

2021 MARKETING PROSPECTUS

Print and Digital Opportunities

About MSHS

THE MINNESOTA STATE HORTICULTURAL SOCIETY (MSHS) is one of the longest-standing and largest member-supported horticultural societies in the United States, engaging cold-climate gardeners from the Upper Midwest to Alaska to Canada. Proudly serving growers of all ages, backgrounds and skill levels since 1866, we offer gardening classes and resources, community outreach programs and the award-winning *Northern Gardener* magazine, the only publication exclusively for cold-climate gardeners.

Our members and readers grow both ornamentals and food and are passionate, informed gardeners who trust and look to us to find quality gardening tools, products and garden centers, nurseries and landscaping services. According to a recent survey, *Northern Gardener* readers actively scan the publication for ads. We offer valuable marketing opportunities to build your brand, drive sales and share your message with the Upper Midwest's strong network of gardening enthusiasts.

OUR REACH



9,500

Active
Members



11,000

Northern Gardener
Magazine Readers



14,300

eNews
Subscribers



435,000

Annual
Website Visits

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Advertise in our award-winning, bimonthly publication
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Expanded reach through digital distribution (with bonus hot links!)
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Sponsorship Opportunities

CULTIVATING
communities.

CREATING
green spaces.

ENCOURAGING
growth.

Minnesota State Horticultural Society

1935 County Rd. B2 West, Suite 125
Roseville, MN 55113-1334

www.NorthernGardener.org



Advertising Contact

BETSY PIERRE
(763) 295-5420
BETSY@PIERREPRODUCTIONS.COM

Northern Gardener Magazine

FULL COLOR ADVERTISING RATES

| PLACEMENT | 1x | 3x | 6x |
|-----------------------|---------|---------|---------|
| Center Spread | \$1,699 | \$1,599 | \$1,499 |
| Back Cover | \$1,599 | \$1,499 | \$1,399 |
| Inside Front or Back | \$1,299 | \$1,199 | \$1,099 |
| Opposite Inside Front | \$1,299 | \$1,199 | \$1,099 |
| Full Page | \$1,099 | \$999 | \$899 |
| 1/2 Page | \$699 | \$629 | \$569 |
| 1/3 Page | \$629 | \$579 | \$499 |
| 1/4 Page | \$599 | \$549 | \$479 |
| Assigned Location | \$90 | \$85 | \$69 |
| Gardener's Market 2" | \$149 | \$139 | \$129 |
| Gardener's Market 3" | \$189 | \$179 | \$169 |
| Gardener's Market 4" | \$269 | \$249 | \$239 |
| Gardener's Market 5" | \$315 | \$289 | \$269 |



CIRCULATION: 11,000
MEMBERS: 9,500
NEWSSTAND: 1,500

| ISSUE | DEADLINE |
|----------|----------|
| Jan/Feb | Nov 15 |
| Mar/Apr | Jan 15 |
| May/June | Mar 15 |
| July/Aug | May 15 |
| Sept/Oct | July 15 |
| Nov/Dec | Sept 15 |

*IF THE 15TH FALLS ON A WEEKEND, DEADLINE WILL BE THE NEXT BUSINESS DAY.

BONUS

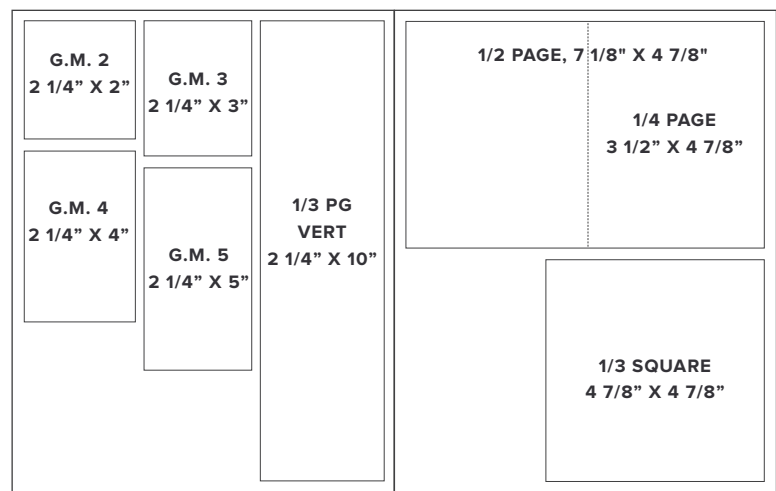
- Ads hotlinked from digital version of the magazine.
- 40% non-profit discount.

