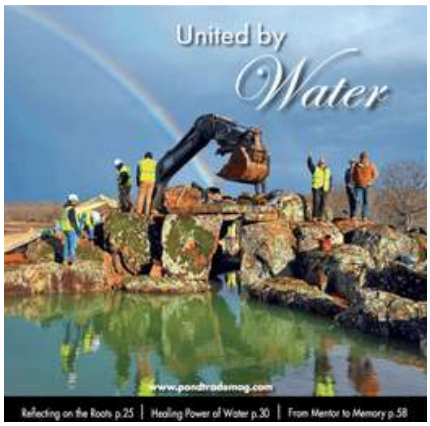
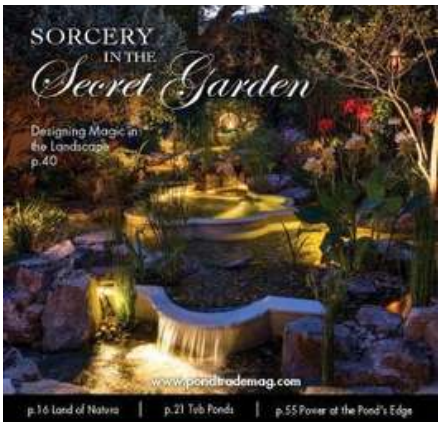
PONDTRADE MAGAZINE

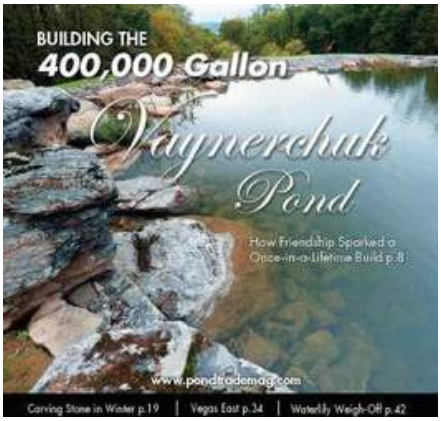


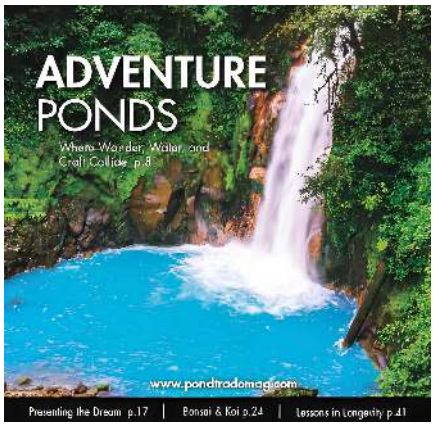


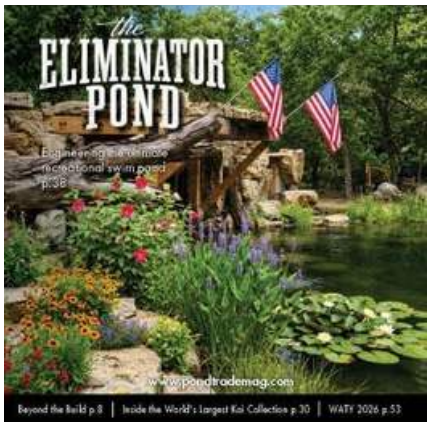














2027 MEDIA KIT

www.pondtrademag.com

ONLY POND TRADE

CONTENT IS KING

SERVES PROFESSIONALS IN THE POND AND WATER FEATURE INDUSTRY

POND Trade is the only multimedia brand serving professionals in the global pond and water feature industry – nearly a $4.8 billion market.* These are designers, builders, pond maintenance and management professionals, water gardening experts, koi farmers, pond science specialists as well as pond enthusiasts.

CONTENT THAT EMPOWERS AND INSPIRES POND PROFESSIONALS

Residential and commercial ponds and water features are built with the artistry, science, knowledge, and expertise of our readers. POND Trade is the only publication focused exclusively on empowering and inspiring pond professionals to excel in both craft and business. Our content is by industry professionals, for industry professionals—luminaries and legends whose backgrounds are as varied as our audience, from Japanese koi farmers and rock/boulder specialists to outdoor lighting designers, pond builders, and aquatic scientists. We also feature insights from industry bloggers, business consultants, and suppliers. All our writers share a passion for ponds, water features, and fountains, and for creating something beautiful and full of life. At POND Trade, we believe a pond is a place, an experience, and a state of mind.

