



AHS 2027 MEDIA KIT

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



Each issue of **American Gardener** reaches more than 31,000 paid subscribers across the United States—an audience that includes AHS members, professional horticulturists, landscape designers, master gardeners, educators, and public garden leaders. Copies are also distributed at premier horticultural events, from major flower and trade shows to national conferences and symposia, extending the magazine's influence across the industry.

**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 465,000
Distribution: Approx 31,000 copies;
Pass-around Rate: Average 2.5 readers/copy
Frequency : 6x/ year
Established: 1922

DIGITAL PLATFORM:

Facebook: 55,000 followers
Instagram: 17,800 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

2027 print advertising rates

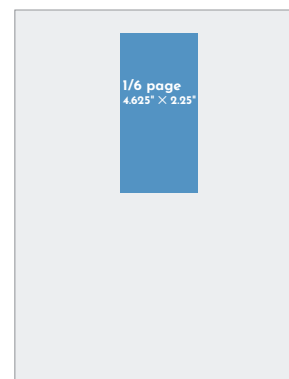
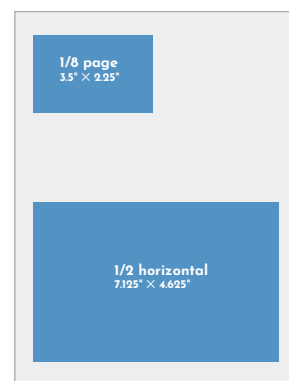
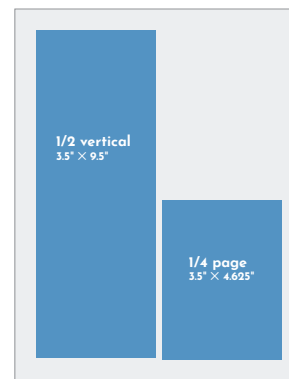
COVERS	art specs	1x	3x	6x
Inside front	7 × 9.5"	\$3,825	\$3,410	\$3,150
Inside back	7 × 9.5"	\$3,640	\$3,225	\$3,040
Back	7 × 9.5"	\$5,250	\$4,800	\$4,500

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. 16, 2026	Nov. 13, 2026	Jan. 1, 2027
Mar./Apr.	Dec. 18, 2026	Jan. 8	Mar. 1, 2027
May/June	Feb. 12	Mar. 12	May 1, 2027
July/Aug.	Apr. 9	May 14	July 1, 2027
Sept./Oct.	June 11	July 9	Sept. 1, 2027
Nov./Dec.	Aug. 13	Sept. 10	Nov. 1, 2027

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.