Minnesota Horticultural Society | NORTHERN GARDENER

Advertising & Sponsorship Opportunities

2027 MARKETING KIT

ADVERTISING CONTACT
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Our Mission

Supporting northern gardeners for over 160 years.

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 & Readers

Passionate, informed gardening enthusiasts.

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

MEMBERSHIP

9,650
Active Members

MAGAZINE

24,000+
Northern Gardener Magazine Readers

DIGITAL

26,500
Email Newsletter Subscribers

840,000
Total Annual Website Views

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Northern Gardener Magazine

Our award-winning publication—delivering seasonal content reaching a highly engaged gardener audience in USDA Hardiness Zones 3, 4 and 5.



FULL COLOR ADVERTISING RATES

PLACEMENT	1x	3x	4x
Center Spread	$1,929	$1,799	$1,699
Back Cover	$1,539	$1,419	$1,319
Inside Front or Back	$1,459	$1,359	$1,259
Opposite Inside Front	$1,459	$1,359	$1,259
Full Page	$1,229	$1,109	$1,009
1/2 Page	$789	$709	$649
1/3 Page	$709	$659	$579
Assigned Location	$90	$85	$69
Gardener's Market 2"	$199	$189	$179
Gardener's Market 3"	$229	$219	$209
Gardener's Market 4"	$319	$299	$289
Gardener's Market 5"	$369	$339	$319

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 MHS MEMBER

CIRCULATION: 12,000
MEMBERS: 9,650
(APPROX. 7,600 MEMBER HOUSEHOLDS)
NEWSSTAND: 3,250
READERSHIP: 24,000

ISSUE	AD DEADLINE
Early Spring (In homes Feb. 15)	**Dec. 15, 2026**
Spring (In homes Apr. 1)*	**Feb. 1**
Summer (In homes Jun. 1)*	**Apr. 1**
Fall (In homes Sep. 1)*	**Jun. 25**

**Approximate date*



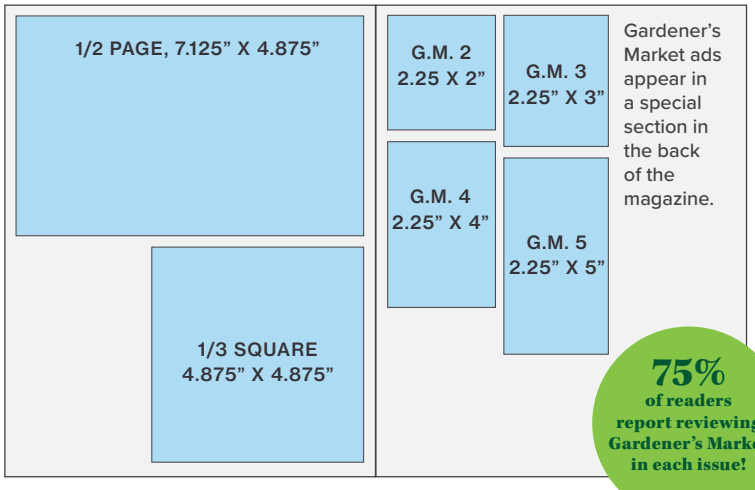
***Northern Gardener* magazine is available on newsstands across the northern U.S. in select stores like Hy-Vee, Barnes & Noble, food co-ops and more.

DISPLAY AD SPECIFICATIONS (WXH)

Page trim size 8.375" X 10.875"
Center spread trim size 16.75" X 10.875"

Center Spread bleed	17" x 11.125"
Full-page bleed	8.625" x 11.125"
Full-page non-bleed	7.375" x 9.875"
1/2 page horizontal	7.125" x 4.875"
1/3 square	4.875" x 4.875"

Live matter: Must be .5" inside publication trim
Bleed matter: Must extend .125" beyond publication trim (crop marks must be left off or set beyond the .125" bleed)
Center spread: No copy over the gutter
Border: All ads should be designed with a border. If not, MHS reserves the right to add one.



DON'T HAVE AN AD DESIGNER? Northern Gardener offers design services – reach out for details!

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Northern Gardener Winter Issue (Digital)

Put your business in front of our full audience during the peak season for holiday gifting and next season plans!



FULL COLOR ADVERTISING RATES

PLACEMENT	Rate
Page 2	$839
Page 3	$839
Full Page	$709
1/2 Page	$459
1/3 Page	$409
Gardener's Market 2"	$129
Gardener's Market 3"	$149
Gardener's Market 4"	$209
Gardener's Market 5"	$239

BONUS! All ads hotlinked from this digital magazine!

