

# 2026 MARKETING PROSPECTUS

## Advertising & Sponsorship 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 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 everything from food to ornamentals to native plants and are passionate, informed gardeners who trust 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



9,650

Active Members



13,200

*Northern Gardener*® Magazine Readers



26,000

E-news Subscribers



750,000

Total Annual Website Views

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CULTIVATING  
communities.

CREATING  
green spaces.

ENCOURAGING  
growth.

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

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



# 2026 SPRING GARDEN GALA

April 25, 2026 from 11:00am - 2:30pm

Minnesota State Fair North End Event Center



## About the Event:

Join the Minnesota State Horticultural Society as we spring forward into the coming gardening season with our annual Spring Garden Gala and reach the most highly-engaged gardening enthusiasts! Each year, our Spring Garden Gala offers ideas, inspiration and camaraderie! Popular gala elements include a hot, new, must-have plant style show, silent auction and gourmet lunch.

**Estimated attendance of MSHS members, garden clubs and master gardeners: 500**

**A proud tradition supporting garden education and community garden initiatives. Become involved today!**



**CULTIVATING communities.**



**CREATING green spaces.**



**ENCOURAGING growth.**

## Spring Garden Gala Sponsorship Opportunities (for maximum benefits, reserve involvement by 12/15/25)

SPONSOR BENEFITS	SPONSOR OPTIONS			
	BLOSSOMED \$4,999	BLOOMING \$2,999	BUDDING \$1,499	SEEDLING \$999
Tiered logo recognition in order of level in event promotions and materials	x	x	x	
Table top option near event registration	x			
Sponsor name recognition in most event promotions and materials				x
Comp event tickets	6	4	2	
Opportunity to submit a video to be aired during Gala (45-60 seconds max)	x	x		
Video posted on MSHS Facebook & Instagram pages (45-60 seconds max)	x	x	x	
MSHS social media post specifically calling out sponsorship	x	x		
Hotlinked logo from events page at NorthernGardener.org	x	x		
Rectangle ad on events page at NorthernGardener.org	x	x		
Recognition from events page at NorthernGardener.org	x	x	x	x
Recognition from event registration page	x	x	x	x
Opportunity to send a post event email to attendees via MSHS	x	x	x	
Recognition from the podium at the Gala	x	x	x	
Recognition in event press releases	x	x		
Logo recognition on event signage	x	x	x	
Opportunity to provide branded item to guests at Gala	x	x	x	
Logo recognition on table top signs at event	x	x	x	x
Name recognition on table top signs at event				x
Provide materials (i.e. a single brochure, flier, catalog) for attendee swag bag	x	x	x	

### Advertising Contact

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

# Northern Gardener® Magazine Digital Spring Planning Issue

## FULL COLOR ADVERTISING RATES

PLACEMENT	Rate
Page 2	\$829
Page 3	\$829
Full Page	\$699
1/2 Page	\$449
1/3 Page	\$399
Gardener's Market 2"	\$179
Gardener's Market 3"	\$209
Gardener's Market 4"	\$299
Gardener's Market 5"	\$349

**BONUS** • All ads hotlinked!



Put your business in front of our full audience during the peak season for spring garden planning!

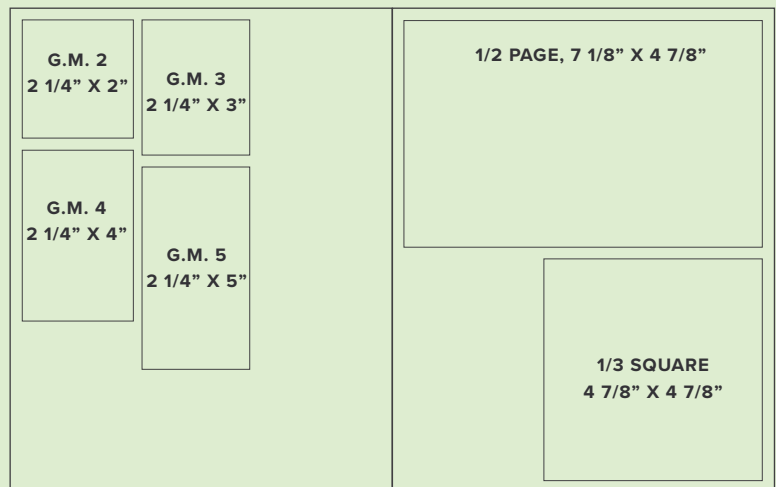
## DISPLAY AD SPECIFICATIONS (WxH)

