale:** March 22, 2011

Seven Silver Sensations: Use silvery-gray herbs, such as artemisia and santolina, for the best effect.

Accidentally Vegan: Budget-friendly, fresh recipes that are vegan without trying. Small-plate recipes for a tapas-style feast for the whole family.

8 Recipes to Fight Aging: Vibrant herbs can instantly add flavor to superfoods. Recipes.

Plant a Medicinal Garden: Discover what you should grow to keep a basic "medicine chest" of herbs around.

DEPARTMENTS:

Fresh Clips: News, reports on herbal scientific studies, horticultural headlines, featured gardens, tips

Body & Soul: Beauty treatments to make at home

Garden Spaces: Gardening design plans to try at home

Flavor First: Wonderful, highly organized, rich and varied offerings from area farms and farmers

Q&A/Ask the Herbalist: Expert health advice on herbs for eyesight

Herb to Know: Turmeric

List of Likes: Editors' favorite products

Down to Earth: Herbalists' musings and stories

Try This at Home: An easy, everyday herbal recipe to make your own ketchup

June/July 2011

Spotlight: Summer

Ad Close: March 31, 2011 **On Sale:** May 24, 2011

Easy, 5-Minute Jams and Jelly Recipes: Make your own super-simple, delicious jams and jellies in five minutes.

Introduce Native Plants to Your Garden: Exotic plants may not be the best choice for your garden, your pocketbook or the environment. Try these native plants instead.

Herbs for Dementia: An estimated 35 million people worldwide have dementia; learn more about preventative lifestyle changes and healthful herbs.

Homemade Herbal Pizza Recipes: Delicious recipes and tips for perfect homemade pizza.

DEPARTMENTS:

Fresh Clips: News, reports on herbal scientific studies, horticultural headlines, featured gardens, tips

Body & Soul: Mediterranean spa treatments to make at home

Garden Spaces: Plans for a cocktail garden with all the herbs you need for happy hour

Pet Corner: Herbal advice for the pet owner

Q&A/Green Patch: Expert advice on 10 dangerous imitators: Learn how to identify the beneficial plants from their toxic doppelgangers

Herb to Know: Exotic Aloes

List of Likes: Editors' favorite products

Down to Earth: Herbalists' musings and stories

Try This at Home: An easy, everyday herbal tip

August/September 2011

Spotlight: Harvest

Ad Close: June 1, 2011 **On Sale:** July 26, 2011

The Art of Preparing Spice Blends: Check out our glossary of blends from across the globe and learn how to use them in your cooking to achieve maximum flavor. Recipes.

Perfect Thyming: Learn when, why and how to use French, English, Lemon, Caraway and other thymes. Recipes.

Plant a Garden 5 Feet and Taller: Our plants can end up lost amid a garden full of similarly shaped beauties. These statuesque plants are perfect to set off the plants in your garden.

8 Recipes for Stronger Bones: Our fast and flavorful dishes will help you strengthen bones. Recipes.

DEPARTMENTS:

Fresh Clips: News, reports on herbal scientific studies, horticultural headlines, featured gardens, tips

Body & Soul: Lavender beauty recipes to make at home

Garden Spaces: Plans for an amazing herbal garden

Flavor First: Learn about removing toxins from the soil for urban gardens

Q&A/Ask the Herbalist: Expert advice on anti-cancer herbs

Herb to Know: Obscure Lavenders

List of Likes: Editors' favorite products

Down to Earth: Herbalists' musings and stories

Try This at Home: An easy, everyday herbal tip

October/November 2011

Spotlight: Holiday

Ad Close: August 3, 2011 **On Sale:** September 27, 2011

Make Breads and Cheeses at Home: Grind your own grain with our various bread recipes and pair them with simple cheese recipes.

The Goods on Garlic: Discover garden tips, harvest tips and much more for homegrown garlic. Recipes.

Cut Cholesterol With Herbs: How to control your cholesterol with herbs.

Aromatherapy: The Power of Essential Oils: Discover the history and evolution of aromatherapy and learn how you can use it in your home today.

DEPARTMENTS:

Fresh Clips: News, reports on herbal scientific studies, horticultural headlines, featured gardens, tips

Body & Soul: All about the medicinal properties of carrier oils, which are used in beauty recipes.

