

2026 MARKETING PROSPECTUS

Advertising & Sponsorship Opportunities



About Us

THE MINNESOTA HORTICULTURAL SOCIETY (MHS) 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

Journal Email Subscribers



750,000

Total Annual Website Views

Table of Contents

- 2 Spring Garden Gala**
Take part in this season kick-off event
- 3 *Northern Gardener*® Digital Spring Planning Issue**
Digital visibility during peak spring garden planning season
- 4 *Northern Gardener*® Magazine**
Advertise in our award-winning, quarterly publication
- 5 *Northern Gardener*® Digital Issue**
Expand your reach through digital distribution (with bonus hot links!)
- 6 *Northern Gardener*™ Journal Email**
Connect with northern gardeners monthly through our e-newsletter
- 7 NorthernGardener.org**
Reach thousands via this popular resource hub
- 8 Community Outreach Sponsorship**
Join MHS as a leader in its community initiatives
- 9 Advertising Packages**
Maximize your marketing dollars!

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 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 MHS 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!

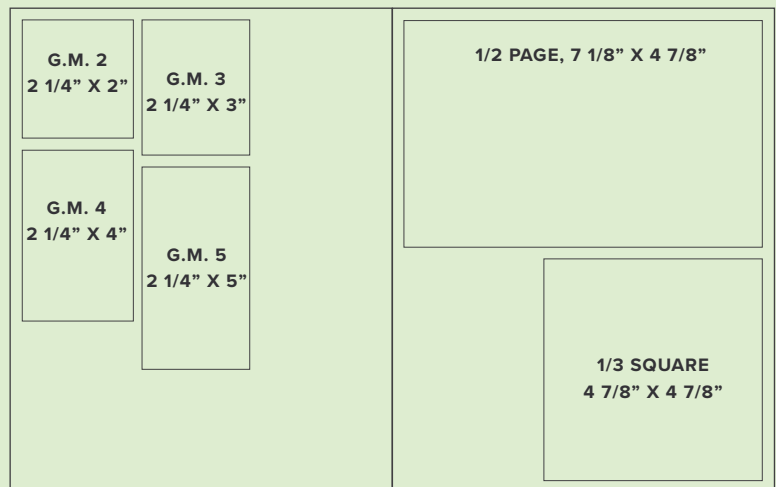
DISPLAY AD SPECIFICATIONS (WxH)

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.

Advertising Contact

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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

NORTHERN GARDENER

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)

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"
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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)

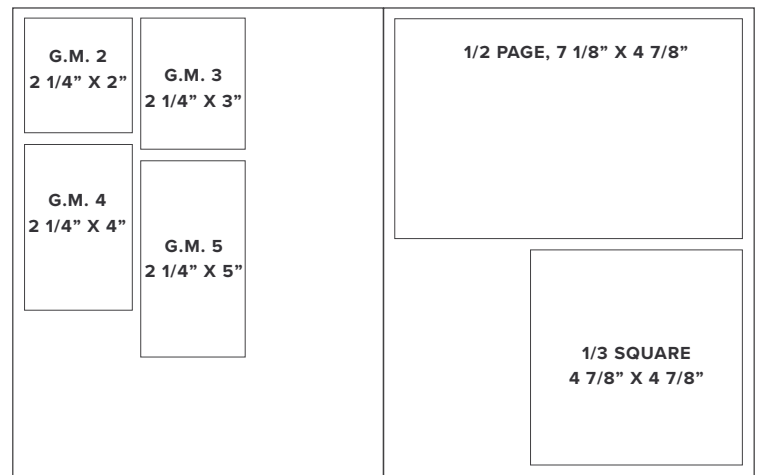
CENTER SPREAD: no copy over the gutter

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

NORTHERN GARDENER

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%

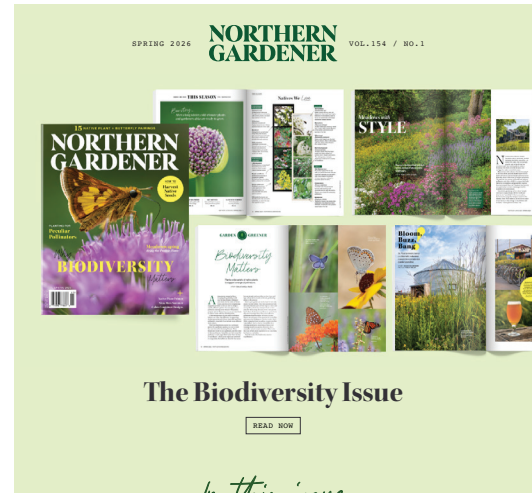
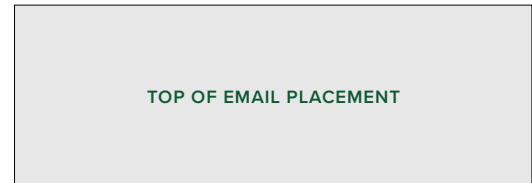
COST

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



The Biodiversity Issue

READ NOW

In this issue

BIODIVERSITY—think of it not as a buzzword but as a living, working strategy for resilient gardens and a healthy planet. We hope this issue encourages you to see gardens not just as a personal sanctuary, but as part of a larger living network—one deeply affected by what we plant, how we mow, what we leave standing, what we let reseed and what we choose to give space.