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

CENTER SPREAD TRIM SIZE 16.75" X 10.875"

Center Spread bleed	17 1/8" x 11 1/8"
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 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)  
**CENTER SPREAD:** no copy over the gutter  
**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 - if not, MSHS reserves the right to add. Ads requiring design services may be charged a design fee. Please email or call for details.

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## DEADLINE:

December 19

## DISTRIBUTION:

Via email around January 15 to approximately 26,000

Linked to from Northern Gardener E-News in January and February 2026

Via [NorthernGardener.org](http://NorthernGardener.org)

Northern  
**Gardener**  
 BY THE MINNESOTA STATE HORTICULTURAL SOCIETY

# Northern Gardener® Magazine

## FULL COLOR ADVERTISING RATES

PLACEMENT	1x	3x	4x
Center Spread	\$1,879	\$1,749	\$1,649
Back Cover	\$1,499	\$1,379	\$1,279
Inside Front or Back	\$1,419	\$1,319	\$1,219
Opposite Inside Front	\$1,419	\$1,319	\$1,219
Full Page	\$1,199	\$1,079	\$979
1/2 Page	\$769	\$689	\$629
1/3 Page	\$689	\$639	\$559
Assigned Location	\$90	\$85	\$69
Gardener's Market 2"	\$189	\$179	\$169
Gardener's Market 3"	\$219	\$209	\$199
Gardener's Market 4"	\$309	\$289	\$279
Gardener's Market 5"	\$359	\$329	\$309

**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)

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**CENTER SPREAD TRIM SIZE 16.75" X 10.875"**

Center Spread bleed	17 1/8" x 11 1/8"
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**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)

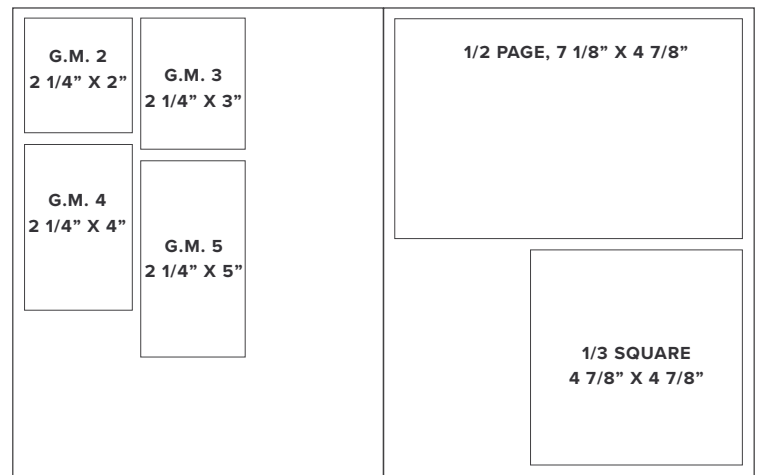
**CENTER SPREAD:** no copy over the gutter

**PRINTING PROCESS:** Web offset. All graphics and photos should be in CMYK. Do not include Pantone colors—we cannot guarantee Pantone color matching.

**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 - if not, MSHS reserves the right to add. 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: 13,200**  
**MEMBERS: 9,650**  
**NEWSSTAND: 3,800**

ISSUE	DEADLINE
Spring (in hands Mar. 1)*	Jan. 16
Summer (in hands May 15)*	Mar. 27
Fall (in hands Aug. 15)*	Jun. 12
Winter (in hands Nov. 1)*	Sep. 11