Garden Spaces: Plans for growing a garlic garden

Pet Corner: Herbal advice for the pet owner

Q&A/Green Patch: Grow and Prepare Arugula

Herb to Know: Parsley

List of Likes: Editors' favorite products

Down to Earth: Musings and stories

Try This at Home: Make your own mustard

Editorial lineups are frequently updated and revised; please contact your account representative for the most current information.

WHY ADVERTISERS DEPEND ON *The Herb Companion*

Because every article, photograph and column in the magazine is tailored to an audience who loves products like yours!

"If you are working in the herbal products industry, it would be utterly foolish to overlook the potential that advertising in *Herb Companion* would have for you. The magazine represents the very best of our market and to not target them with our tailored message would border on neglect."

— SHAWN DONNILLE, *Vice President*
Mountain Rose Herbs

"Herb Pharm has been very pleased with our decision to advertise with *The Herb Companion*. The beautiful layout and depth of information complements our brand position, and we love the fact that readership is made up of both herbal supplementation devotees, and those who are very likely to become converts."

— MICHAEL GILLETTE, *Director of Marketing and Sales*
Herb Pharm

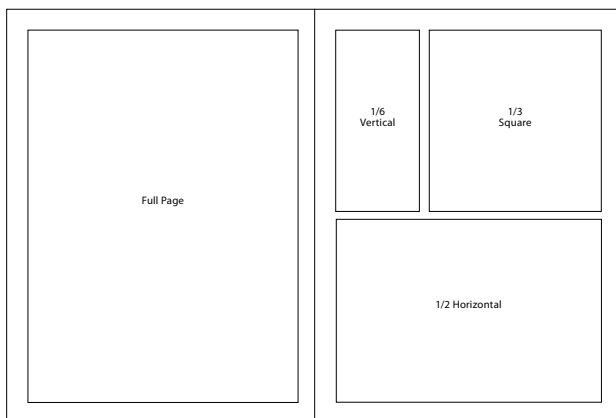
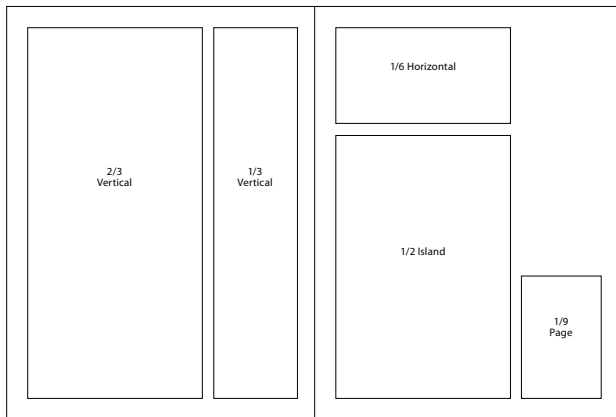
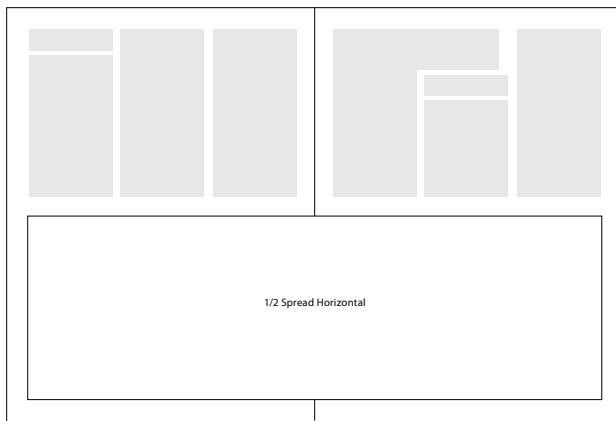
"Since advertising in *The Herb Companion*, Little Moon has seen a significant jump in sales and brand recognition. This periodical reaches our target audience of healthy and environmentally conscientious people. We have definitely felt the response. I feel lucky to do business with this organization and I know it represents me well!"

— LAURA LAMUN, *Owner and Formulator*
Little Moon Essentials

"Working with *Herb Companion* has been a truly delightful experience. Not only has derma e® been pleasantly surprised at the consumer response that has been generated by advertising in this publication, but the magazine's staff has also embraced our product line and helped us think of additional innovative ways to spread the word about our brand. What started out as a somewhat skeptical trial has transformed into a full ad campaign as well as enthusiastic support for the value of this publication, thanks largely to the diligence, prompt follow-up, and creativity of the senior account executive we work closely with. I would encourage anyone who is trying to reach a health-focused, eco-conscious, intelligent, primarily female demographic to consider *Herb Companion* as the next addition to their advertising plan."