DISPLAY AD SPECIFICATIONS (WxH)

TRIM SIZE 8 3/8" X 10 7/8"

| | |
|---------------------|------------------|
| Full-page bleed | 8 5/8" x 11 1/8" |
| Full-page non-bleed | 7 1/4" x 10" |
| 1/2 page horizontal | 7 1/8" x 4 7/8" |
| 1/3 page vertical | 2 1/4" x 10" |
| 1/3 square | 4 7/8" x 4 7/8" |
| 1/4 page | 3 1/2" x 4 7/8" |

- LIVE MATTER:** must be 1/2" inside publication trim
BLEED MATTER: must extend 1/8" beyond publication trim
PRINTING PROCESS: web offset
BINDING: saddle stitch
RESOLUTION: Ad must be 300dpi print quality at full size.
NOTE: All ads should be designed with a border. Ads requiring design services may be charged a design fee. Please email or call for details.



GARDENER'S MARKET ADS APPEAR IN THE BACK OF THE MAGAZINE AND ARE ALL 2 1/4" WIDE BY TWO, THREE, FOUR OR FIVE INCHES HIGH.

75% of readers report reviewing Gardener's Market in each issue!

Advertising Contact

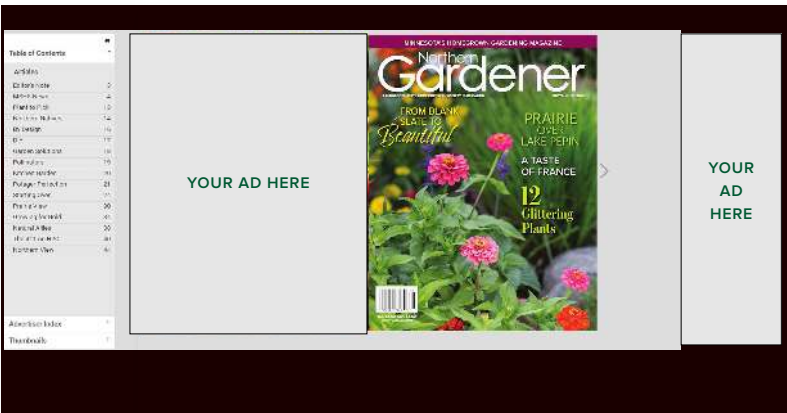
BETSY PIERRE
 (763) 295-5420
 BETSY@PIERREPRODUCTIONS.COM

Northern Gardener Digital Issue

NORTHERN GARDENER DIGITAL ISSUE LANDING PAGE

AVERAGE ISSUE VISITS: 1,360

AVAILABLE: Bimonthly (Jan, Mar, May, July, Sept and Nov)



COST

LEFT OF COVER AD

(EXCLUSIVE PLACEMENT, 1 PER ISSUE)

1x - \$499/issue | 3x - \$449 /issue | 6x - \$399/issue

SKYSCRAPER AD

(EXCLUSIVE PLACEMENT, 1 PER ISSUE)

1x - \$309/ issue | 3x - \$279/ issue | 6x - \$249/ issue

SPECIFICATIONS

LEFT OF COVER IMAGE SIZE: Full Page Bleed:

8 5/8”w x 11 1/8”h, Trim: 8 3/8”w x 10 7/8”h

Note: Keep live matter 1/2” inside trim size

SKYSCRAPER IMAGE SIZE: 160w x 600h (pixels)

ADS HOTLINKED: Supply URL

FORMAT: JPEG, PNG, GIF or animated GIF (max 3 second animation), no larger than 200KB

DEADLINE: See Northern Gardener print deadlines

NORTHERN GARDENER DIGITAL ISSUE ANNOUNCEMENT EMAIL

CIRCULATION: 6,000

DISTRIBUTION: Bimonthly (Jan, Mar, May, July, Sept and Nov)

OPEN RATE: 57%

COST

TOP OF EMAIL (EXCLUSIVE PLACEMENT, 1 PER ISSUE)

Will appear just below lead image.