OUR PORTFOLIO

POND Trade magazine—published bimonthly—reaches 5,400+ North American pond professionals with its print edition and another 2,100 pond professionals and serious pond enthusiasts with its global digital edition.* Our audience includes pond professionals and serious enthusiasts looking to deepen their expertise.

Pondtrademag.com is a leading online resource for pond professionals and enthusiasts, offering expert insights, practical how-to guides, business strategies, industry news and inspiration. Website traffic continues to grow, with active users increasing 47% from January through September 2026 compared with the same period in 2025.

The POND Trade New Issue Newsletter, distributed bimonthly, delivers the latest magazine content, industry updates and expert perspectives directly to subscribers.

***SOURCES**
Google Analytics, September 2026

WHO SHOULD ADVERTISE IN POND TRADE?

With a tight editorial focus, the POND Trade magazine, website and newsletter provide the ideal environments to promote products used in the design, construction, maintenance and health of ponds, water features and fountains, as well as pond life such as koi. POND Trade reaches the decision makers you need to influence.

WHAT'S INSIDE EACH ISSUE?

The stories and strategies that move pond pros forward:

- **Cover Story:** In-depth features exploring big ideas, timely topics, and industry leaders.
- **Pond Construction:** Practical advice, methods, and product insights to improve every build.
- **Small Business Insights:** Guidance for smarter operations, management, and growth.
- **Aquatic Plants:** Expert recommendations for plant selection, care, and design applications.
- **Language of Koi:** Articles focused on koi appreciation, health, and husbandry.
- **Sales & Marketing:** Strategies and tools to attract, retain, and engage more customers.
- **Seasonal Focus:** Timely content that aligns with current challenges and opportunities.
- **Events Calendar:** A look at upcoming industry shows, expos, and gatherings.
- **Trade News & Trends:** Updates on product launches, company milestones, and voices shaping the industry.

POND TRADE LETS READERS ACCESS INFORMATION IN THE FORMAT THEY WANT



POND TRADE
PRINT DISPLAY ADS

2027

PRINT RATES - DISPLAY ADS

AD SIZE (Width" X Height")	1x	3x	6x FULL YEAR	SPECIAL POSITIONS (1.1x base rate)	10% Discount 6x - Year Paid in Full
BUSINESS CARD 3.5" X 2" *Appears within Marketplace Only*	$275	$250	$225	$303	**SAVE $135**
¼ PAGE 3.625" x 4.875"	$525	$475	$425	$578	**SAVE $255**
⅓ PAGE V. / SQUARE 2.389" x 10" / 4.944 x 4.875"	$925	$875	$835	$1,018	**SAVE $501**
½ PAGE 7.5" x 4.875"	$1,200	$1,150	$1,100	$1,320	**SAVE $660**
⅔ PAGE V. 4.944" x 10"	$1,300	$1,200	$1,125	$1,430	**SAVE $675**
FULL PAGE 8.75" x 11.5"	$1,600	$1,500	$1,400	$1,760	**SAVE $840**
FULL PAGE - COVER 2 (INSIDE FRONT COVER)	$1,920	$1,800	$1,700	N/A	**SAVE $1,020**
FULL PAGE - COVER 3 (INSIDE BACK COVER)	$1,760	$1,650	$1,575	N/A	**SAVE $945**
FULL PAGE - COVER 4 (BACK COVER)	$2,160	$2,000	$1,900	N/A	**SAVE $1,140**
FULL PAGE (INSIDE PAGE 3)	$1,920	$1,800	$1,700	N/A	**SAVE $1,020**
SPREAD (CENTER FOLD)	Inquire for pricing*				

2027 AD PLACEMENT DEADLINES

Please Note: Deadlines for the March/April 2027 issue have been moved up to accommodate an early release at the Water Garden Expo, Feb. 10–12, where the 2027 Water Artisans of the Year will be announced.

ISSUE	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
AD SPACE DEADLINE	11/15/26	12/15/26	3/15/27	5/15/27	7/15/27	9/15/27
AD MATERIALS DEADLINE	11/30/26	12/31/26	3/31/27	5/31/27	7/31/27	9/30/27

AD PLACEMENT

Advertising is placed throughout the publication at the discretion of the publisher.
Special positions are available, subject to availability, at 1.1 x base rate.

POND TRADE
WEB ADS
WWW.PONDTRADEMAG.COM

2027

A 24/7 RESOURCE FOR POND PROFESSIONALS

While readers love our magazine, our website makes POND Trade content available whenever readers need it. Pond professionals are often on the go, and when they need answers, they can turn to pondtrademag.com on their phone or tablet. Optimized for mobile, our website makes searching for specific pond content quick and easy. It's also where readers can find the latest industry news. Each month, an average of 8,000 active users engage with the website.