— SUSAN MOREHART, *Director Sales and Marketing*
Derma E

AD SIZES



AD TYPES	SIZES
Trim size	8" x 10 1/2"
Full page	7 1/2" x 10"
Full page with bleed	8 1/4" x 10 3/4"
2 page spread	15" x 10"
2 page spread, bleed	16 1/4" x 10 3/4"
1/2 page spread	15" x 4 1/2"
1/2 page spread, bleed	16 1/4" x 5 1/4"
1/2 page horizontal	7" x 4 1/2"
1/2 page island	4 1/2" x 7"
2/3 page vertical	4 1/2" x 9 3/4"
1/3 page vertical	2 1/8" x 9 3/4"
1/3 page square	4 1/2" x 4 1/2"
1/6 page vertical	2 1/8" x 4 1/2"
1/6 page horizontal	4 1/2" x 2 1/8"
1/9 page	2 1/8" x 3"

PUBLICATION TRIM SIZE

8" x 10 1/2"

SADDLE-STITCHED

Image area of all full bleed ads must extend 1/8" minimum beyond trim.

Live area must have 1/4" allowance from trim on all four sides.

2011 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Dec/Jan 2011	Sept 30, 2010	Oct 6, 2010	Nov 23, 2010
Feb/Mar 2011	Nov 29, 2010	Dec 3, 2010	Jan 25, 2011
Apr/May 2011	Jan 28, 2011	Feb 3, 2011	Mar 22, 2011
June/July 2011	Mar 31, 2011	Apr 6, 2011	May 24, 2011
Aug/Sept 2011	June 1, 2011	June 8, 2011	July 26, 2011
Oct/Nov 2011	Aug 3, 2011	Aug 10, 2011	Sept 27, 2011
Dec/Jan 2012	Sept 30, 2011	Oct 5, 2011	Nov 22, 2011

Published bimonthly (six times a year).

MATERIAL SPECIFICATIONS

We require all ads be supplied electronically to the following specifications:

FILE FORMATS: PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworld.com/uploadedfiles/Client_Tools/how2pdf.pdf.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

E-mail: Ads (no larger than 10 megabytes) can be e-mailed to AdCoordinator@HerbCompanion.com. Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

YouSendIt FTP site:

- Visit www.yousendit.com
- Enter recipient e-mail address: AdCoordinator@HerbCompanion.com and your e-mail address.
- Select file and send it.

Ogden FTP site:

- Install FTP software on your computer. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from www.download.com).
- Log on to FTP address <ftp.oweb.net>
- Enter login: ogdenpubs-guest (lowercase).
- Enter Confidential Password: t017pa (lowercase).
- Upload file/files in the Herb Companion folder within the ADS_IN folder. Save any Mac Files as Macbinaryll.
- E-mail AdCoordinator@HerbCompanion.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

CD-ROM or DVD: Ads submitted on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

Send all materials to:

Advertising Department
Ogden Publications, Inc.
1503 SW 42nd Street
Topeka, KS 66609
e-mail: AdCoordinator@HerbCompanion.com
(800) 678-5779

COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.
- All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing or distributing *Herb Companion* or *Herb Companion Online*.

ONLINE



www.HerbCompanion.com

Save big when you promote your natural cooking, gardening, healing and lifestyle products and services with this one-stop-shop for herbal enthusiasts. This site helps readers upgrade the basics in their life – from food to gardening to health – with herbal recipes, tips of the week, articles, weekly newsletters and editorial blogs.

Average Monthly Page Views: 253,845

Average Monthly Unique Visitors: 72,625

Newsletter (weekly)

Rates: \$260 per ad or \$520 for all 3 ad positions

Average opt-in subscribers: 49,558



www.MotherEarthNews.com

Reach green consumers most efficiently with America's No. 1 environmental website. Contains all editorial content from the magazine's first 40 years in a searchable database, as well as an "Ask the Experts" section, editorial blogs, reader forums and polls.

Average Monthly Page Views: 3,346,214

Average Monthly Unique Visitors: 697,232

Newsletter (5 categories – 10 issues per month)

Rates: \$1,250 per ad or \$2,500 for all 3 ad positions

Average opt-in subscribers: 217,073



www.Utne.com

Sell your green luxury products to these affluent, forward thinkers. Since 1984, *Utne Reader* has been the leading voice for alternative ideas. The site offers editorial content, *Utne Daily* updates, editorial blogs, *Utne*-sponsored happenings, contests, special offers and more.

