

Beautiful Communities



The magazine about creating a beautiful community ~ Helping Canadian Communities make a difference

promotes the aims and ideals of beautifying urban centres across Canada, educating and encouraging communities to enhance their tourism potential. We also celebrate the people who make the programs work.

DISTRIBUTION

Mailed directly to thousands of qualified potential customers such as:

- Municipal and civic leaders
- City managers
- Municipal planners
- Parks managers
- Community business development leaders
- and many more . . .

Also available at key trade shows NATIONAL

- FCM Conference
- Canada Blooms
- Urban Forest Conference

PROVINCIAL

- Assoc. of Municipalities Conferences
- Ontario Small Urban Municipalities
- Provincial landscape trade shows
- Two dozen other shows and conferences across Canada.

PUBLISHER

Pegasus Publications Inc.
Publishers of the Local Gardener Magazines: Ontario Gardener, Ontario Landscapes, Manitoba Gardener, Alberta Gardener, Canadian Trees, Urban Forester, etc.

PUBLISHING DATES

SUMMER

The Federation of Canadian Municipalities edition

FALL

In time for the CIB Awards

SPRING

Getting ready for tourism season

MECHANICAL SPECS

Trim size: 8.125 x 10.75 in.
Live area: 7.25 x 10 in.
Bleed size: 8.625 x 11.125 in.
Column width: 2.33 in.

STRATFORD



CHARLOTTETOWN



WESTERN

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EASTERN

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WINNIPEG



YOUR ACCOUNT EXECUTIVE:

Net Cdn Rates

4-colour advertising

	1 x	2x	3 x
Full	\$2,750	\$2,675	\$2,500
Half	\$1,705	\$1,630	\$1,550
Third		\$1,310	\$1,260
	\$1,200		
Quarter	\$1,015	\$ 975	\$ 925
Sixth	\$ 775	\$ 735	\$ 700

Covers

	1 x	2x	3 x
Outside	\$3,410	\$3,360	\$3,200

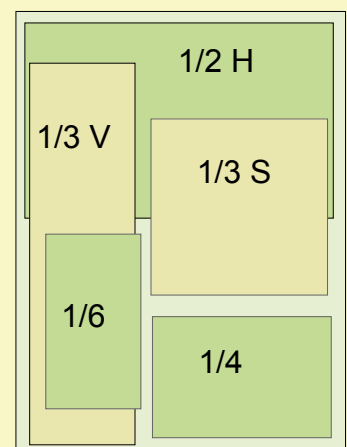
Ad Dimensions

Size Wide x Deep (inches)

FULL	7.25 x 10
1/2 ISL	4.79 x 7.25
1/2 H	7.25 x 4.94
1/3 S	4.79 x 4.94
1/3 V	2.33 x 10
1/4	4.79 x 3.57
1/6	4.79 x 2.33

Full Page with bleed:
8.625 x

11.125



Ad copy can be emailed, labelled with publication name and issue to: art.work@pegasuspublications.net

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Helping Canadian Communities make a difference

Beautiful Communities

promotes the aims and ideals of community beautification programs across Canada, educating and encouraging communities to enhance their tourism potential.

Beautiful Communities also celebrates the people who make the programs work.

National beautification programs have flourished in Europe, including England, France and Ireland, for decades and lately a number of programs have sprung up in Canada.

These programs promote involvement and action by citizens of all ages, the municipal government, local organizations and businesses. The programs strive to improve the tidiness, appearance and visual appeal of Canada's neighbourhoods, parks, open spaces and streets through the imaginative use of flowers, plants and trees. A focus on environmental awareness and preservation of heritage and culture promotes improved quality of life.

Programs generally focus on the following criteria:

1. Landscaping

The general use of plant materials, including trees and shrubs, hardscaping and furnishings such as benches, lighting standards and other decorative elements contribute immensely to the way visitors feel about a community.

2. Gardens and Flowers

Floral Displays in flower beds, hanging baskets, window boxes and in boulevard containers are part of the programs. The focus is on harmony and originality. Communities are encouraged in most programs to reflect the local character in their displays.

3. Turf & Groundcover

The use of natural plants, groundcovers and wild flowers as well as manicured grass on boulevards, in parks and private spaces is important. Maintenance of these areas con-

tributes to the overall ambience created by the plantings.

4. Urban Forestry

Urban forestry is about the use of trees in the landscape. Maintenance is an important issue. Communities are encouraged to plant in open spaces and boulevards to enhance the beauty of their towns.

5. Community Involvement

The more people involved, the better and indeed, these programs could not happen without the involvement of many local citizens. This fosters a sense of community and ensure the continuance of the programs.

6. Maintaining Historic Properties

It's so easy to tear down a historic building and replace with a gleaming new one, but in doing so, the character of the community

is forever changed. Programs encourage communities to maintain their historical buildings and other sites and utilize them in tourism projects.

7. Environmental Practices

Greening of communities is only partly about plants. It is also about ensuring that communities work toward developing more environmentally sustainable practices.

8. Neatness

Keeping communities clean and tidy is an important part of developing the sort of atmosphere that encourage tourism and fosters community pride.

To take advantage of this unparalleled advertising opportunity, contact your advertising executive today.



It is about the flowers!