\*APPROXIMATE DATE

## Advertising Contact

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

# Northern Gardener® Digital Issue

## DIGITAL ISSUE ANNOUNCEMENT EMAIL

**EMAIL CIRCULATION:** 7,640  
**DISTRIBUTION:** Quarterly (Mar., May, Aug. and Nov.)  
**OPEN RATE:** 68%

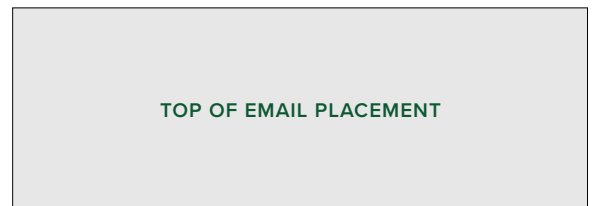
### COST

**TOP OF EMAIL AD (EXCLUSIVE PLACEMENT, 1 PER ISSUE)**  
Will appear just below lead image.  
1x - \$309/issue | 3x - \$279/issue | 4x - \$249/issue

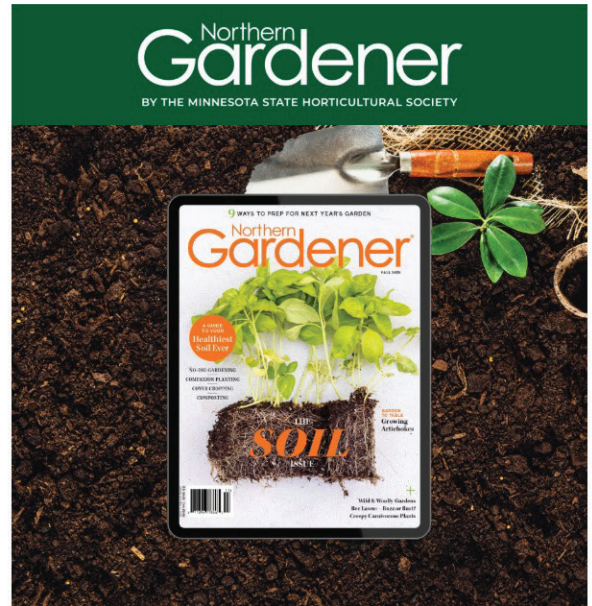
**MIDDLE OF EMAIL AD (EXCLUSIVE PLACEMENT, 1 PER ISSUE)**  
1x - \$239/issue | 3x - \$219/issue | 4x - \$199/issue

### 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



Greetings!

If the flowering goldenrod is to be believed, autumn is nearly here—which means it's time for the **Fall 2025 issue** of *Northern Gardener*. Get your healthiest soil ever with some tips from local experts, including a few tasks you can get started on before the frost arrives.

**As a member or subscriber**, you have full access to the digital edition of the magazine on your laptop, smartphone or tablet. All you need to do is log in to our website!

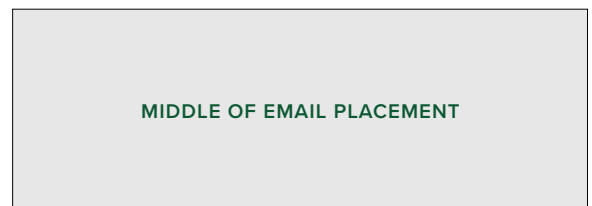
### Using your account at [northerngardener.org](https://northerngardener.org)

When you enrolled as a member or subscriber, we created an account for you using this email address and asked you to add a password. If you've already done so, then all you need to do is click 'Login' in the upper right of the page and enter in your credentials. You may access the current issue at the following link, which is also available in your Account Dashboard:

<https://northerngardener.org/magazine-issues/>

**Can't remember if you've created a password yet? No problem!** Select 'Login', then follow the directions in the 'Having trouble logging in?' link (*do not attempt to create a new account*). This will allow you to request a password creation or update for your member or subscriber email (you may also [click here](#)).

START READING



MIDDLE OF EMAIL PLACEMENT

### Advertising Contact

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

# Northern Gardener™ E-news

## CIRCULATION AND REACH

**CIRCULATION:** 26,000

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

**OPEN RATE:** 58%

\*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 - \$339/mo. | 6x - \$309/mo. | 12x - \$279/mo.

**MIDDLE OF E-NEWS (MAX 6 PER ISSUE)**

1x - \$269/mo. | 6x - \$249/mo. | 12x - \$229/mo.