Average Monthly Page Views: 344,526

Average Monthly Unique Visitors: 144,384

Newsletter (20 issues per month)

Rates: \$260 per ad or \$520 for all 3 ad positions

Average opt-in subscribers: 25,421



www.NaturalHomeandGarden.com

Introduce, brand and sell your product to this female, health-conscious audience. Features content from the magazine, editorial blogs, a directory of green professionals and Web-only content for creating beautiful, healthy spaces for people and the planet, as well as videos of home tours and DIY projects.

Average Monthly Page Views: 210,341

Average Monthly Unique Visitors: 49,145

Newsletter (weekly)

Rates: \$500 per ad or \$1,000 for all 3 ad positions

Average opt-in subscribers: 45,190



Video

Our eco-friendly network visitors always enjoy watching our video features on green homes, gardening, natural health, recipes, green hints and more.

Average Monthly Views: 400,000

Ad spot: 15 second pre-roll

ONLINE ADVERTISING SPECIFICATIONS

ARTICLE PAGES All Titles

Ad Size: 468 x 60

Ad Size: 728 x 90

Ad Size: 300 x 250

Ad Size: 160 x 600

Ad Size: 160 x 600

Ad Size: 300 x 250

Ad Size: 300 x 250

Ad Size: 300 x 250

Ad Size: 300 x 250

BLOG PAGES All Titles

Ad Size: 160 x 600

Ad Size: 300 x 250

Ad Size: 300 x 250

Ad Size: 300 x 250

Ad Size: 300 x 250

NEWSLETTERS All Titles

Ad Size: 468 x 60

Ad Size: 160 x 600

Ad Size: 160 x 600

Ad: Logo with 50-word text

SIZES FOR RUN-OF-SITE ADVERTISING:

- Leaderboard (728 x 90)
- Banner Ad (468 x 60)
- Jumbo box (300 x 250)
- Skyscraper (160 x 600)

SIZES FOR E-NEWSLETTER ADVERTISING:

- Banner Ad (468 x 60)
- Skyscraper (160 x 600)
- Text Ad with logo (150 x 150) + 50 words

FILE SIZE:

File size of 40kb or less at 72 dpi

CURRENTLY ACCEPTED AD FORMATS:

- Preferred: GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.
- Website only: HTML/JavaScript (DHTML)/Flash (URL embedded) Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

VIDEO ADVERTISING FORMATS:

.mp4 or .wmv; 4:3 aspect ratio

MATERIAL SUBMISSION:

- Send all ads to: bhurwitz@ogdenpubs.com.
- Within the e-mail please note the following: Company name, contact name, contact number, website it will be running on and expected start date.

360° MARKETING

Because we know that our readers are always hungry for more, we bring a variety of marketing programs that intersect your brand with our audience's love of herbs. For all of our customers, we offer 360° experiential marketing solutions that extend well beyond the page. From innovative online tools to sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.



Video/Television

Ogden Publications develops entertaining video content for cable, network and online platforms, delivering brand integration opportunities.

Sweepstakes

Grow your e-mail lists for future e-commerce communications.

Online

We'll partner with you to develop a 360°, 24/7 online destination that meets your company's goals and needs.

Branded Products

Partnering with us can provide new audiences and instant authority, as well as huge promotional vehicles through our media.

Events

Consumers can experience your brand firsthand at one of our live, exclusive events, bringing you closer to your customer.

Custom Publishing

Custom content is the perfect opportunity to build relationships with customers, employees and prospects.

Research

We can provide marketing intelligence to help you understand and define the market for your product or service.

