

# 2025 MARKETING PROSPECTUS

## *Print and Digital Opportunities*

## About MSHS

THE MINNESOTA STATE HORTICULTURAL SOCIETY (MSHS) 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 and readers grow both ornamentals and food 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



**9,600**

Active  
Members



**13,200**

*Northern Gardener*®  
Magazine Readers



**24,500**

E-news  
Subscribers



**648,000**

Total Annual  
Website Views

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CULTIVATING  
**communities.**

CREATING  
**green spaces.**

ENCOURAGING  
**growth.**

# Northern Gardener® Magazine Digital Spring Planning Issue

## FULL COLOR ADVERTISING RATES

PLACEMENT	Rate
Page 2	\$829
Page 3	\$829
Full Page	\$699
1/2 Page	\$449
1/3 Page	\$399
Gardener's Market 2"	\$179
Gardener's Market 3"	\$209
Gardener's Market 4"	\$299
Gardener's Market 5"	\$349

**BONUS** • All ads hotlinked!



Put your business in front of our full audience during the peak season for spring garden planning!

## DISPLAY AD SPECIFICATIONS (WxH)

**TRIM SIZE 8 3/8" X 10 7/8"**

**CENTER SPREAD TRIM SIZE 16.75" X 10.875"**

Center Spread bleed	17 1/8" x 11 1/8"
Full-page bleed	8 5/8" x 11 1/8"
Full-page non-bleed	7 3/8" x 9 7/8"
1/2 page horizontal	7 1/8" x 4 7/8"
1/3 page vertical	2 1/4" x 10"
1/3 square	4 7/8" x 4 7/8"

**LIVE MATTER:** must be 1/2" inside publication trim

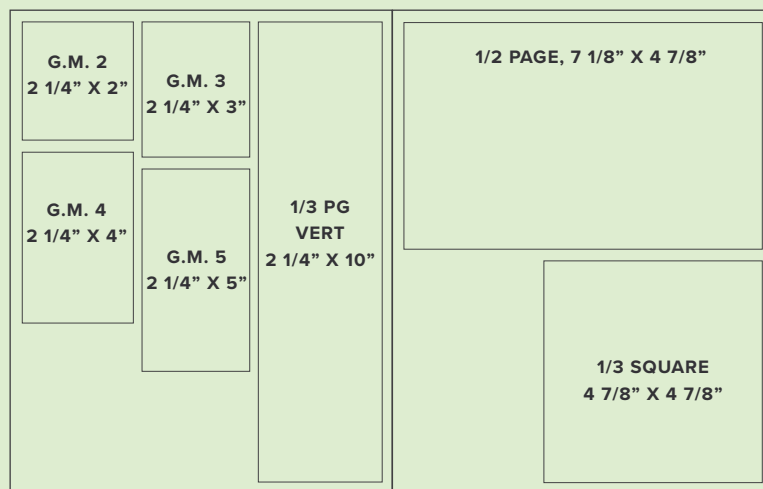
**BLEED MATTER:** must extend 1/8" beyond publication trim (crop marks must be left off or set beyond the 1/8" bleed)

**CENTER SPREAD:** no copy over the gutter

**PRINTING PROCESS:** web offset

**BINDING:** saddle stitch

**RESOLUTION:** ad (and all graphics within an ad) must be 300dpi print quality at full size.



**NOTE:** All ads should be designed with a border - if not, MSHS reserves the right to add. Ads requiring design services may be charged a design fee. Please email or call for details.