1x - \$309/issue | 3x - \$279/issue | 6x - \$249/issue

MIDDLE OF EMAIL (EXCLUSIVE PLACEMENT, 1 PER ISSUE)

1x - \$239/ issue | 6x - \$219/ issue | 12x - \$199/ issue

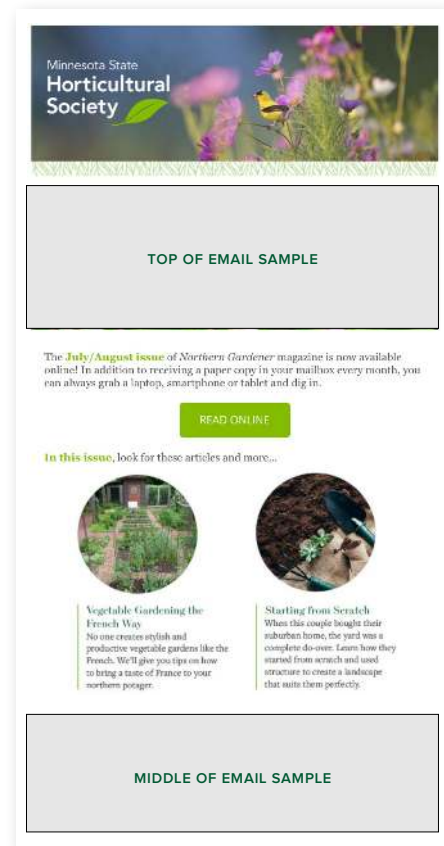
SPECIFICATIONS

IMAGE SIZE: 600w x 200h (pixels)

ADS HOTLINKED: Supply URL

FORMAT: JPEG or PNG

DEADLINE: See Northern Gardener print deadlines



Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY@PIERREPRODUCTIONS.COM

Northern Gardener eNews

CIRCULATION AND REACH

CIRCULATION: 14,300

DISTRIBUTION: October - February: One per month, 2nd week of month
March - September: Twice per month*, 2nd and 4th week of month

OPEN RATE: 42%

*Advertiser picks which week they prefer, availability is first-come, first-serve basis.

COST

TOP OF eNEWS (EXCLUSIVE PLACEMENT, 1 PER ISSUE)

Will appear just below lead image.

1x - \$309/mo. | 6x - \$279/mo. | 12x - \$249/mo.

MIDDLE OF eNEWS (MAX 6 PER ISSUE)

1x - \$239/mo. | 6x - \$219/mo. | 12x - \$199/mo.

*Advertiser choice - image ad or text/logo

SPECIFICATIONS

IMAGE SIZE: 600w x 200h (pixels)

TEXT AND LOGO/IMAGE: 70 words of copy and a logo or image (will be set in square space)

ADS HOTLINKED: Supply URL

FORMAT: JPEG or PNG

DEADLINE: 25th of the month prior



TOP OF EMAIL SAMPLE

Seeing gaps in your garden? As June bloomers fade into the background and early-season veggies wind down, try filling holes with natives and pollinator-friendly perennials—many local garden centers and greenhouses offer midsummer sales. There's also plenty of time to seed beets, carrots, radishes, turnips, kohlrabi, arugula and lettuces to fill out your garden right now.

