

# Colibri

**A new magazine aimed specifically at the Northwest gardener, backyard entertainer and experiential traveler.**

Mailed monthly to 15,000 Northwest gardening enthusiasts

Inaugural issue: Flower and Garden Festival issue, distributed at the Northwest Flower and Garden Festival, February 9-13, 2022

Publication Date: January 18, 2022

Advertising Deadline: December 10, 2021

*For advertising information contact Katie Higgins:  
(206) 914-4248  
Katie@ColibriNW.com*



# About the new *Colibri Magazine*

**Colibri Magazine** is aimed at the Northwest homeowner who owns enough land to be seriously engaged in gardening but not so much that he/she has a full-time professional gardening service.

- Our reader is an avid gardener and/or is actively engaged in cooking (inside and outside), growing and cooking their own vegetables, enjoying life in the dining room and the backyard, and traveling around the region and the world.
- Our reader owns a home valued at between \$880K-\$2M
- With a net worth of \$1MM-\$2MM, and a net income up to \$250K, our reader has discretionary income and the time and desire to enjoy it.
- Our reader is an avid gardener who also enjoys cooking, “experiential” travel, entertaining and being entertained, and is active in any or all of the above.

There is no magazine currently on the market serving the Pacific Northwest homeowner, gardener, cooking and entertaining enthusiast and experiential traveler.

We're introducing *Colibri Magazine* to target this active and engaged market. We invite you to use *Colibri Magazine* to connect with them!

*Thank you for your interest and support!*

*Peter Philips*

Peter Philips, Publisher  
(206) 779-2746 • Peter@ColibriNW.com

**For advertising information contact Katie Higgins:**

**Katie@ColibriNW.com • (206) 914-4248**



*‘Colibri’ is ‘hummingbird’ in French. Peter’s mother was French and Colibri was her Girl Scout nickname. It seemed a fitting title for a gardening magazine.*



# Aching for Spring

*With the winter blahs behind us, many Northwest gardeners can't wait to get back out to their happy place. Here's one local's advice on how to Feed the Need.*

BY BILL THORNESS

Life might seem a bit empty right now, coming out of a long, cold winter. But an old Hawaiian proverb says, "When your hands are turned to the soil, you will be full." So let us get gardening, the healthy activity that can be started surprisingly early in our mild Maritime climate. May it fill our spirits and soothe the need for spring.

Growing edibles begins in earnest in March as our soils warm up and the days become longer. Here are some ideas to get started.

### *Is your soil warm enough to plant?*

Calculate the soil temperature. Find out the soil warmth by watching the daily highs/lows. Add the daily high and nightly low together, then divide by two. That's the approximate temperature of open soil. (e.g.:

$50+40=90/2=45$ ) It's more accurate if you do it over the course of a week and then average those, because the soil temp doesn't move with just one warm day. A soil thermometer will tell you right away if the soil is warm enough to sprout seeds. Most seeds require soil warmed to a depth of 3" to germinate.

**Temps needed to germinate.** Our coolest vegetables (lettuce, peas, chard, parsley, mustard greens, beets, carrots) will sprout in soil as cool as 40 degrees F. Other crops (corn, tomatoes) need at least 50 degrees F, while others (beans, peppers, melons, squashes) need 60 degrees F minimum. Of course, all will sprout faster in soil a little warmer than the minimum.

**Warm up your soil.** You can cover the garden bed for a few days with plastic sheeting to warm it up—but

# Editorial Contributors



## **Editor: Janet Endsley**

Janet was a marketing and PR professional for many years before becoming active in the gardening community. She has served on the Arboretum Foundation Board, and chaired the annual Pacific Northwest Gardens Competition for ten years. She is past president of the Northwest Perennial Alliance, produced the NPA Open Gardens Directory for seven years and chaired the 2010 Hardy Plant Study Weekend. She became the Seminar Manager for the Northwest Flower & Garden Festival in 2005. Janet holds a B.A. in Public Communication from the University of Washington. In addition to tending her Mill Creek garden she loves to read, write, bake, and work out. She lives with her husband Mike, whose favorite garden tool is a 7-iron, and Katie, their Golden Retriever.



## **Nancy Leson *Cooking***

Nancy is an award-winning food writer, radio personality and public speaker who learned much of what she knows about food during her first career: waiting tables. Seattle readers know her as the mouth that scored—for the better part of two decades—as restaurant critic and food columnist for the Seattle Times. These days, when she's not interviewing food folks for NPR member-station KNKX, you'll find Nancy teaching cooking classes via PCC and other Seattle area culinary schools and helping end hunger, one loaf at a time, as Edmonds' neighborhood coordinator for Community Loaves. *Get to know Nancy at [www.nancyleson.com](http://www.nancyleson.com).*



## **Rosemary McClure *Travel***

Journalist Rosemary McClure is a prize-winning writer/editor who has a sense of humor and a passion for travel. She currently writes a travel column for the Los Angeles Times and is the author of "Yosemite & Neighboring Parks," a Frommer guidebook. Her credits include two Travel Writer of the Year awards from the Society of American Travel Writers.