### DEADLINE:

December 18

### DISTRIBUTION:

Via email around January 15 to approximately 24,500

Linked to from Northern Gardener eNews in January and February 2025

Via NorthernGardener.org

Minnesota State  
**Horticultural  
Society**



## Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY.PIERRE@EWALD.COM

# Northern Gardener® Magazine

## FULL COLOR ADVERTISING RATES

PLACEMENT	1x	3x	4x
Center Spread	\$1,819	\$1,699	\$1,599
Back Cover	\$1,449	\$1,339	\$1,239
Inside Front or Back	\$1,379	\$1,279	\$1,179
Opposite Inside Front	\$1,379	\$1,279	\$1,179
Full Page	\$1,159	\$1,049	\$949
1/2 Page	\$739	\$669	\$609
1/3 Page	\$669	\$619	\$539
Assigned Location	\$90	\$85	\$69
Gardener's Market 2"	\$179	\$169	\$159
Gardener's Market 3"	\$209	\$199	\$189
Gardener's Market 4"	\$299	\$279	\$269
Gardener's Market 5"	\$349	\$319	\$299

**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 MSHS MEMBER

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**BLEED MATTER:** must extend 1/8" beyond publication trim (crop marks must be left off or set beyond the 1/8" bleed)

**CENTER SPREAD:** no copy over the gutter

**PRINTING PROCESS:** Web offset. All graphics and photos should be in CMYK. Do not include Pantone colors—we cannot guarantee Pantone color matching.

**BINDING:** saddle stitch

**RESOLUTION:** ad (and all graphics within an ad) must be 300dpi print quality at full size.

**NOTE:** All ads should be designed with a border - if not, MSHS reserves the right to add. Ads requiring design services may be charged a design fee. Please email or call for details.

## Advertising Contact

BETSY PIERRE  
(763) 295-5420  
BETSY.PIERRE@EWALD.COM



**CIRCULATION: 13,200**

**MEMBERS: 9,600**

**NEWSSTAND: 3,800**

### ISSUE

Spring  
(in hands Mar. 1)\*

Summer  
(in hands May 15)\*

Fall  
(in hands Aug. 15)\*

Winter  
(in hands Nov. 1)\*

### DEADLINE

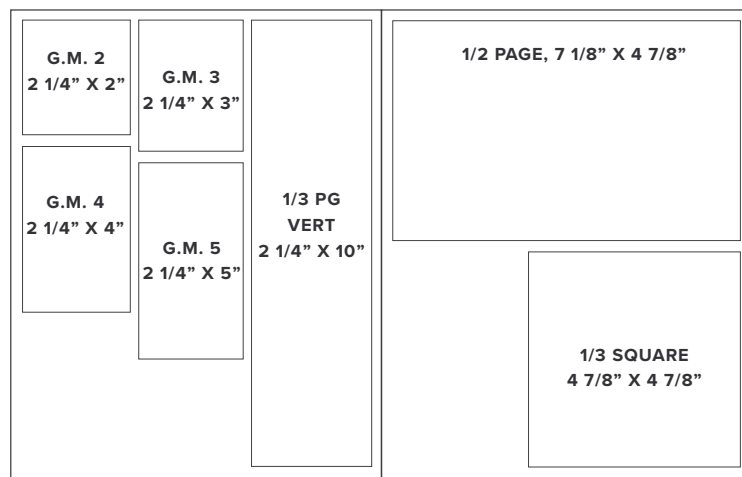
Jan. 17

Mar. 28

Jun. 20

Sep. 19

\*APPROXIMATE DATE



GARDENER'S MARKET ADS APPEAR IN THE BACK OF THE MAGAZINE AND ARE ALL 2 1/4" WIDE BY TWO, THREE, FOUR OR FIVE INCHES HIGH.

**75% of readers report reviewing Gardener's Market in each issue!**

# Northern Gardener® Digital Issue

## DIGITAL ISSUE ANNOUNCEMENT EMAIL

**EMAIL CIRCULATION:** 7,640

**DISTRIBUTION:** Quarterly (Mar., May, Aug. and Nov.)

**OPEN RATE:** 68%

## COST

### TOP OF EMAIL AD (EXCLUSIVE PLACEMENT, 1 PER ISSUE)

Will appear just below lead image.

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 (hotlink from email only)

**FORMAT:** JPEG or PNG

**DEADLINE:** See Northern Gardener® print deadlines

TOP OF EMAIL PLACEMENT



A special benefit of membership is that you can enjoy Northern Gardener magazine on your laptop, smartphone or tablet (as well as in print).