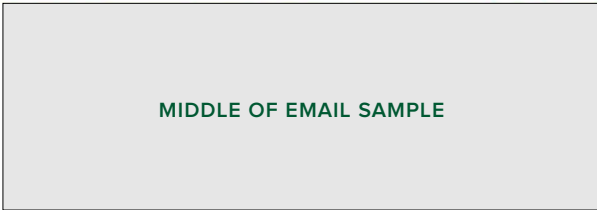
Happy gardening!
Your friends at MSHS



ICE CREAM GARDEN

It's HOT, and the forecast shows no end in sight. So, when we saw member @ajtzzzzz making strawberry ice cream with her homegrown berries, we had to reach out and get the scoop. Turns out, she's made several flavors, each one more delicious than the last and all using ingredients from her garden. She made maple ice cream from tapped neighborhood trees and used fresh chocolate mint leaves to make a mouthwatering batch of mint chip.

[LEARN MORE >>](#)



MIDDLE OF EMAIL SAMPLE



THANK YOU FOR YOUR SUPPORT

As we wrap up our fiscal year, we want to thank our members, donors, business partners and volunteers who help us bring valuable programs and tools to northern gardeners of all backgrounds and skill levels. With your support, we served more than 35,000 gardeners this year—we couldn't do this work without you. Together, we're creating green spaces, cultivating communities and helping gardeners grow. Thank you!

[LEARN MORE >>](#)

Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY@PIERREPRODUCTIONS.COM

www.NorthernGardener.org

CIRCULATION AND REACH

AVERAGE MONTHLY VISITS: 2,600
AVERAGE MONTHLY PAGE VIEWS: 31,700
TYPICAL ANNUAL HOMEPAGE VISITS: 31,000+
AVERAGE BLOG PAGE MONTHLY VISITS: 450
TOTAL ANNUAL WEBSITE VISITS: 435,000

COST

MAIN PAGE BANNER + ENTIRE SITE RECTANGLE (MAX 3)

1x - \$499/mo. | 6x - \$449/mo. | 12x - \$409/mo.

ENTIRE SITE RECTANGLE AD (MAX 8)

1x - \$309/mo. | 6x - \$279/mo. | 12x - \$249/mo.

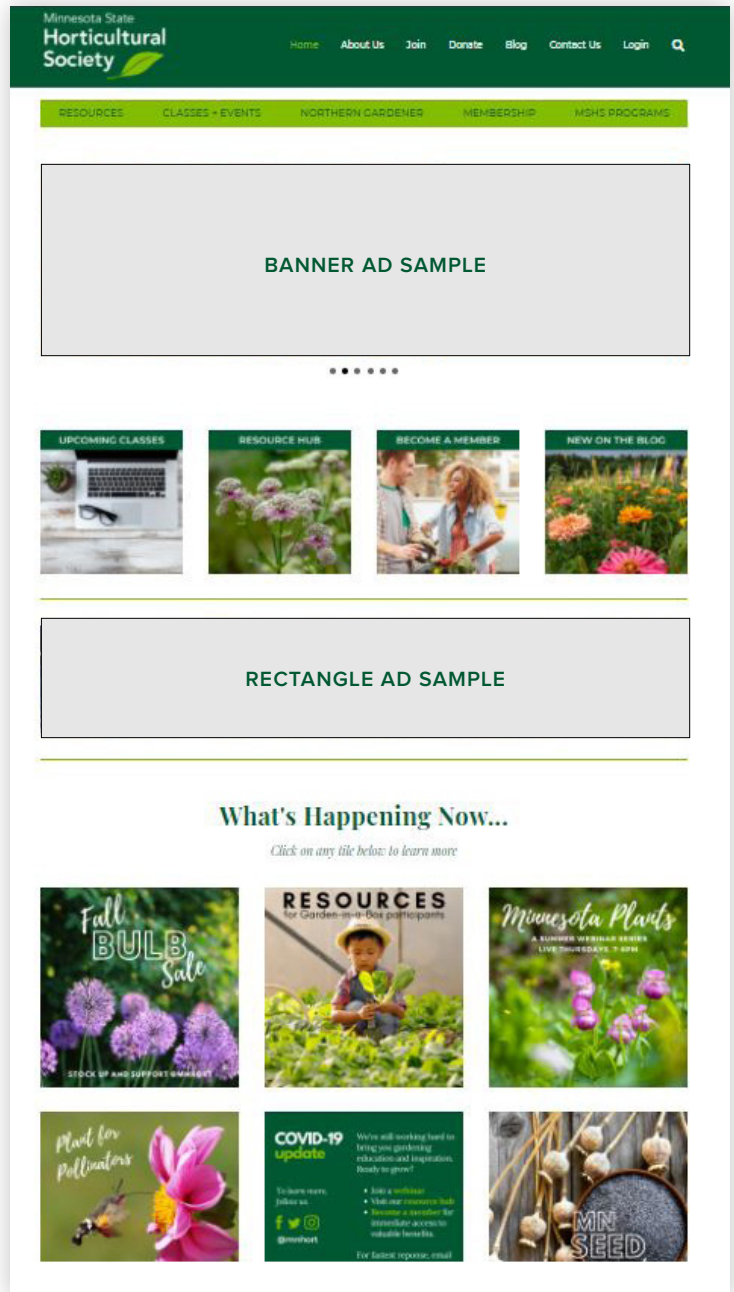
BLOG PAGE BANNER (MAX 3)