\*Advertiser choice - image ad or text/logo

## SPECIFICATIONS

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

-OR-

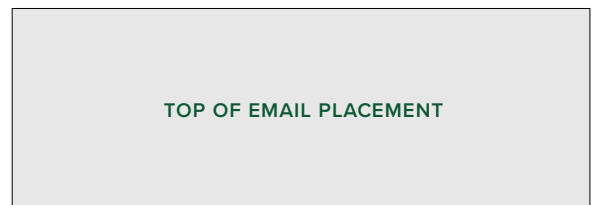
**TEXT AND LOGO/IMAGE:** 70 words of copy and a logo or image (will be set in square space, best if image is set to 1080 x 1080 pixels)

**MAX ART FILE SIZE:** 400 KB

**ADS HOTLINKED:** Supply URL

**FORMAT:** JPEG, PNG or GIF

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



advertisement



### Colorful Fall Plants

With fall comes a facelift for your gardens. The summer annuals are spent, it's time to add some color to compliment those rich fall hues of orange, red, purple and gold. Gartens offers plenty of options. Fresh fall garden mums, flowering kale, bright rudbeckia, swiss chard, celosia and much more. Choose your favorites in-store or online.

[FALL FRESH >](#)



### Shop Our Fall Issue Book List

Enjoying the Fall issue of *Northern Gardener*? You may have seen a few of our book recommendations along the way. **Did you know?** When you shop our Bookshop.org storefront, you support our mission to grow the next generation of cold-climate and urban space gardeners. Head over to find a book on soil health that interests you today!

[CHECK IT OUT >](#)



## Advertising Contact

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(763) 295-5420

BETSY.PIERRE@EWALD.COM

# NorthernGardener.org

## CIRCULATION AND REACH

AVERAGE MONTHLY HOMEPAGE VIEWS: 4,650  
 TOTAL AVERAGE ANNUAL HOMEPAGE VIEWS: 55,800  
 TOTAL ANNUAL WEBSITE VIEWS: 750,000

## COST

### RECTANGLE AD\*

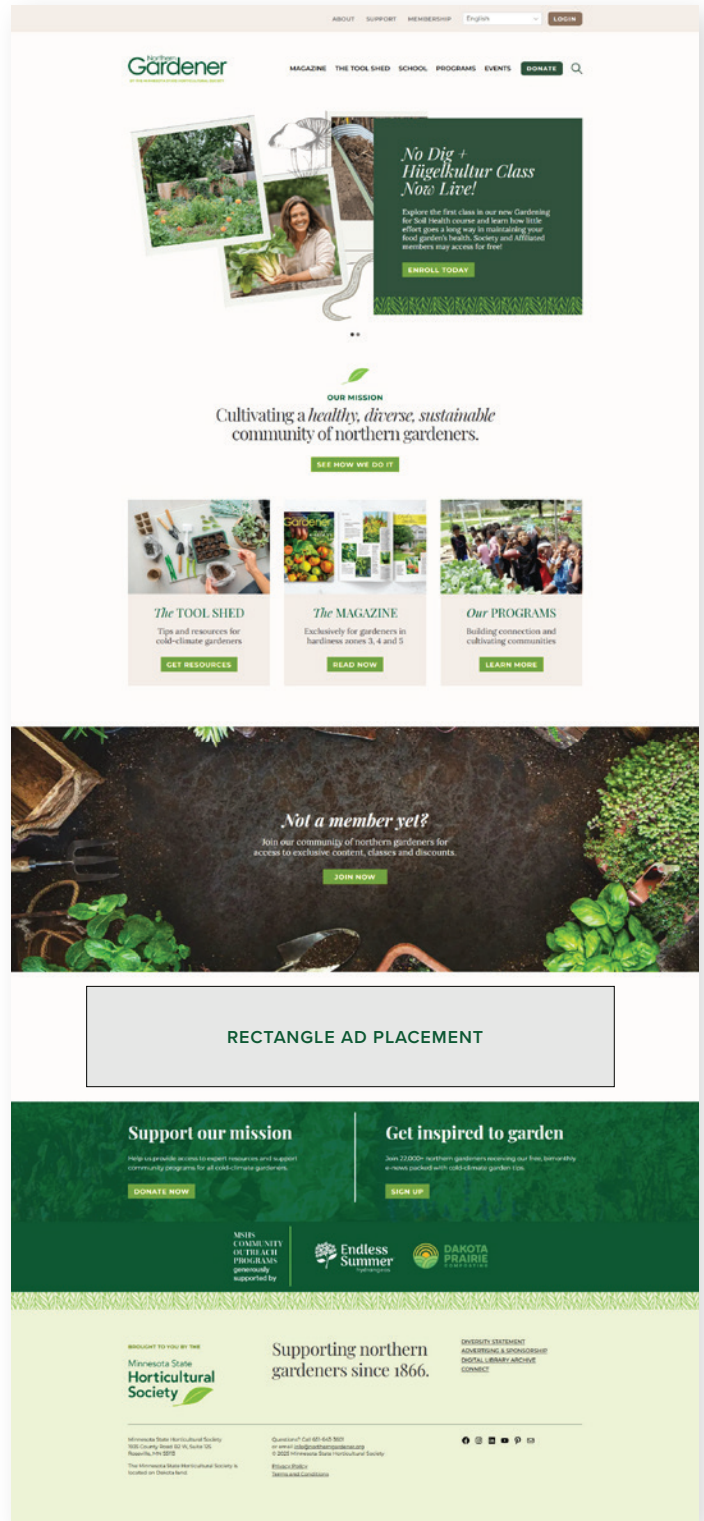
1x - \$309/mo. | 6x - \$279/mo. | 12x - \$249/mo.

