

# 2023 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 us and look to us to find quality gardening tools and products as well as 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



**9,300**

Active  
Members



**15,092**

*Northern Gardener*®  
Magazine Readers



**22,448**

E-news  
Subscribers



**750,743**

Annual Website  
Pageviews

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CULTIVATING  
communities.

CREATING  
green spaces.

ENCOURAGING  
growth.

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

1935 County Rd. B2 West, Suite 125  
Roseville, MN 55113-1334  
NORTHERNGARDENER.ORG  
FOLLOW @MNHORT



# Northern Gardener® Magazine

## FULL COLOR ADVERTISING RATES

PLACEMENT	1x	3x	4x
Center Spread	\$1,699	\$1,599	\$1,499
Back Cover	\$1,399	\$1,299	\$1,199
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
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

**BONUS** • Ads hotlinked from digital version of the magazine.

"I read every page of the magazine every time it comes (including the ad section at the end, which I LOVE)."

— KIRKY O.,  
LONGTIME MSHS MEMBER

## 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 3/8" x 9 7/8"
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"

**LIVE MATTER:** must be 1/2" inside publication trim

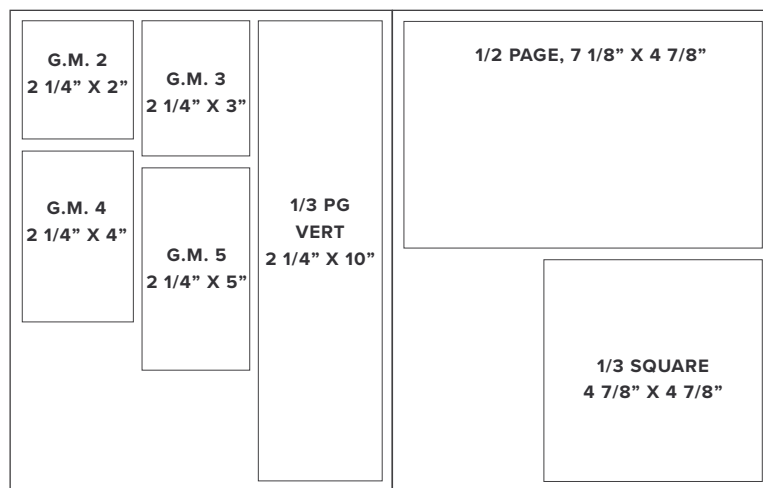
**BLEED MATTER:** must extend 1/8" beyond publication trim (crop marks must be left off or set beyond the 1/8" bleed)

**PRINTING PROCESS:** web offset

**BINDING:** saddle stitch

**RESOLUTION:** ad (and all graphics within an 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!



CIRCULATION: 15,092

MEMBERS: 9,270

NEWSSTAND: 6,170

### ISSUE DEADLINE

Spring Jan. 18  
(in hands Mar. 1)\*

Summer Mar. 30  
(in hands May 15)\*

Fall Jun. 16  
(in hands Aug. 15)\*

Winter Sep. 15  
(in hands Nov. 1)\*

\*APPROXIMATE DATE

## Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY@PIERREPRODUCTIONS.COM

# Northern Gardener® Digital Issue

## DIGITAL ISSUE ANNOUNCEMENT EMAIL

**EMAIL CIRCULATION:** 7,300

**DISTRIBUTION:** Quarterly (Mar., May, Aug. and Nov.)

**OPEN RATE:** 64%

## COST

**TOP OF EMAIL AD (EXCLUSIVE PLACEMENT, 1 PER ISSUE)**

Will appear just below lead image.

1x - \$309/issue | 3x - \$279/issue | 4x - \$249/issue

**MIDDLE OF EMAIL AD (EXCLUSIVE PLACEMENT, 1 PER ISSUE)**

1x - \$239/issue | 3x - \$219/issue | 4x - \$199/issue

## SPECIFICATIONS

**IMAGE SIZE:** 600w x 200h (pixels)

**ADS HOTLINKED:** Supply URL (hotlink from email only)

**FORMAT:** JPEG or PNG

**DEADLINE:** See *Northern Gardener* print deadlines

TOP OF EMAIL PLACEMENT



A special benefit of membership is that you can enjoy *Northern Gardener* magazine on your laptop, smartphone or tablet (as well as in print).

