

2022 advertising rates

The American GARDENER

is the magazine of the American Horticultural Society (AHS), one of the oldest non-profit gardening organizations in the United States. The AHS is a national membership organization that advocates and supports successful and earth-friendly gardening through its educational programs and publications. Each issue covers a wide range of gardening topics such as plant profiles, how-tos, design tips, hot trends, and interviews with prominent gardening personalities.

Published six times per year, *The American Gardener* reaches more than 20,000 paid subscribers including AHS members, professional horticulturists, Master Gardeners, public gardens, and public/educational libraries. There is also bonus distribution at major horticultural events such as flower shows, trade shows, symposia, and conferences throughout the country.

When you advertise in The American Gardener, you reach more than 20,000 avid gardeners.

For more information, contact Mary Yee at (703) 768-5700 ext. 139 or e-mail advertising@ahsgardening.org



DISPLAY ADVERTISING

Four Color (4C)	1x	3x	6x
1 page	\$2000	\$1775	\$1650
2/3	1675	1485	1420
1/2	1330	1210	1155
1/3	960	875	800
1/4	720	670	605
1/6	510	460	400

Black & White

Deduct 20 percent from four-color rates.

Covers (4C only)

2nd	\$2550	\$2275	\$2100
3rd	2425	2150	2025
4th	2850	2575	2350

CLASSIFIED ADVERTISING Classified advertising rate is \$3 per word; minimum \$75 per insertion. (10% discount applies for three or more consecutive ads using same copy, provided each insertion meets \$75 minimum after taking discount.)

Classified Display	B/W	4C
A (2-1/4 x 1)	\$125	\$170
B (2-1/4 x 1-1/2)	160	220
C (2-1/4 x 2-1/4)	190	280

INSERTS

We do not accept inserts.

Guaranteed Position

15% additional charge for guaranteed position. Available on issue-by-issue basis only.

Discounts

Arboreta and gardens participating in the American Horticultural Society's Reciprocal Admissions Program are eligible for a 10% discount.

2022 advertising specs

ISSUANCE

The American Gardener is published 6 times a year.

CLOSING DATES FOR ADVERTISING

Issue	Reservations	Materials
Jan./Feb.	Nov. 19	Dec. 10
Mar./Apr.	Jan. 14	Feb. 4
May/June	Mar. 11	Apr. 1
July/Aug.	May 6	June 3
Sept./Oct.	July 15	Aug. 5
Nov./Dec.	Sept. 9	Oct. 3

No cancellations accepted after reservations closing date. A previously run ad will be used for contracted advertisers whose new ad is not received by materials closing date.

SPECIFICATIONS

Printing

The American Gardener is printed on web-fed offset presses on 50-lb. self-covered gloss paper.

Binding

Saddle stitch.

Screens

150-line screen.

Production Requirements

Ads can be submitted as high-resolution PDF or TIFF files. Send as e-mail attachments or upload to an FTP site or file sharing service for retrieval.

SENDING MATERIALS

Digital advertising materials should be e-mailed to: advertising@ahsgardening.org. Please include the name of the advertiser, the size of the ad, and the date of insertion.

MECHANICAL REQUIREMENTS

Publication Trim Size

8-1/4 x 10-7/8

Display Ad Size

Full page	7 x 9-1/2
2/3	4-5/8 x 9-1/2
1/2 vertical	3-1/2 x 9-1/2
1/2 horizontal	7-1/8 x 4-5/8
1/3 vertical	2-1/4 x 9-1/2
1/4	3-1/2 x 4-5/8
1/6 vertical	2-1/4 x 4-5/8

Dimensions (inches)

Bleed Specifications

Single-page bleed plates: 8-1/2 x 11-1/8

Spread bleed plates: 16-7/8 x 11-1/4

No extra charge for bleeds. Critical matter should be kept a minimum of 1/4 inch from trim in all ads.

GENERAL INFORMATION

Payment Policies

We do not offer agency commission discounts. Invoices are rendered for ads when magazines are shipped. Payment is due within 30 days of invoice date.

Publisher's Protective Clause

All advertising is accepted or rejected at the discretion of the publisher. The publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, could be mistaken for editorial content.

WEBSITE ADVERTISING

We do not currently offer website advertising.



100
YEARS
1922-2022

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the American Horticultural Society

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