1x - \$249/mo. | 6x - \$229/mo. | 12x - \$209/mo.

SPECIFICATIONS

BANNER SIZE: 900w x 300h (pixels)
RECTANGLE SIZE: 900w x 150h (pixels)
FORMAT: JPEG or PNG
ADS HOTLINKED: Supply URL
DEADLINE: 25th of the month prior

Ads placed within above options may rotate in with other ads and/or MSHS content on a timing basis.



Advertising Contact

BETSY PIERRE
(763) 295-5420
BETSY@PIERREPRODUCTIONS.COM

Northern Gardener Ad Packages

Package Option 1

| ADS WITHIN | SIZE | PRICE | FREQUENCY | VALUE |
|-------------------------------------------------------|----------------------|----------|--------------------------------------|-------------|
| <i>Northern Gardener</i> | Full Page | \$899.00 | 6 | \$5,394.00 |
| <i>Northern Gardener eNews</i> | Ad | \$199.00 | 12 | \$2,388.00 |
| www.NorthernGardener.org | Rectangle Ad | \$249.00 | 12 | \$2,988.00 |
| Social Media Post (Facebook, Twitter or Instagram) | 200 Words + Photo | \$299.00 | 12 | \$3,588.00 |
| | | | TOTAL: | \$14,358.00 |
| | | | 20% DISCOUNT: | \$2,871.60 |
| | | | DISCOUNTED PACKAGE PRICE: | \$11,486.40 |

Package Option 2

| ADS WITHIN | SIZE | PRICE | FREQUENCY | VALUE |
|--------------------------------|--------------|----------|--------------------------------------|------------|
| <i>Northern Gardener</i> | 1/2 Page | \$569.00 | 6 | \$3,414.00 |
| <i>Northern Gardener eNews</i> | Rectangle Ad | \$199.00 | 12 | \$2,388.00 |
| www.NorthernGardener.org | Tile Ad | \$249.00 | 12 | \$2,988.00 |
| | | | TOTAL: | \$8,790.00 |
| | | | 20% DISCOUNT: | \$1,758.00 |
| | | | DISCOUNTED PACKAGE PRICE: | \$7,032.00 |

Advertising Contact

BETSY PIERRE
 (763) 295-5420
 BETSY@PIERREPRODUCTIONS.COM

Webinars, Screenings & Contests: Sponsorship Opportunities

BUSINESS BRANDING OPPORTUNITIES WITH MSHS EDUCATIONAL OFFERINGS AND EFFORTS.

MSHS WEBINARS

Enthusiasts love MSHS education – participants learn from industry experts about everything from soil health to the basics of backyard chickens—all from their own computer! Attendees can participate with Webinars live or view recordings afterwards.