It's easy! Copy the code below, click on the orange button, paste the code, enter your email address and unlock immediate access to the current issue.

Code: **3Y24BRTH**

**READ NOW**

MIDDLE OF EMAIL PLACEMENT

Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY@PIERREPRODUCTIONS.COM

# Northern Gardener E-news

## CIRCULATION AND REACH

**CIRCULATION:** 22,500

**DISTRIBUTION:** Twice per month\* on the 1st and 3rd week of month

**OPEN RATE:** 55%

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

## COST

**TOP OF E-NEWS (EXCLUSIVE PLACEMENT, 1 PER ISSUE)**

(Image ad only.)

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

**MIDDLE OF E-NEWS (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)

-OR-

**TEXT AND LOGO/IMAGE:** 70 words of copy and a logo or image  
(will be set in square space, best if image is set to 1080 x 1080 pixels)

**MAX ART FILE SIZE:** 400 KB

**ADS HOTLINKED:** Supply URL

**FORMAT:** JPEG or PNG

**DEADLINE:** 25th of the month prior

### TOP OF EMAIL PLACEMENT



#### IS IT RIPE YET?

The good news? Harvest season is about to take off. The less-good news? It can be tricky knowing what to look for and when to pick. Take a peek at these [simple harvest tips](#) before you head to your garden in search of fresh dinner ingredients. Looking for more garden guidance? Bookmark the [Resource Hub](#) for easy access to the latest scoop on cold-climate gardening tips and trends.



#### ASK A MASTER GARDENER

We love fielding your gardening questions all year long. After all, growing northern gardeners is the heart of our mission. As Hennepin County Master Gardener Jennifer Rensenbrink says, "We live for this stuff." And for every question we get via phone or email, we're guessing hundreds more are wondering the same thing. So, we're sharing your inquiries on the blog—Jennifer will answer one of your questions in a new post each month. First up? *Where can I take my black plastic pots and trays to be recycled?*

[MORE >>](#)

### MIDDLE OF EMAIL PLACEMENT

## Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY@PIERREPRODUCTIONS.COM



# NorthernGardener.org

## CIRCULATION AND REACH

AVERAGE HOMEPAGE MONTHLY VISITS: 2,350

AVERAGE BLOG PAGE MONTHLY VISITS: 630

TOTAL AVERAGE ANNUAL HOMEPAGE VISITS: 32,000

TOTAL ANNUAL WEBSITE PAGEVIEWS: 728,400

## COST

RECTANGLE AD—ON THE MOST POPULAR PAGES\* (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

RECTANGLE SIZE: 2,400w x 400h (pixels)

BLOG PAGE BANNER SIZE: 900w x 300h (pixels)

FORMAT: JPEG or PNG

MAX ART FILE SIZE: 400 KB

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.

\*Popular/most visited pages:

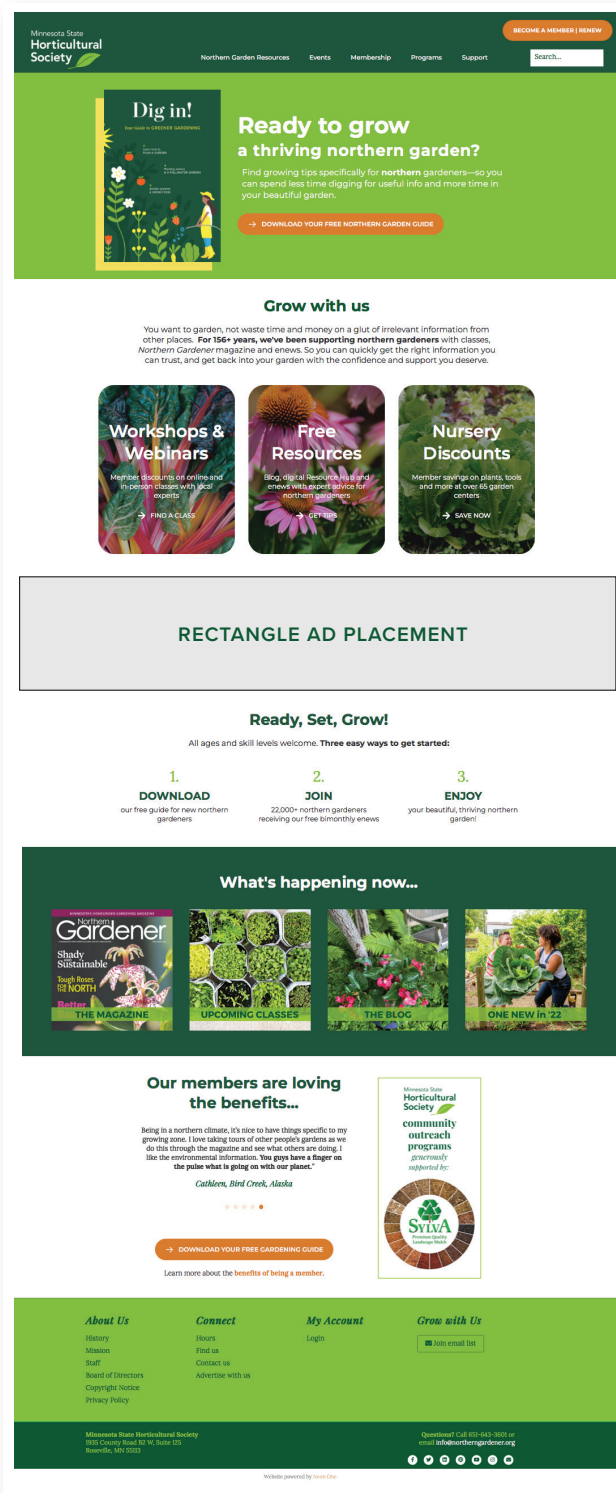
Home Page

Blog

Resource Hub

Classes

(subject to change)



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# Community Outreach Sponsorship

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Community education and outreach is a major strength at the Minnesota State Horticultural Society serving thousands of gardeners of all backgrounds and skill levels!

**Minnesota Green** program diverts 59,000+ plants from nursery compost piles and puts them in the hands of community gardeners helping to beautify neighborhood green spaces across the state.

**Garden-in-a-Box (GIAB)** gives our state's youngest gardeners the opportunity to dig in and grow flowers and vegetables all summer long.

**Webinars & Classes** educate on everything from getting started to pollinators to soil health and beyond.

## ANNUAL SPONSOR INVESTMENT:

\$1,999

MAX ART FILE SIZE: 400 KB

## COMMUNITY OUTREACH SPONSOR RECOGNITION:

- on MSHS website (homepage)
- on Minnesota Green and GIAB marketing materials and webpages
- on introduction slide for all MSHS webinars (at least 40 online classes per year)
- at Minneapolis Home + Garden Show education stage
- at all MSHS events
- at our Minnesota State Fair booth
- in *Northern Gardener* magazine
- in bimonthly Northern Gardener e-news



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# Northern Gardener Ad Packages

## Package Option 1

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i>	Full Page	\$899.00	4	\$3,596.00
<i>Northern Gardener</i> Digital Issue Email	Middle Ad	\$199.00	4	\$796.00
Northern Gardener E-news	Middle Ad	\$199.00	12	\$2,388.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
Community Outreach Sponsorship	Sponsorship	\$1,999.00	1	\$1,999.00
<b>TOTAL:</b>				\$11,767.00
<b>20% DISCOUNT:</b>				\$2,353.40
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$9,413.60</b>

## Package Option 2

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i>	Full Page	\$899.00	4	\$3,596.00
Northern Gardener E-news	Middle Ad	\$199.00	12	\$2,388.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
Community Outreach Sponsorship	Sponsorship	\$1,999.00	1	\$1,999.00
<b>TOTAL:</b>				\$10,971.00
<b>20% DISCOUNT:</b>				\$2,194.20
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$8,776.80</b>

## Package Option 3\*

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i>	1/2 Page	\$569.00	4	\$2,276.00
Northern Gardener E-news	Middle Ad	\$199.00	12	\$2,388.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
<b>TOTAL:</b>				\$7,652.00
<b>15% DISCOUNT:</b>				\$1,147.80
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$6,504.20</b>

\*Add Community Outreach Sponsorship to Option 3 for \$1,599.

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