WEB AD SPECS

- **Formats:** JPG (best for photos), PNG (crisp text/transparent), GIF (simple animation).
- **Animation:** Allowed—keep it to 3 frames max.
- **File size:** Stay under 900 KB for fast loading.
- **Specs**: You can scan this code to see full details, or go to *pondtrademag.com/display-banner-ad-specifications/*

BE WHERE YOUR CUSTOMERS ARE—PRINT *AND* ONLINE

Today's buyers start their search on the web. That's why a complete plan pairs POND Trade in print with targeted placements on pondtrademag.com—so pond pros see you in the magazine and find you again when they're researching solutions.

Why it works

- **Right audience, less waste:** Our site is built for pond professionals—your ads meet qualified buyers.
- **Brand + demand:** Web ads build recognition and drive high-intent traffic to your site.
- **Across the journey:** Stay visible from first search to final quote.

Ways to show up

- Display ads in multiple sizes and placements
- Sponsored content to tell your story in context
- Bundle & save: Multi-ad packages deliver better reach and value—perfect for promoting different offers in the same month.

2027 WEB AD RATES

Web Ad Opportunities	1 Month	6 Months	12 Months
Run of Site (Leaderboard Ad) 728x90 pixel (px)	$145	$125	**$95**
Run of Site (Skyscraper Ad) 160x600 pixel (px)	$145	$125	**$95**
Inline Article Ad Rates 300x250 (pixel) px	$150	$130	**$100**

POND TRADE
WEB ADS
WWW.PONDTRADEMAG.COM

2027

TOTAL COVERAGE PACKAGES

Total Coverage Packages at www.pondtrademag.com

Get guaranteed impressions and built-in savings. Each month, your package includes three ad units—leaderboard, skyscraper, and inline. Your rate sets the exposure level, and each unit can carry a different message, making it easy to promote multiple products for less than buying ads individually.

Total coverage package guarantees a minimum of 50K impressions a month.

Packages	Cost
TOTAL COVERAGE PACKAGE -Includes 3 ad units. A leaderboard, skyscraper and inline ad.	$350/mo.

Receive ad reports to monitor your marketing campaign's effectiveness!

SPONSORED ARTICLE (SEO) PACKAGE

Cost: $500

Article is labeled as Sponsored Content.

Get lasting value with permanent links and hosting. Submit a 500–1,000-word article for pondtrademag.com with three keyword links to your site. We'll promote it on the homepage and social channels, and you'll also get a dedicated e-blast to drive extra traffic and leads.

SPONSORED ARTICLE PACKAGE INCLUDES:

- **Permanent, SEO-optimized article:** Published on pondtrademag.com (topics: ponds, waterscapes, koi, hardscapes) for year-round discoverability.
- **SEO keyword links:** Embedded in your copy to point to your site and boost visibility for the terms that matter.
- **Permanent hosting:** Lives on pondtrademag.com indefinitely; limit 2 Sponsored Articles per supplier per year.
- **Homepage feature (2 weeks):** Front-and-center placement at launch for maximum initial exposure.
- **Social amplification (2 posts):** Promoted across POND Trade's social channels during the launch month to drive extra clicks.

Items needed:

- **Article (500–1,000 words):** Valuable to pond pros; topics can include equipment & maintenance, design & construction, hardscapes, or koi. (Contact our publisher Lauren Nolan - Lnolan@pondtrademag.com for ideas.)
- **Photos & keywords:** 2–3 photos plus 3 keywords included in the article text.
- **Link URLs:** Destination links to pair with your keywords.

Please inquire for SEO article samples.

POND TRADE
CREATIVE SERVICES

2027

NEED HELP DESIGNING OR REVAMPING YOUR ADS?

Put your best work front and center with clean, on-brand creative built for the pond & water-garden community. Professional design makes your message clear, your brand credible, and your ad more effective—so every placement works harder.

WHY IT MATTERS

- **Stand out:** Catch attention in a niche market
- **Be clear**: Say more with less
- **Build trust**: Polished visuals = credible brand
- **Save time:** We handle layout and print specs
- **Stay consistent:** One look across print, web, and social
- **Get results:** More eyes → more inquiries















DESIGN SERVICES FOR POND TRADE ADVERTISERS

Already advertising with us? We can design your ad, too! See the pricing chart below for ad-design rates for current advertisers.