## **Bill Thorness *Gardening***

Bill Thorness is a writer, editor and gardener who's been working and gardening in Seattle since the mid-1980s. He is the author of two gardening books: *Cool Season Gardener: Extend the Harvest, Plan Ahead, and Grow Vegetables Year Round* and *Edible Heirlooms: Heritage Vegetables for the Maritime Garden* (both from Skipstone Press), and "Extend the Harvest," a streaming class based on his books for Craftsyt.com. Bill is a Master Gardener in King County. He is active in many regional garden organizations, and a frequent speaker on edibles at regional nurseries, garden clubs and garden shows.

# TOOLS

# & TOYS

*This Month's Must-Haves for Northwest Outdoor Living*



**OONI KARU WOOD AND CHARCOAL FIRED PORTABLE PIZZA OVEN**  
**\$349-95**

Cook authentic wood-fired pizza in your outdoor space this year! Fueled by either hardwood or lump charcoal, the Karu generates the super-high heat and rolling flames required to cook Neapolitan wood-fired, stone-baked pizza in 60 seconds flat.  
[www.williams-sonoma.com](http://www.williams-sonoma.com)



**CARSON MINISCOUT 7X18 BINOCULARS**  
**\$30.00**

Birds of every variety visit Northwest gardens this season—get to know them up-close and personal! With 7x magnification and 18mm objective lens diameter these versatile, compact binoculars are well suited for wildlife viewing, hiking, camping, travel and more.  
[www.rei.com](http://www.rei.com)



**FELCO 17 PRUNING SHEAR**  
**\$75**

Cut cleaner and closer with the compact all-purpose FELCO 17 pruning shears (secateurs) for the discerning left-hander. Comfort and efficiency come together with ease in the revolving handle that reduces muscle strain, though none of the precision cutting pleasure that is sustained from your first cut to the end of the day's pruning tasks.  
[www.felco.com](http://www.felco.com)

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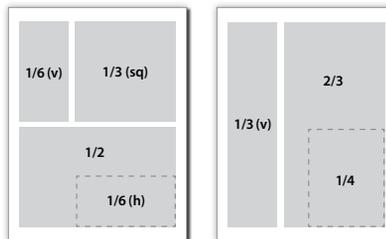
A new magazine aimed specifically at the Northwest gardener, backyard entertainer and experiential traveler.

Includes 8-page Garden Festival Preview Guide!

ADVERTISING RATES			
All rates are net.			
	1x	4x (20% discount)	8x (30% discount)
Outside Back Cover*	\$2750	\$2200	\$1925
Inside Front Cover*	\$2500	\$2000	\$1750
Inside Back Cover*	\$2250	\$1800	\$1575
Full Page*	\$1950	\$1650	\$1365
2/3 page	\$1500	\$1450	\$1050
1/2 page	\$1175	\$1100	\$825
1/3 page (sq/v)	\$1000	\$950	\$750
1/4 page	\$750	\$700	\$675
1/6 page (h/v)	\$600	\$575	\$550
Ad Design & Production: \$110 (Includes two revisions. Additional charges apply thereafter.)			
Special Page Position: Earned rate + 15%			

PUBLISHING SCHEDULE	
<b>INAUGURAL ISSUE</b>	
<b>Jan/Feb 2022</b>	
Ad Space Reservation	Dec 10
Materials Due	Jan 3
Publication Date	Jan 18
<b>April 2022</b>	
Ad Space Reservation	Feb 18
Materials Due	Mar 7
Publication Date	Mar 21
<b>May 2022</b>	
Ad Space Reservation	Apr 1
Materials Due	Apr 18
Publication Date	Apr 25
<b>June 2022</b>	
Ad Space Reservation	May 1
Materials Due	May 16
Publication Date	May 30
<b>July 2022</b>	
Ad Space Reservation	Jun 1
Materials Due	Jun 13
Publication Date	Jun 27
<b>Aug/Sept 2022</b>	
Ad Space Reservation	Jul 1
Materials Due	Jul 11
Publication Date	Jul 25
<b>Oct 2022</b>	
Ad Space Reservation	Sept 2
Materials Due	Sept 12
Publication Date	Sept 26
<b>Nov/Dec 2022</b>	
Ad Space Reservation	Sept 30
Materials Due	Oct 10
Publication Date	Oct 24

AD SIZES width x height	
Full Page*	8.375" x 10.875" (trim)
2/3 page	4.75" x 9.625"
1/2 page	7.25" x 4.81"
1/3 page square	4.75" x 4.81"
1/3 page vertical	2.25" x 9.625"
1/4 page	3.375" x 4.81"
1/6 page horizontal	4.75" x 2.25"
1/6 vertical	2.25" x 4.81"



