

Discount Partner Benefits & Instruction Guide

Thanks for being a Hort Society partner! Over the next 12 months, we'll work hard to drive our members your way, hopefully turning them into loyal shoppers and helping them in their northern gardening pursuits. In exchange for offering a discount, please enjoy these benefits:

- Your listing **advertised on our website** for a full year
- Discount Partner program **promotion in every issue of Northern Gardener®** magazine, read by 13.5k+ gardeners (your potential customers!) across the Upper Midwest
- Up to **10 copies of each issue** of Northern Gardener® to sell or share
- Bimonthly **promotion in Northern Gardener™ E-news** and on social media reaching 30k+ subscribers and followers

To get started, follow these steps as soon as you can to ensure a smooth transition when members show up at your location.

1. **Add your pre-set discount** to your POS system or cash register. Some partners print instructions for applying the discount and leave by check-out stations to support staff.
2. **Educate your team** on what our member cards look like. Look for 3 card types: digital (Wallet app), paper and email cards—all are valid and show the member's expiration date.
3. **Share your Discount Partner badge** anywhere you'd like to increase visibility, such as your website, store entrance, near the cash register, etc.
4. **Review your listing** on our website and Discount Partner map to ensure accuracy (address, phone, website, discount and description).
5. **Look for your allotment of Northern Gardener®** magazines in the mail four times a year. Most partners sell them for cover price at the register, others use them in promotions and some give them to staff to learn about gardening trends and tips—it's all up to you.
6. **Consider boosting your partnership** (and benefits!) through our Minnesota Green and Pollinator Paks™ programs (more on this in your Discount Partner Kit).

Please let us know if there's anything we can do to bring more value to our partnership. Email membership@northerngardener.org or call our office at 651-643-3601 anytime if you have questions or feedback. Thanks for supporting the Hort!