Have broader needs – branding, layouts, or other graphics? We're happy to help.

Email Lauren Nolan,
lnolan@pondtrademag.com.

Each ad design includes:

- Two rounds of revisions.
- Final design file(s) are yours to repurpose.

Logo and photography to be supplied by client.

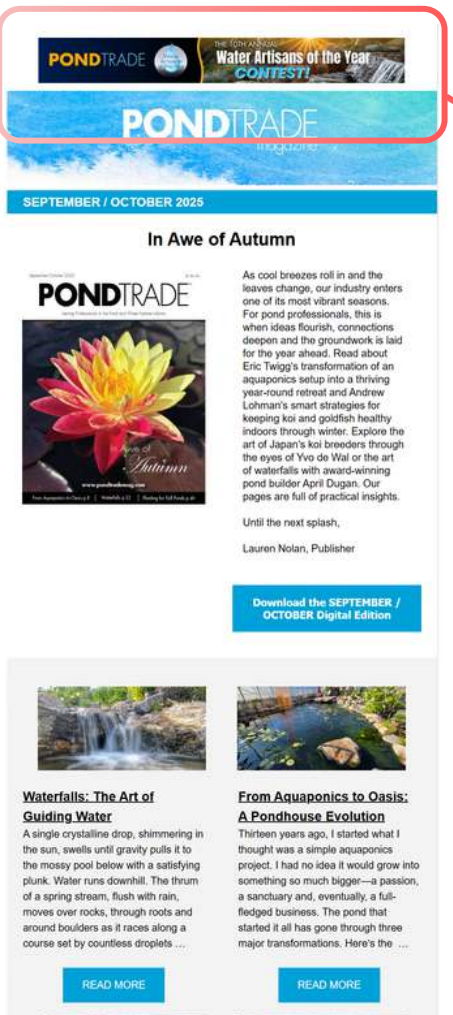
AD SIZE	COST
BUSINESS CARD 3.5" X 2" *Appears within Marketplace Only*	$75 - $125
¼ PAGE 3.625" x 4.875"	$125-$200
⅓ PAGE V. / SQUARE 2.389" x 10" / 4.944 x 4.875"	$125-$200
½ PAGE 7.5" x 4.875"	$200-$300
⅔ PAGE V. 4.944" x 10"	$200-$300
FULL PAGE 8.75" x 11.5"	$300 +
WEB ADS	$75

POND TRADE DIGITAL MARKETING 2027

LEAD GENERATION FROM OUR NEW ISSUE NEWSLETTER

Reach 2,100+ pond and water-feature pros and enthusiasts with a first look at each issue. Advertisers get qualified site traffic and contact details for every subscriber who clicks their ads or sponsored links—plus a lead-generation report delivered two weeks after send. Two newsletter emails are sent out per issue.

Newsletter Issues	Ad Closing Newsletter 1	Ad Closing Newsletter 2
JAN-FEB	DEC 22ND	JAN 3RD
MAR-APR	FEB 24TH	MAR 1ST
MAY-JUN	APR 24TH	MAY 1ST
JULY-AUG	JUN 24TH	JUL 1ST
SEP-OCT	AUG 24TH	SEPT 1ST
NOV-DEC	OCT 24TH	NOV 1ST



PREMIUM SPONSORSHIP - $300

- **1 Banner Ad :** 728 × 90 px leaderboard with link.
- **Exclusivity:** Only one sponsor per newsletter (your brand owns the placement for the selected issue).

DIGITAL MARKETING OPPORTUNITIES BY POND TRADE

Email Marketing	Cost	10% Discount for Full Year Advertisers
Email Marketing • New Issue Newsletter (1) • New Issue Newsletter (2)	$300 per newsletter	**Total= $1,800** **SAVE $180**
Email Marketing General Sponsor: • Ad in an email (not a new issue newsletter) with a backlink to your website	$300 per email	**Total= $1,800** **SAVE $180**
Sponsored Email: Send a custom email to our audience promoting your business. • Includes two sends to a custom list of subscribers. The follow-up email will be sent to non-opens. • HTML Supplied or inquire for assistance.	$500	N/A

POND TRADE
MARKETING CONSULTATIONS

2027

POND TRADE MARKETING & BRAND CONSULTING

INDUSTRY EXPERTISE. STRATEGIC INSIGHT. BUSINESS GROWTH.
Your business deserves a marketing strategy as specialized as the industry you serve.