2021 Webinars include:

- **Planting for Pollinators:** What to plant for different pollinators, why it's important, etc.
- **Spring and Fall Bulb Series:** How to plant and grown bulbs in spring and then how to dig up and store in fall
- **Growing Dahlias:** How to plant and grow presentation in spring and how to dig up and store in fall
- **Ready, Set, Grow:** For new gardeners wanting to learn how to start seeds, grow veggies and prep soil for the first time. (Intro class put on 3-4 times/year)

SPONSOR INVESTMENT: \$399 per class / \$1,999 to sponsors the entire MSHS education calendar for the year (Max 4)

SPONSOR BENEFITS:

- Logo acknowledgement/visibility at event and during event pre-promotions and follow up.
- The opportunity for a sponsor video/commercial to air prior at least one time during each session of the series (max. 30 seconds).
- The opportunity to include a promo code or special offer in the webinar's follow-up email to all attendees.

ADDED BONUS BENEFIT WHEN AVAILABLE:

Option to have a representative moderate the presentation and/or be part of a Q & A panel during and/or after the presentation with the option to include a plug for sponsor business or product.

MSHS FILM SCREENING

In 2020, MSHS offered multiple, in-person screenings across Minnesota of Five Seasons, a full-length film about landscape designer Piet Oudolf. This screening drew large crowds and was followed by a digital screening to new and renewing MSHS members in the fall which saw 500 participants. In 2021, MSHS plans to build on that interest with a virtual screening of a gardening/growing related film.

TIMING: Typically February

SPONSOR INVESTMENT: \$500 (Max 4 per screening)

SPONSOR BENEFIT: Logo acknowledgement/visibility at event and during event pre-promotions and follow up.

ADDED BONUS BENEFIT WHEN AVAILABLE:

The opportunity for a sponsor video/commercial to air prior to film screening (max. 30 seconds).

MSHS GREAT GARDENING CONTEST



In 2020, the MSHS Potted Plant Show (typically at the Minnesota State Fair) went digital and will likely remain that way in 2021. This is a social media contest where people post photos of their plants or garden spaces and compete to win and to receive acknowledgment in Northern Gardener magazine and across MSHS social media channels.

TIMING: Aug/Sept

SPONSOR INVESTMENT: \$500 (Max 4)/ \$1,499 should sponsor wish to be exclusive sponsor

SPONSOR BENEFIT: Acknowledgement/visibility wherever contest is mentioned by MSHS on social media and/or in publications.

CUSTOM-MADE OPTION

Work with MSHS to create a custom-made combination of the above. *For example* – possibly a **Pollinator Package** where some kind of hybrid of a pollinator-focused film screening and a webinar is created with a special promotion encouraging people to visit your business for a special product or offer.

SPONSOR INVESTMENT:

Dependent on custom sponsorship

Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY@PIERREPRODUCTIONS.COM



Northern Gardener Advertising Insertion Order
 (reference current rate card)
 Your MSHS Ad Sales Contact:
 Betsy Pierre, Sales Manager –
 763-295-5420 / betsy@pierreproductions.com
 Complete and return to 763-322-5011 fax
 or betsy@pierreproductions.com

Advertiser Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Northern Gardener

Size: _____ **# of Insertions:** _____ **Rate: \$** _____ **per Insertion**

Placement or Other Note: _____

Bonus –

Holink from Digital Issue (provide URL): _____

Issues to run:
 See rate card for
 deadlines.

| | | | |
|------------------------|---------|-------------------------|---------|
| _____ January/February | 20_____ | _____ July/August | 20_____ |
| _____ March/April | 20_____ | _____ September/October | 20_____ |
| _____ May/June | 20_____ | _____ November/December | 20_____ |

Gardener's Market Ad Placement Category - Please check choice:

- | | | |
|----------------------|-----------------------|-----------------------------|
| _____ Accessories | _____ Garden Services | _____ Nurseries/Greenhouses |
| _____ Books | _____ Landscaping | _____ Peonies |
| _____ Garden Centers | _____ Native Plants | _____ Perennials |

_____ Requested Other _____

Signing below constitutes agreement to the details listed above and to the MSHS General Terms & Conditions.