Growing Native Plants
STORY COURTNEY FORDA
PHOTOS TRACY WALSH
Harvest, clean and sow native seeds to benefit your garden.



Peculiar Pollinators
STORY & ILLUSTRATIONS TAYLOR TRICKHAM
Need description here



Biodiversity Matters
STORY EMILIE SNELL-ROOD
Plant a wide variety of native plants to support a range of pollinators.



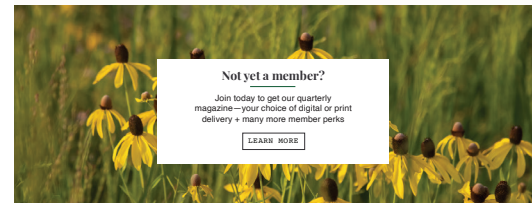
MIDDLE OF EMAIL PLACEMENT

+
Meadowscaping:
Design a native plant garden with a sense of place and a wild heart.

+
Slow Mow Summer:
Researchers are rethinking mowing guidance to help us do right by the bees.

+
Cabin Containers:
Low-maintenance plants that thrive in the woods—with or without you.

READ NOW



Advertising Contact

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

Northern Gardener™ Journal Email

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-

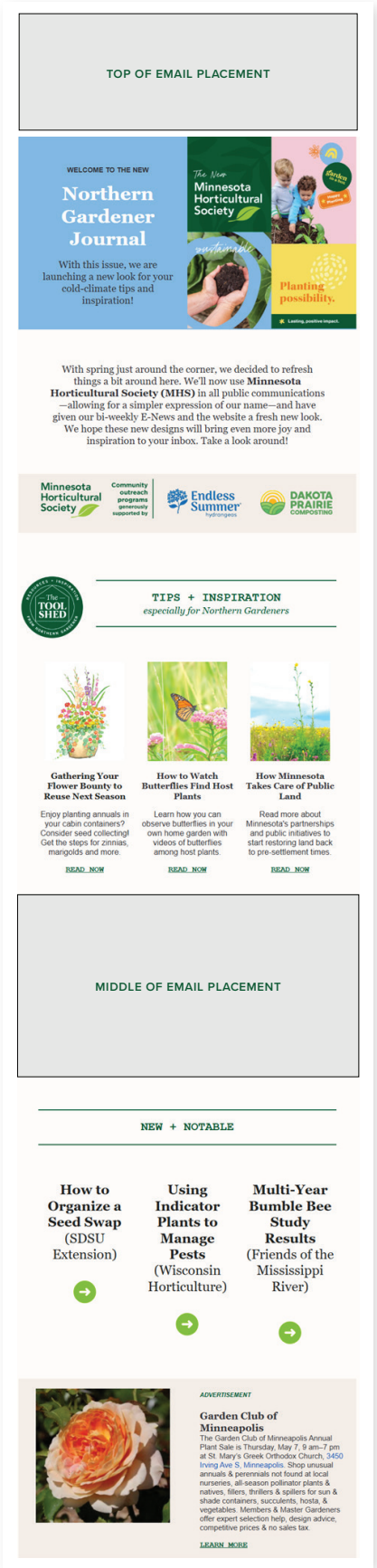
TEXT AND IMAGE: 3-4 word title, 70 words of copy and an image (will be set in square space, best if image is set to 1080 x 1080 pixels)