POND Trade Magazine offers personalized marketing consultation services designed specifically for pond contractors, retailers, manufacturers and water feature professionals. With an understanding of the pond industry's unique audiences, challenges and opportunities, we help businesses evaluate their current marketing efforts, strengthen their brand identity and identify strategies for sustainable growth.

Whether you're building a brand, expanding your customer base or looking to maximize your existing marketing investments, our consulting services provide an objective assessment and actionable recommendations tailored to your business.

CONSULTATION SERVICES

BRAND IDENTITY & POSITIONING
Evaluate your brand's messaging, visual identity, market positioning and consistency across platforms to ensure your business effectively communicates its value.

MARKETING STRATEGY & PERFORMANCE
Review current marketing initiatives, advertising expenditures, promotional campaigns and customer outreach to identify strengths, weaknesses and opportunities for improvement.

WEBSITE & DIGITAL PRESENCE
Assess website effectiveness, search engine visibility, social media engagement, email marketing and online customer experience.

COMPETITIVE & MARKET ANALYSIS
Examine your competitive landscape, identify opportunities for differentiation and explore strategies to better connect with your ideal customers.

STRATEGIC PLANNING & GROWTH OPPORTUNITIES
Receive practical recommendations for improving marketing performance, allocating resources and developing a more effective long-term strategy.

FLEXIBLE CONSULTING. PERSONALIZED SOLUTIONS.
No two businesses have the same marketing needs. Our hourly consulting model allows you to focus on the areas that matter most, whether that's a targeted marketing review or a comprehensive brand and business growth assessment.

LET'S GROW YOUR BUSINESS.
Discover opportunities to strengthen your brand, improve your marketing efforts and position your business for continued success. Contact POND Trade Magazine to schedule your marketing consultation.

CONSULTING RATE: $150 PER HOUR
*Current advertisers get a 30min **FREE** Consultation.
Additional services and project-based engagements may be quoted separately.

POND TRADE
TERMS & CONDITIONS

2027

PUBLISH DATES

POND Trade Magazine is published six times a year, on the odd months. Mailed copies arrive the first week of the cover date. Digital versions are also published in their entirety at **pondtrademag.com/issues.**

FREQUENCY DISCOUNT

Advertisers receive a frequency discount based on the number of consecutive ads. Maximum discount is the six times rate.

ARTWORK CHANGES

Advertisers may change artwork running at any time without penalty or extra charge. Artwork must be received by the artwork issue deadlines to be substituted. Ad sizes may be changed within the term of an insertion order without penalty or additional charge. Increases or decreases will take effect only if requested prior to the ad close date for the issue. Discounts earned will not be impacted.

PRINT MATERIALS

We accept TIFF or PDF files only. All files must be created at full size and at 300 dpi. Please flatten to convert fonts to graphics before saving. TIFF files provide high reliability and are preferred. Color set to CMYK, not RGB. Binding is Saddle Stitch 8.5″ x 11″. Contact us to be directed to our Dropbox to upload finished ads. Print and digital ads should be emailed to Lnolan@pondtrademag.com.

AD PLACEMENT PRIORITY

Ad positions rotate equally throughout the magazine, front to back, right to left, top to bottom. Exceptions are limited to premium pages.

CANCELLATIONS

Ad cancellations must be received in writing prior to the issue close date. Ads may be updated at any time at no additional charge. New artwork received will be placed in the next available issue, based on the issue close date.

SHORT RATES

Advertisers will be charged for the higher rate (i.e., short-rated) if they do not fulfill the number of insertions agreed to in their contract. A bill for the difference between the rate of the order and the highest rate the number of insertions qualifies for will be submitted and payable.

TERMS OF PAYMENT

Ad placements are on a prepaid basis. Billing is available upon approved credit. To apply, please request a credit application. Invoices are due net 30 days. A service charge of 2% per month will be added to unpaid balances more than 30 days past due. Publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for monies due and payable. Check, PayPal and credit cards are accepted. Credit cards subject to a 4% fee.

CONTRACT AND COPY REGULATIONS

Publisher reserves the right to reject or cancel advertising at any time, for any reason. Until an ad is printed the publisher has no obligation to run such ad and has no liability in the event the ad does not appear. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue in which an ad is accepted for print. Advertiser and its agency, jointly and severally, will indemnify publisher and hold publisher harmless against any expenses (including legal fees) and losses resulting from the publication of contents of advertising including, but not limited to, claims or suits for libel, violation of rights of privacy, copyright or trademark or other intellectual property infringement, plagiarism, or any other statutory or common law right, in law or equity, of any person or entity.



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