It's easy! Copy the code below, click on the orange button, paste the code, enter your email address and unlock immediate access to the current issue.

Code: **3Y24BRTH**

**READ NOW**

MIDDLE OF EMAIL PLACEMENT

## Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY.PIERRE@EWALD.COM



# Northern Gardener™ E-news

## CIRCULATION AND REACH

**CIRCULATION:** 24,500

**DISTRIBUTION:** Twice per month\* on the 1st and 3rd week of month

**OPEN RATE:** 58%

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

## COST

**TOP OF E-NEWS (EXCLUSIVE PLACEMENT, 1 PER ISSUE)**

(Image ad only.)

1x - \$329/mo. | 6x - \$299/mo. | 12x - \$269/mo.

**MIDDLE OF E-NEWS (MAX 6 PER ISSUE)**

1x - \$259/mo. | 6x - \$239/mo. | 12x - \$219/mo.

\*Advertiser choice - image ad or text/logo

## SPECIFICATIONS

**IMAGE SIZE:** 600w x 200h (pixels)

-OR-

**TEXT AND LOGO/IMAGE:** 70 words of copy and a logo or 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:** JPEG, PNG or GIF

**DEADLINE:** 25th of the month prior

### TOP OF EMAIL PLACEMENT



#### CELEBRATING EARTH DAY AND ARBOR DAY IN APRIL!

Plant a tree on Earth Day, plant a tree on Arbor Day, help our planet thrive! **There are so many reasons to plant more trees.** Shade, energy savings, wildlife habitat, edible fruit, fall color, privacy, carbon sequestration. And the list goes on. Whatever your reasons, you can be sure that Gertens offers options for all of them and expert advice to help you make your selections!

[LEARN MORE >>](#)



#### CELEBRATE ENTOMOLOGY 2024

You can't talk about native plants without celebrating the life they support. At "Celebrate Entomology 2024" on **April 12th**, Prof. Marla Spivak will give the 2024 Endowed Richards-Hodson Lecture in Insect Physiology and Ecology, sharing "A Century of Bee Discoveries at UMN". Visitors who can't attend in person will receive a Zoom link to Prof. Spivak's lecture after registering.

[LEARN MORE >>](#)

### MIDDLE OF EMAIL PLACEMENT

## Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY.PIERRE@EWALD.COM

# NorthernGardener.org

## CIRCULATION AND REACH

AVERAGE MONTHLY HOMEPAGE VIEWS: 3,600

TOTAL AVERAGE ANNUAL HOMEPAGE VIEWS: 43,400

TOTAL ANNUAL WEBSITE VIEWS: 648,000

## COST

RECTANGLE AD—ON THE MOST POPULAR PAGES\* (MAX 8)

1x - \$309/mo. | 6x - \$279/mo. | 12x - \$249/mo.

## SPECIFICATIONS

RECTANGLE SIZE: 2,400w x 400h (pixels)

BLOG PAGE BANNER SIZE: 900w x 300h (pixels)

FORMAT: JPEG 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 and/or MSHS content on a timing basis.

\*Popular/most visited pages:

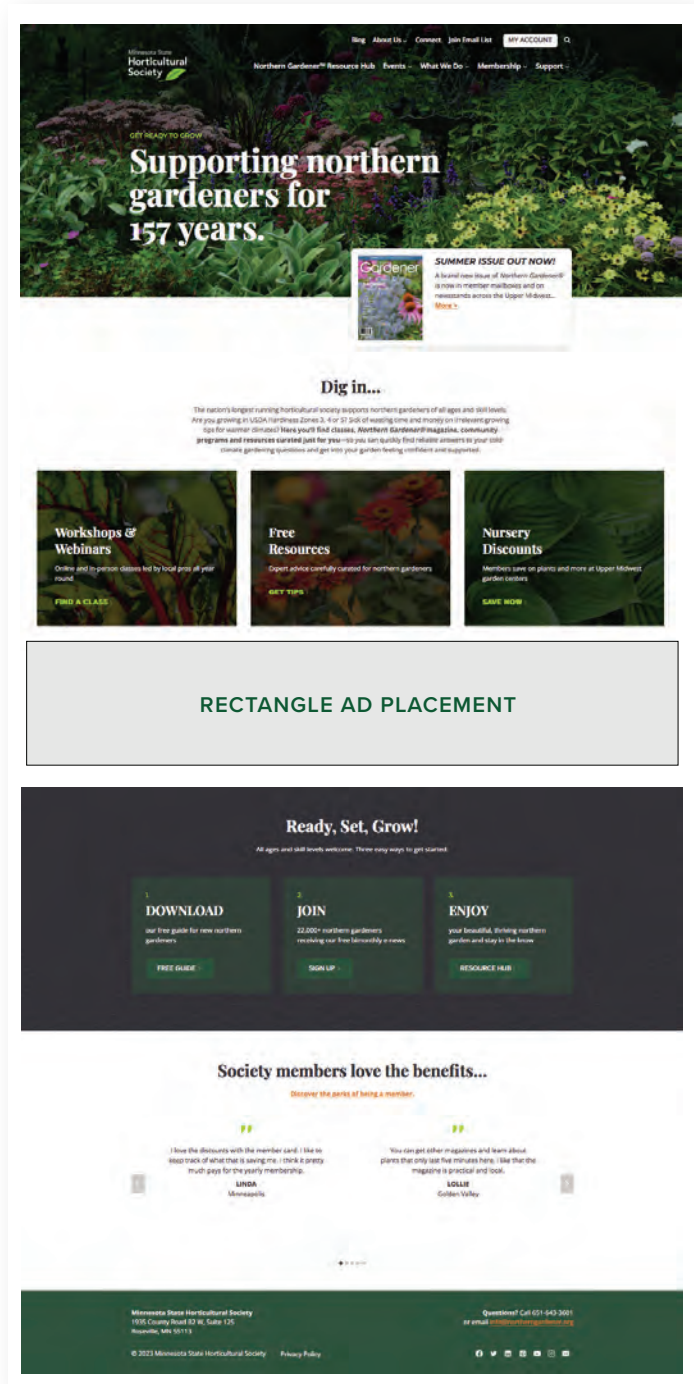
Home Page

Northern Gardener™ Blog

Northern Gardener™ Resource Hub

Classes

(subject to change)



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BETSY.PIERRE@EWALD.COM

# Community Outreach Sponsorship

Community education and outreach is a major strength at the Minnesota State 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.

**Webinars & Classes** educate on everything from getting started to pollinators to soil health and beyond.

## ANNUAL SPONSOR INVESTMENT:

\$1,499

MAX ART FILE SIZE: 400 KB

## COMMUNITY OUTREACH SPONSOR RECOGNITION:

- on MSHS website (homepage)
- on Minnesota Green and GIAB marketing materials and webpages
- on introduction slide for all MSHS webinars
- at Minneapolis Home + Garden Show education stage
- at all MSHS events
- at our Minnesota State Fair booth
- in *Northern Gardener*<sup>®</sup> magazine
- in bimonthly *Northern Gardener*<sup>™</sup> e-news



## Advertising Contact

BETSY PIERRE

(763) 295-5420

BETSY.PIERRE@EWALD.COM

# Northern Gardener Ad Packages\*\*

## Package Option 1

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i> ® Magazine	Full Page	\$949.00	4	\$3,796.00
<i>Northern Gardener</i> ® Digital Issue Email	Middle Ad	\$199.00	4	\$796.00
<i>Northern Gardener</i> ® Digital Spring Planting Issue	Full Page	\$699.00	1	\$699.00
Northern Gardener™ E-news	Middle Ad	\$219.00	12	\$2,628.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
Community Outreach Sponsorship	Sponsorship	\$1,499.00	1	\$1,499.00
<b>TOTAL:</b>				\$12,406.00
<b>20% DISCOUNT:</b>				\$2,481.20
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$9,924.80</b>