DEADLINE

Sept. 15, 2027

DISTRIBUTION

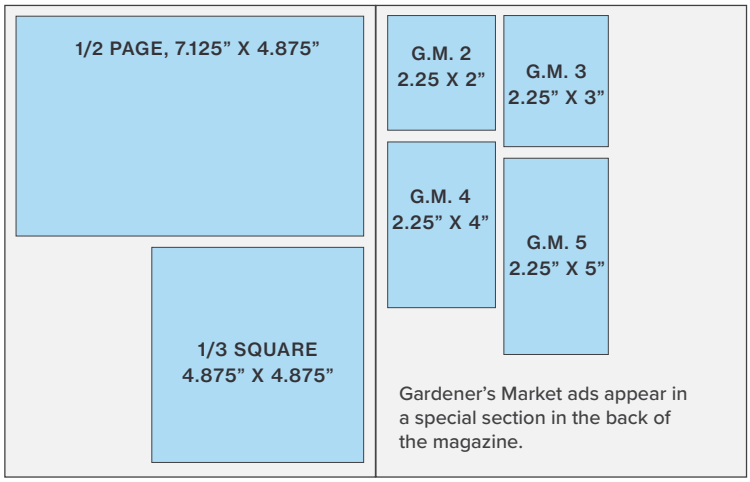
- Sent via email around Nov. 15 to approximately 26,500 readers
- Linked to from the Northern Gardener Journal email throughout November and December 2027
- Linked to from the homepage of NorthernGardener.org through mid February 2028

DISPLAY AD SPECIFICATIONS (WXH)

Page trim size 8.375" X 10.875"
Center spread trim size 16.75" X 10.875"

Center Spread bleed	17" x 11.125"
Full-page bleed	8.625" x 11.125"
Full-page non-bleed	7.375" x 9.875"
1/2 page horizontal	7.125" x 4.875"
1/3 square	4.875" x 4.875"

Live matter: Must be .5" inside publication trim
Bleed matter: Must extend .125" beyond publication trim (crop marks must be left off or set beyond the 1/8" bleed)
Center spread: No copy over the gutter
Border: All ads should be designed with a border. If not, MHS reserves the right to add one.



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Northern Gardener Launch Email

Get expanded exposure to our magazine readers with a featured ad in our magazine launch announcement email.

CIRCULATION AND REACH

Email circulation: 7,750
Distribution: Matching *Northern Gardener* magazine distribution dates
Open Rate: 64%

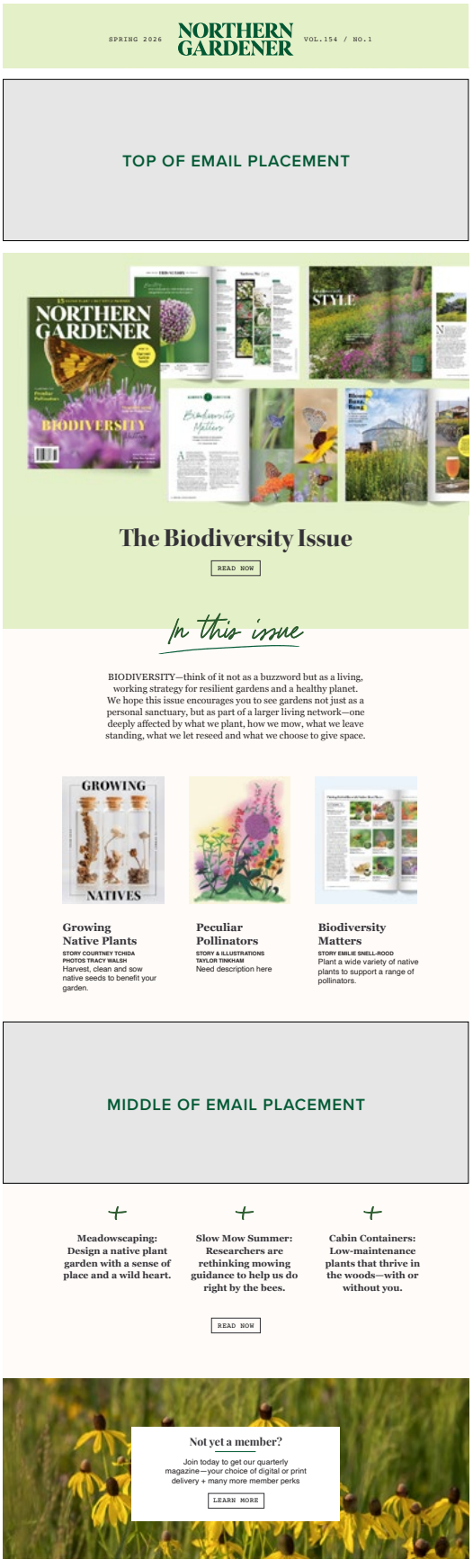
COST

Top of email ad
Exclusive placement—1 per issue. Appears just below masthead.
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
Format: JPG or PNG
Deadline: See *Northern Gardener* print deadlines (page 3)