 Authorized Advertiser Signature

 Date

Invoice: Please select your preference below.

_____ Please invoice the FULL order amount at time of order _____ Please invoice per issue at time of publishing*

*We will assuming invoicing per issue is the preference is nothing here is checked.



Digital Advertising Insertion Order
(reference current rate card)

Your MSHS Ad Sales Contact:
Betsy Pierre, Sales Manager –
763-295-5420 / betsy@pierreproductions.com
Complete and return to 763-322-5011 fax
or betsy@pierreproductions.com

Advertiser Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Ad #1 / Platform: _____ Monthly eNews _____ www.NorthernGardener.org

Placement: _____ **# of Insertions:** _____ **Rate:** \$ _____ per Insertion

URL for hotlinking: _____

| | | | |
|-------------------------------------------------------|--------------------|---------------------|---------------------|
| Issues to run: <i>See rate card for deadlines.</i> | _____ Jan 20 _____ | _____ May 20 _____ | _____ Sept 20 _____ |
| | _____ Feb 20 _____ | _____ June 20 _____ | _____ Oct 20 _____ |
| | _____ Mar 20 _____ | _____ July 20 _____ | _____ Nov 20 _____ |
| | _____ Apr 20 _____ | _____ Aug 20 _____ | _____ Dec 20 _____ |

Ad #2 / Platform: _____ Digital Issue Announcement Email _____ Digital Issue Landing Page

Placement: _____ **# of Insertions:** _____ **Rate:** \$ _____ per Insertion

URL for hotlinking: _____

| | | |
|-------------------------------------------------------|-------------------------|-------------------------|
| Issues to run: <i>See rate card for deadlines.</i> | _____ Jan/Feb 20 _____ | _____ July/Aug 20 _____ |
| | _____ Mar/Apr 20 _____ | _____ Sept/Oct 20 _____ |
| | _____ May/June 20 _____ | _____ Nov/Dec 20 _____ |

Signing below constitutes agreement to the details listed above and to the MSHS General Terms & Conditions.

Authorized Advertiser Signature

Date

Invoice: Please select your preference below.

____ Please invoice the FULL order amount at time of order ____ Please invoice per issue at time of publishing*

*We will assume invoicing per issue is the preference if nothing here is checked.



**Northern Gardener Package Advertising Insertion Order
(reference current rate card)**

Your MSHS Ad Sales Contact:
Betsy Pierre, Sales Manager –
763-295-5420 / betsy@pierreproductions.com
Complete and return to 763-322-5011 fax
or betsy@pierreproductions.com

Advertiser Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Advertising Package: _____

Package Fee*: \$ _____

*Unless otherwise discussed, the packages fee will be invoiced at time of reservation.

Month/Year for package to begin: _____

Preferred placement requests for the *Northern Gardener* or Digital ads (cover position, top placement, etc.)**:

**Based on availability. Package participants receive 20% off any additional fee for the placement.

Additional Notes: _____

Authorized Advertiser Signature

Date



**Webinar, Screening &/or Contest Sponsorship Reservation
(reference current rate card)**

Your MSHS Sponsorship Contact:

Betsy Pierre, Sales Manager –

763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax
or betsy@pierreproductions.com

Sponsor Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Sponsorship: _____

Sponsorship Fee*: \$ _____

*Unless otherwise discussed, the sponsorship fee will be invoiced at time of reservation.

Additional Notes:

Authorized Sponsor Signature

Date

General Terms & Conditions / Mechanical Requirements

- *It is agreed that the term "advertiser" within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term "publisher" refers to the entity producing the publication(s), the Minnesota State Horticultural Society.*
- *Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*
- *Submitting a signed Insertion Order constitutes the advertiser's agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should submitted artwork not meet the specifications, it is fully the advertiser's responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser's artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word "Advertisement".*
- *The advertiser agrees that all submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for poor quality artwork.*
- *The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser's advertisement.*
- *The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser's artwork, it is fully the advertiser's responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser's artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *The publisher reserves the right to charge for ad design services.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication's ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.*