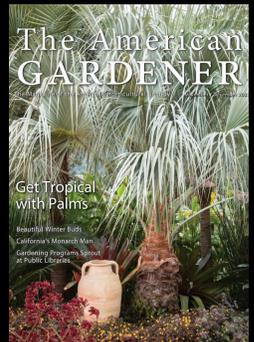
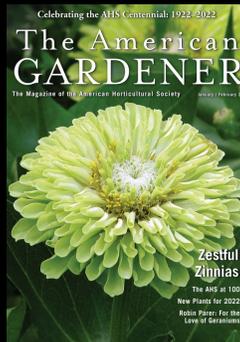
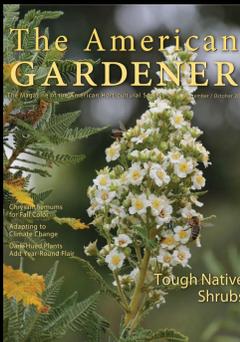
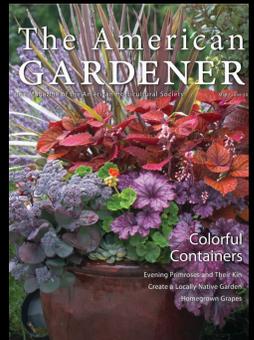
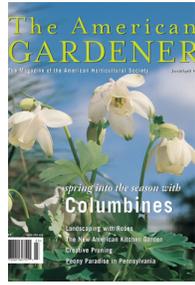


The American GARDENER

2025 MEDIA KIT



SERVING THE HORTICULTURAL AND GARDENING COMMUNITIES OF NORTH AMERICA SINCE 1922.



our mission

The American Gardener (TAG) is the magazine of the American Horticultural Society (AHS), the oldest non-profit gardening organization in the United States. Our mission is to make the United States a nation of gardeners. As a national membership organization, the AHS advocates for and supports successful and earth-friendly gardening through its publications, educational programs, and a nationwide network of partnered public gardens.

Through our print issues, website, digital editions, e-newsletters, and social media, we tell the stories of gardeners, designers, horticulturalists, growers, and related industry professionals and highlight a wide range of gardening topics. Coverage includes plant profiles, how-tos, design, trends, sustainability, and profiles of people who ennoble the spirit of The American Gardener.

NOW, MORE THAN EVER, THE AMERICAN HORTICULTURAL SOCIETY IS A RESOURCE THAT UNITES US IN SUPPORT OF RESPONSIBLE CARE FOR THE NATURAL WORLD AND THE GARDENS AND LANDSCAPES THAT SUSTAIN US.

our readers, your audience

TAG readers span North America and are savvy, connected, community-minded individuals with insatiable appetites for garden culture and know-how. By advertising with us, you will reach a broad audience of knowledgeable consumers who associate this magazine with the latest, the greatest, and the best. TAG is a special interest magazine about gardening and horticulture, but it is also a place people look to for inspiration on sustainable living.

Our readers believe that gardening matters to their health, their communities, and the future of the world around us. We provide them with the resources they need to connect with businesses and organizations they feel good about supporting and that align with their values.

**PRINT
ISin!**

When making purchasing decisions, consumers trust print ads 34% more than they trust search engine results.



Each issue of The American Gardener (TAG) 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.



PRINT ADVERTISING WORKS

*There is a 77% higher
brand recall
for print ads vs. 46% for
digital ads*

BY THE NUMBERS

PRINT MAGAZINE:

Annual Reader Reach: Over 375,000
Distribution: Approx 25,000 copies;
Pass-around Rate: Average 2.5 readers/copy
Frequency : 6x/ year
Established: 1922

DIGITAL PLATFORM:

Facebook: 48,000 followers
Instagram: 7,500 followers

NEWSLETTERS:

Subscribers: 66,000 members plus self-selected sign-ups
Average Open rate: 54%+

AHSGARDENING.ORG:

Average monthly unique visitors: 72,000
Average monthly sessions: 100,000

2025 print advertising rates

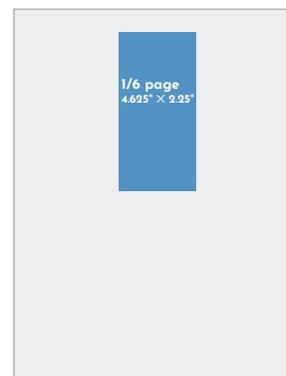
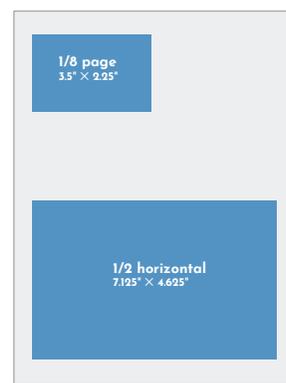
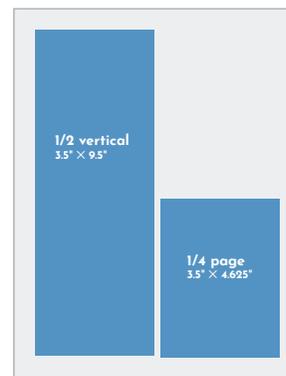
| COVERS | art specs | 1x | 3x | 6x |
|--------------|-----------|---------|---------|---------|
| Inside front | 7 × 9.5" | \$3,825 | \$3,410 | \$3,150 |
| Inside back | 7 × 9.5" | \$3,640 | \$3,225 | \$3,040 |
| Back | 7 × 9.5" | \$5,250 | \$4,800 | \$4,500 |

| PLACEMENT | art specs | 1x | 3x | 6x |
|----------------|----------------|---------|---------|---------|
| Full page | 7 × 9.5" | \$3,000 | \$2,660 | \$2,475 |
| 1/2 horizontal | 7.125 × 4.625" | \$1,995 | \$1,815 | \$1,730 |
| 1/2 vertical | 3.5 × 9.5" | \$1,995 | \$1,815 | \$1,730 |
| 1/4 | 3.5 × 4.625" | \$1,080 | \$1,005 | \$905 |
| 1/6 | 2.25 × 4.625" | \$765 | \$690 | \$600 |
| 1/8 | 3.5 × 2.25" | \$650 | \$600 | \$550 |

Covers and full-page ads with bleeds: 8.5 × 11.125". No extra charge for bleeds. Critical matter should be kept a minimum of 1/4 inch from the trim in all ads.

| CALENDAR | reservation | art due | distribution begins |
|------------|---------------|---------------|---------------------|
| Jan./Feb. | Oct. 18, 2024 | Nov. 15, 2024 | Jan. 1, 2025 |
| Mar./Apr. | Dec. 20, 2024 | Jan. 10 | Mar. 1, 2025 |
| May/June | Feb. 14 | Mar. 14 | May 1, 2025 |
| July/Aug. | Apr. 11 | May 14 | July 1, 2025 |
| Sept./Oct. | June 13 | July 11 | Sept. 1, 2025 |
| Nov./Dec. | Aug. 15 | Sept. 12 | Nov. 1, 2025 |

All ads appear in the digital edition of the magazine with live URL links at no additional cost.



other information

- 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.
- 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.
- 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.
- 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.
- Digital advertising materials should be e-mailed to: advertising@ahsgardening.org.