## Package Option 2

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i> ® Magazine	Full Page	\$949.00	4	\$3,796.00
<i>Northern Gardener</i> ® Digital Spring Planting Issue	Full Page	\$699.00	1	\$699.00
Northern Gardener™ E-news	Middle Ad	\$219.00	12	\$2,628.00
www.NorthernGardener.org	Rectangle Ad	\$249.00	12	\$2,988.00
Community Outreach Sponsorship	Sponsorship	\$1,499.00	1	\$1,499.00
<b>TOTAL:</b>				\$11,610.00
<b>20% DISCOUNT:</b>				\$2,322.20
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$9,288.00</b>

## Package Option 3\*

ADS WITHIN	SIZE	PRICE	FREQUENCY	VALUE
<i>Northern Gardener</i> ® Magazine	1/2 Page	\$609.00	4	\$2,436.00
<i>Northern Gardener</i> ® Digital Spring Planting Issue	1/2 Page	\$449.00	1	\$449.00
Northern Gardener™ E-news	Middle Ad	\$219.00	12	\$2,628.00
www.NorthernGardener.org	TileAd	\$249.00	12	\$2,988.00
<b>TOTAL:</b>				\$8,501.00
<b>15% DISCOUNT:</b>				\$1,275.15
<b>DISCOUNTED PACKAGE PRICE:</b>				<b>\$7,225.85</b>

\*Add Community Outreach Sponsorship to Option 3 for \$1,274.

\*\*Enjoy a discount on any 2025 Spring Garden Gala sponsorship option when added to any of the above packages (20% off with options 1 and 2 | 15% off with option 3)

### Advertising Contact

BETSY PIERRE  
(763) 295-5420  
BETSY.PIERRE@EWALD.COM



# 2025 SPRING GARDEN GALA

## April 2025 - Vadnais Heights Commons

11:00am – 2:30pm

Minnesota State  
**Horticultural  
Society**

### About the Event:

Join the Minnesota State Horticultural Society as we spring forward into the coming gardening season with our annual Spring Garden Gala and reach the most highly-engaged gardening enthusiasts! Each year, our Spring Garden Gala offers ideas, inspiration and camaraderie! Popular gala elements include a hot, new, must-have plant style show, silent auction and gourmet lunch.

**Estimated attendance of MSHS members, garden clubs and master gardeners: 350**

**A proud tradition supporting garden education and community garden initiatives. Become involved today!**



**CULTIVATING  
communities.**



**CREATING  
green spaces.**



**ENCOURAGING  
growth.**

### Spring Garden Gala Sponsorship Opportunities (for maximum benefits, reserve involvement by 12/15/24)

SPONSOR BENEFITS*	SPONSOR OPTIONS		
	BLOOMING \$1,000	BUDDING \$750	SEEDLING \$500
Prominent logo acknowledgment as major event sponsor in all event promotions and materials	x		
Logo acknowledgment as event sponsor in most event promotions and materials		x	
Sponsor name recognition in most event promotions and materials			x
VIP tickets with Gala prime seating (offer #)	4	2	
Opportunity to speak at the Gala	x		
MSHS Social Media post specifically calling out sponsorship	x		
Hotlinked logo from events page at NorthernGardener.org	x		
Rectangle ad from events page at NorthernGardener.org**	x		
Sponsor recognition from events page at NorthernGardener.org	x	x	x
Opportunity to send a post event email to attendees via MSHS***	x	x	
Recognition from the podium at the Gala	x	x	
Recognition via event social media post	x	x	
Recognition in event press releases	x	x	
Logo recognition on event signage	x	x	
Opportunity to provide branded item to guests at Gala	x	x	
Logo recognition on table top signs at event	x	x	
Name recognition on table top signs at event			x
The ability to provide materials (i.e. a single brochure, flier, catalog) for attendee swag bag	x	x	x

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