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Northern Gardener Journal Email

Connect with northern gardeners monthly through our email—reach more than 26,500 subscribers.

CIRCULATION AND REACH

Circulation: 26,500
Distribution: Twice per month* on the 1st and 3rd week of month
Open Rate: 55%

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

COST

Top of E-News
Exclusive placement, 1 per issue. Image ad only.
1x - $349/Mo. | 6x - $319/Mo. | 12x - $289/Mo.

Middle of E-News
Max 6 per issue. Advertiser Choice—image ad or text/image ad.
1x - $279/Mo. | 6x - $259/Mo. | 12x - $239/Mo.

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: JPG, PNG or GIF
Deadline: 25th of the month prior



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NorthernGardener.org

Our online resource hub gets more than 840,000 annual views. A great opportunity to connect with northern gardeners when they are searching for answers to their gardening questions.

CIRCULATION AND REACH

Average Monthly Homepage Views: **3,400**
Total Average Annual Homepage Views: **41,000**
Total Annual Website Views: **840,000**

COST

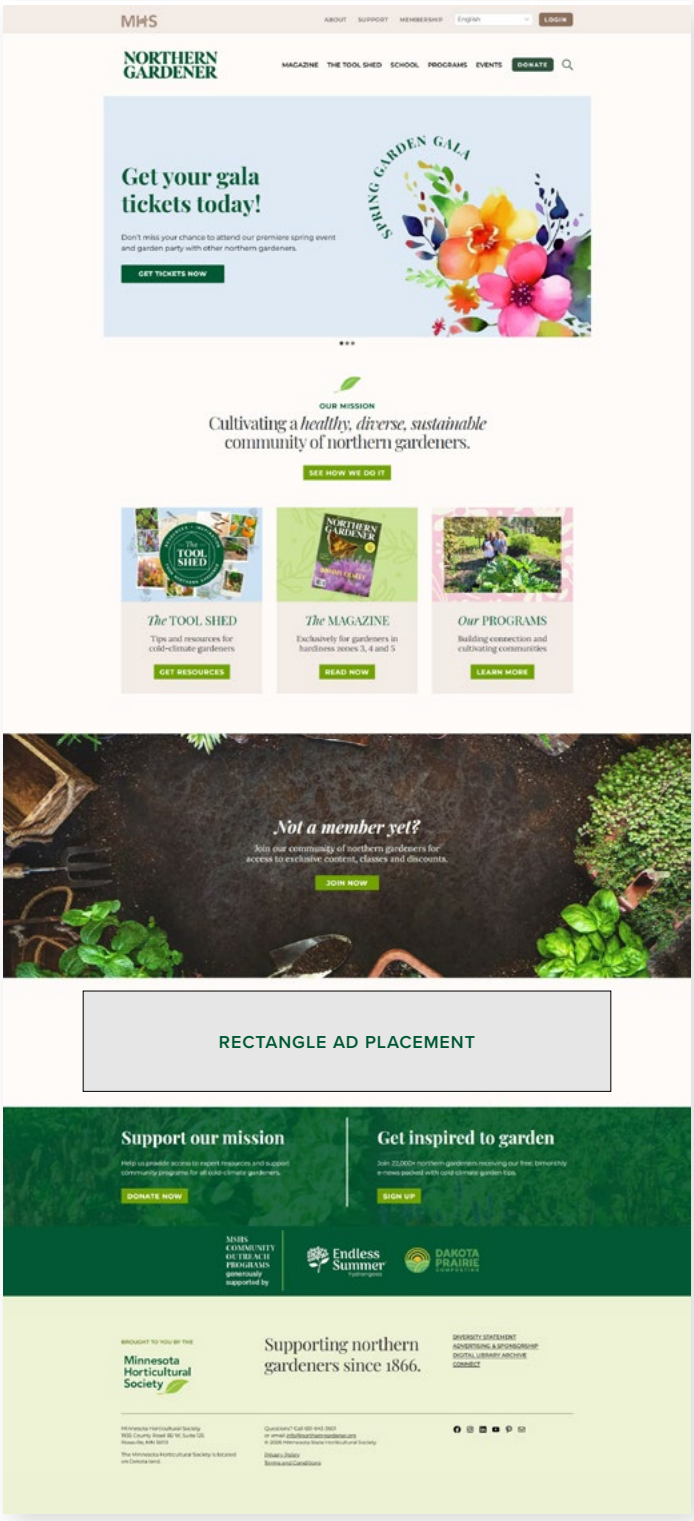
Rectangle Ad*
1x - $319/Mo. | 6x - $289/Mo. | 12x - $259/Mo.