MAX ART FILE SIZE: 400 KB

ADS HOTLINKED: Supply URL

FORMAT: JPEG, PNG or GIF

DEADLINE: 25th of the month prior



Advertising Contact

BETSY PIERRE

(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*

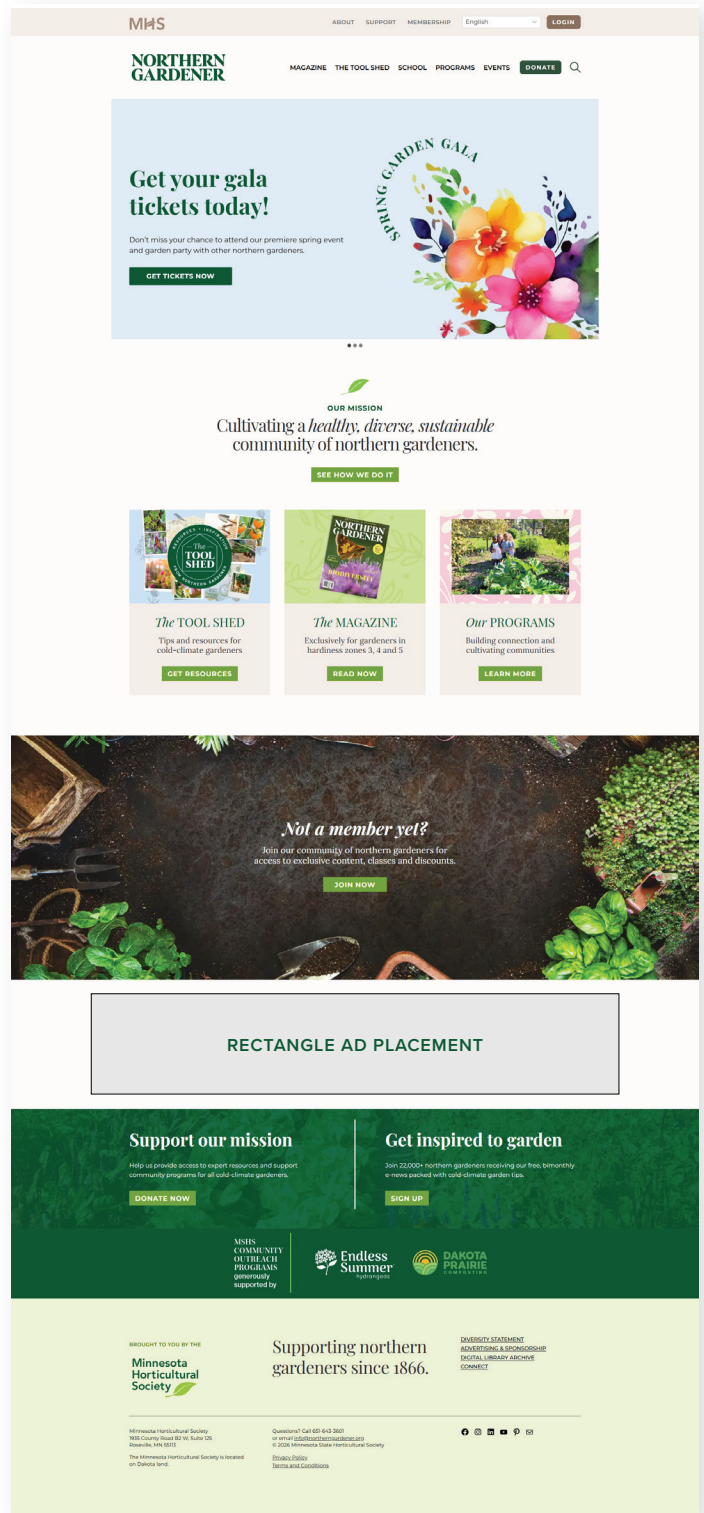
1x - \$309/mo. | 6x - \$279/mo. | 12x - \$249/mo.

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.).*



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(763) 295-5420
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Community Outreach Sponsorship

Community education and outreach is a major strength at the Minnesota 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 MHS 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 MHS events
- at our Minnesota State Fair booth
- in *Northern Gardener*[®] magazine
- in bimonthly *Northern Gardener*[™] Journal Email



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(763) 295-5420

BETSY.PIERRE@EWALD.COM

Northern Gardener Ad Packages**

Package Option 1

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
Northern Gardener® Magazine	Full Page	\$979.00	4	\$3,916.00
Northern Gardener® Digital Issue Email	Middle Ad	\$199.00	4	\$796.00
Northern Gardener® Digital Spring Planning Issue	Full Page	\$699.00	1	\$699.00
Northern Gardener™ Journal Email	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
TOTAL:				\$12,646.00
20% DISCOUNT:				\$2,529.20
DISCOUNTED PACKAGE PRICE:				\$10,116.80

Package Option 2

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
Northern Gardener® Magazine	Full Page	\$979.00	4	\$3,916.00
Northern Gardener® Digital Spring Planning Issue	Full Page	\$699.00	1	\$699.00
Northern Gardener™ Journal Email	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
TOTAL:				\$11,850.00
20% DISCOUNT:				\$2,370.00
DISCOUNTED PACKAGE PRICE:				\$9,480.00

Package Option 3*

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
Northern Gardener® Magazine	1/2 Page	\$629.00	4	\$2,516.00
Northern Gardener® Digital Spring Planning Issue	1/2 Page	\$449.00	1	\$449.00
Northern Gardener™ Journal Email	Middle Ad	\$229.00	12	\$2,748.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
TOTAL:				\$8,701.00
15% DISCOUNT:				\$1,305.15
DISCOUNTED PACKAGE PRICE:				\$7,395.85

*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).

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