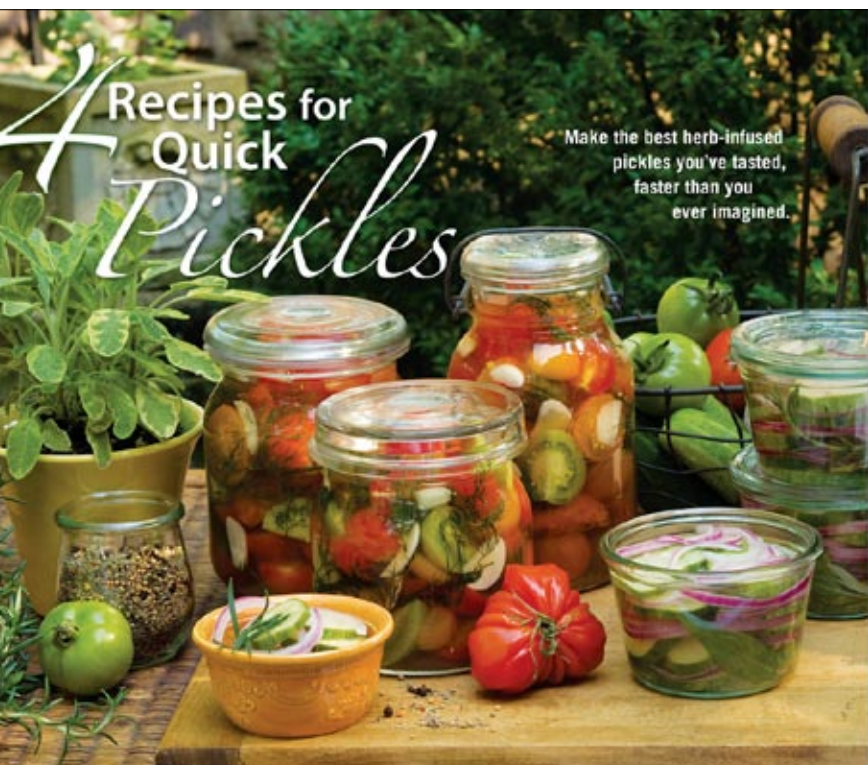
Direct Mail

Let us create targeted direct mail lists and help you find new customers.

Print

Let our sales team work with you to create a print campaign that will reach your target audience.





4 Recipes for Quick Pickles

Make the best herb-infused pickles you've tasted, faster than you ever imagined.

By Letti
Photography by M

The pleasure of enjoying abundance is whether pickled for a special treat or your good way to avoid using those no more which can be used in. Unlike traditional easy-to-prepare recipes, these are made to last the year, and cold. The featured, however, I choose full of pickles longer, more involved.

Beyond Garlic
Most recipes are seasoned with garlic, long spices. By making you can use many different herbs, onions, green onions, and more. Get some all kind these recipes. Each so of standard, certainly a good idea to try and extra can a your quick pickle jar.

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Herb COMPANION

WE LIKE SUBSCRIBE \$14.95

Cook • Heal

Resources Search

Current Issue

Herb COMPANION

21 Tips for From bug-free roses to transfers your garden tips.

Essentials (and more)

Budget-Friendly Meals Rise in runaway food costs the best way with this easy, herb-rich plan. We include a 5-day meal map to help you.

Creating Custom Garden Spaces

21 Tips for From bug-free roses to transfers your garden tips.

Essentials (and more)

Budget-Friendly Meals Rise in runaway food costs the best way with this easy, herb-rich plan. We include a 5-day meal map to help you.

Creating Custom Garden Spaces

From www.HerbCompanion.com to you every week to inspire, inform, and delight.

Herb COMPANION
Grow • Cook • Heal

Horticulture
The Art & Science of Smart Gardening

We know why you garden. **SUBSCRIBE & GET A FREE GIFT!**

Herbs to Cook

4 Recipes for Quick Pickles

One of the joys about late summer is the abundance of fresh herbs. Save your herbs by using them to make quick pickles. The great thing about quick pickle pickling is that you never have to make the same recipe twice. There are so many intriguing herb combinations, also, that four easy recipes can be made in one hour!

[View your herbs with our online inventory.](#)

Herbs to Grow

Herbs for Health

become a dog's best friend.

Herb Basics

Learn How To Make Your Own Chicken

As a part of Women's Home News and Girl magazine's commitment to quality, nutritious, and healthy eating, we're helping you learn to make your own chicken. We'll show you how to choose the best cuts, how to season and prepare them, and we'll give you the recipes that make it all so easy. It's the best of both worlds: delicious and healthy!

Community Chickens.com is your resource for all things poultry!

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Herb Basics

Creating Custom Garden Spaces

WITH 20 DESIGNS!

Box garden cheery greeting

Soil prep is the first step in any garden scheme, and you'll see the difference it makes within one season.

Planting Key

Learn how to make the most of your garden space with this practical guide to planting. It's the only book you need to know how to plant, how to care for your plants, and how to make the most of your garden space. It's the only book you need to know how to plant, how to care for your plants, and how to make the most of your garden space.

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