

2022 reader profile

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 22,000 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 22,000 avid gardeners.

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

Our readership is made up of knowledgeable gardeners:

- The majority are women (80%)
- More than half over age 50
- Most are college graduates with a median income over \$99,000
- About 38% are certified Master Gardeners
- Greatest concentration of readers are in the Mid-Atlantic, Southeast, and West Coast
- Most (78%) maintain a home garden
- About 20% are involved in community or public gardens
- Most readers consider themselves serious, experienced gardeners
- Highest levels of expressed interest include sustainability, gardening for health, plant conservation, and garden design