**AD SPECIFICATIONS:** High-resolution PDFs, 300dpi resolution, colors converted to CMYK, all fonts embedded.

**\*BLEED ADS:** For Full Page ads, please add .125" bleed around trim size; keep text .25" away from the trim edge.

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# Stuffed Eggplant with Yogurt and Microgreen Salad

## INGREDIENTS

**1 1/2 c. marinara, divided**  
**2 medium eggplants, halved**  
**1 tbsp. extra-virgin olive oil**  
**1 medium onion, chopped**  
**1 tsp. dried oregano**  
**Kosher salt**  
**Freshly ground black pepper**  
**2 cloves garlic, minced**  
**1 c. chopped tomatoes**  
**1 large egg, lightly beaten**  
**2 c. shredded mozzarella, divided**  
**1/4 c. freshly grated Parmesan**  
**1/4 c. Italian bread crumbs**  
**Freshly sliced basil, for garnish**

1. Preheat oven to 350°. Spread 1 cup of marinara over the bottom of a 9x13-inch baking dish. Using a spoon, hollow out eggplants, leaving about a 1/2-inch-thick border around skin to create a boat; transfer to baking dish. Roughly chop scooped-out eggplant flesh.
2. In a large skillet over medium heat, heat oil. Add onion and cook until soft, 5 minutes. Stir in chopped eggplant and season with oregano, salt, and pepper. Cook, stirring often, until golden and tender, 3 to 4 minutes. Add garlic and cook until fragrant, 1 minute.
3. Transfer mixture to a bowl and add tomatoes, egg, 1 cup of mozzarella, and remaining 1/2 cup marinara. Mix until just combined, then scoop into eggplant boats. Top with remaining 1 cup mozzarella, Parmesan, and bread crumbs.
4. Bake until eggplants are tender and cheese is golden, about 50 minutes.
5. Garnish with basil before serving.



**RECIPE FROM**  
**NAYA DARTAMI,**  
**HOME CHEF FROM**  
**MUKILTEO**

*"It doesn't get any fresher than this when eggplant is in season! Add veggie ground meat if you like an extra jolt of umami, or toss in some sauteed mushrooms. If you would like the skin of the eggplant softer I suggest putting it in the oven before you add the ingredients. Enjoy!"*

YIELDS:

**4** SERVINGS

PREP TIME:

**0** HOURS **20** MINS

COOK TIME:

**0** HOURS **50** MINS

TOTAL TIME:

**1** HOUR **10** MINS

# Publishing Team

## Peter Philips *Publisher*

Having spent the last two decades as co-founder and president of Philips Publishing Group, Peter ran a full-time staff of 14 that published three owned titles and launched and ran more than twenty magazines under contract for clients as varied as ferry companies, professional associations, and suburban cities.

After selling their owned titles and closing Philips Publishing in 2020, Peter incorporated as Colibri Northwest, LLC with the intent to launch and publish *Colibri Magazine*.

We plan a January 2022 launch ahead of the Northwest Flower & Garden Festival to 15,000 Northwest homeowners who fit the target demographic described on page two.

We invite you to join our efforts to bring local gardeners into nurseries and backyard cooks into the outdoor furniture and grill stores, and all of the above to our local bookstores, restaurants and hotels as they appreciate the beauty and sensory pleasure of the Pacific Northwest.



## Crystal Alaniz *Chief Operations Officer*

Crystal has been in the publishing field for more than 20 years. She got her professional start working for the Greenhouse, a



high-end kitchen and furniture store in Bellingham, then joined Salmon Bay Communications as part of the team that developed the Northwest Flower & Garden Show and San Francisco Flower & Garden Show. Crystal joined Philips Publishing Group in 2011 where she rose to the title of CFO. Crystal followed Peter Philips to Colibri Northwest in 2020 and currently serves as COO.

## Katie Higgins *Sales Director*

Katie has been in the publishing field since 1999. After starting her sales career in radio, Katie began her career in print sales at Media Index Publishing as an account executive and advanced to sales manager before leaving after 17 years to join Philips Publishing Group. At Philips, Katie was responsible for advertising print sales for three titles. In 2020 Katie followed Peter Philips to Colibri Northwest to help launch *Colibri Magazine*. Katie is an avid gardener and enjoys hiking and traveling the Pacific Northwest with her family. She also serves on the board of her local swim club.



## Jason Becker *Designer*

Jason's career as a graphic designer measures more than 20 years. Specializing in magazine production and print design for



business, he joined Philips Publishing Group in 2017 and now continues magazine production and design with Colibri Northwest. When the workday ends, he'll often be found serving as a volunteer Little League umpire, tending to the backyard veggies and chickens, enjoying the fresh air and scenery of a Northwest hike, or scheming his next travel plans with his family.

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