SPECIFICATIONS

Rectangle Size: 2,400w x 400h (Pixels)
Format: JPG 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.).*



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.

The Tool Shed & Online Courses educate on everything from getting started to pollinators to soil health and beyond.

ANNUAL SPONSOR INVESTMENT: $1,549

Sponsor Logo Needed
Format: High Resolution JPG or PNG
Max Art File Size: 400 KB
Hotlinked: Supply URL

Community Outreach Sponsor Recognition*

- on MHS website (homepage)
- on Minnesota Green and GIAB marketing materials and webpages
- on banner on the Northern Gardener School online course page
- 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 emails
- in *Northern Gardener* magazine announcement emails
- Other MHS Member Update Emails

**for items created during the term of sponsorship.*

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2027 Spring Garden Gala

Join the our annual Spring Garden Gala, a proud tradition supporting garden education and community initiatives. Reach our most-engaged gardening enthusiasts at this event featuring hot, new plants, silent auction and gourmet lunch. Get involved today!

April 24, 2027
11:00am - 2:30pm
Minnesota State Fair
North End Event Center

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



Spring Garden Gala Sponsorship Opportunities

Secure your sponsorship by 12/15/26 for maximum benefits.

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 MHS Facebook & Instagram pages (45-60 seconds max)	x	x	x	
MHS 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 MHS	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	
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	

**To avoid duplicate swag items - branded item must be named by 2/1/27. Approval will be granted shortly thereafter.*

Additional Sponsorship opportunities:

Event Swag Bag | $599 + Cost of bag

A Gala highlight! Sponsor to supply bag for guest swag items plus one item (brochure, flier, catalog) for inclusion. (bag deadlines and restrictions apply)

Wine Wall Sponsor | $499 (shared) / $1,099 (exclusive)

Sponsors receive prominent logo recognition at this highly visited gala activity.

Northern Gardener Ad Packages**

Package Option 1

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
Northern Gardener Magazine	Full Page	$1,009.00	4	$4,036.00
Northern Gardener Launch Email	Middle Ad	$239.00	4	$956.00
Northern Gardener Winter Issue (Digital)	Full Page	$709.00	1	$709.00
Northern Gardener Journal Email	Middle Ad	$239.00	12	$2,868.00
NorthernGardener.org	Rectangle Ad	$259.00	12	$3,108.00
Community Outreach Sponsorship	Sponsorship	$1,549.00	1	$1,549.00

TOTAL: $13,266.00
20% DISCOUNT: $2,645.20
DISCOUNTED PACKAGE PRICE: $10,580.80

Package Option 2

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
Northern Gardener Magazine	Full Page	$1,009.00	4	$4,036.00
Northern Gardener Winter Issue (Digital)	Full Page	$709.00	1	$709.00
Northern Gardener Journal Email	Middle Ad	$239.00	12	$2,868.00
NorthernGardener.org	Rectangle Ad	$259.00	12	$3,108.00
Community Outreach Sponsorship	Sponsorship	$1,549.00	1	$1,549.00

TOTAL: $12,270.00
20% DISCOUNT: $2,454.00
DISCOUNTED PACKAGE PRICE: $9,816.00

Package Option 3*

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
Northern Gardener Magazine	1/2 Page	$649.00	4	$2,596.00
Northern Gardener Winter Issue (Digital)	1/2 Page	$459.00	1	$459.00
Northern Gardener Journal Email	Middle Ad	$239.00	12	$2,868.00
NorthernGardener.org	Rectangle Ad	$259.00	12	$3,108.00

TOTAL: $9,031.00
15% DISCOUNT: $1,354.65
DISCOUNTED PACKAGE PRICE: $7,676.35

*Add Community Outreach Sponsorship to Option 3 for $1,317.

**Enjoy a discount on a Blossomed, Blooming or Budding 2027 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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