## 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.

\*On home page and most other product and event-related pages throughout the site (magazine, membership, school, calendar, etc.).



## Advertising Contact

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

# 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:**

\$1,499

**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 Minneapolis Home + Garden Show education stage
- at all MSHS events
- at our Minnesota State Fair booth
- in *Northern Gardener*<sup>®</sup> magazine
- in bimonthly *Northern Gardener*<sup>™</sup> e-news



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Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY.PIERRE@EWALD.COM

# Northern Gardener Ad Packages\*\*

## Package Option 1

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i> <sup>®</sup> Magazine	Full Page	\$979.00	4	\$3,916.00
<i>Northern Gardener</i> <sup>®</sup> Digital Issue Email	Middle Ad	\$199.00	4	\$796.00
<i>Northern Gardener</i> <sup>®</sup> Digital Spring Planting Issue	Full Page	\$699.00	1	\$699.00
Northern Gardener <sup>™</sup> E-news	Middle Ad	\$229.00	12	\$2,748.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
Community Outreach Sponsorship	Sponsorship	\$1,499.00	1	\$1,499.00
<b>TOTAL:</b>				\$12,646.00
<b>20% DISCOUNT:</b>				\$2,529.20
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$10,116.80</b>

## Package Option 2

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i> <sup>®</sup> Magazine	Full Page	\$979.00	4	\$3,916.00
<i>Northern Gardener</i> <sup>®</sup> Digital Spring Planting Issue	Full Page	\$699.00	1	\$699.00
Northern Gardener <sup>™</sup> E-news	Middle Ad	\$229.00	12	\$2,748.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
Community Outreach Sponsorship	Sponsorship	\$1,499.00	1	\$1,499.00
<b>TOTAL:</b>				\$11,850.00
<b>20% DISCOUNT:</b>				\$2,370.00
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$9,480.00</b>

## Package Option 3\*

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i> <sup>®</sup> Magazine	1/2 Page	\$629.00	4	\$2,516.00
<i>Northern Gardener</i> <sup>®</sup> Digital Spring Planting Issue	1/2 Page	\$449.00	1	\$449.00
Northern Gardener <sup>™</sup> E-news	Middle Ad	\$229.00	12	\$2,748.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
<b>TOTAL:</b>				\$8,701.00
<b>15% DISCOUNT:</b>				\$1,305.15

\*Add Community Outreach Sponsorship to Option 3 for \$1,274.

\*\*Enjoy a discount on a Blossomed, Blooming or Budding 2026 Spring Garden Gala sponsorship option when added to the above packages (20% off with Option 1 | 15% off with Option 2 | 10% off with Option 3).

**DISCOUNTED PACKAGE PRICE: \$7,395.85**

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