Horticulture
2022 MEDIA KIT
OUR MISSION

We have 117 years of continuous publication behind us and a devoted audience. Let us help you connect with the kind of customers you’re looking for. Our readers are gardeners with a passion for pursuing their hobby and the means to buy what they need (and what they want!) to achieve their goals. Putting your message and product in front of our powerful group of consumers, who are influencers in their communities, allows you to make sales and gain vocal promoters of your product.

BRAND ANCHORS

WHAT TO PLANT NEXT
Plant-focused features lead readers to the perennials, trees, shrubs, annuals and bulbs that will make their gardens stand out. Care tips and companion ideas ensure success.

EARTH-FRIENDLY OUTDOORS
Ecological-gardening concepts help readers build beautiful gardens that welcome wildlife, cope with extreme weather and relate to the native landscape.

TRUSTED ADVICE FROM TRUE EXPERTS
Professional horticulturists, garden designers, educators, trial managers and nursery owners write our articles or serve as story sources, providing reliable guidance to readers.

91% of readers share their gardening advice with others. 88% save their issues or give them to a friend.
OUR READERS

261,336
TOTAL PRINT AUDIENCE

50,410
SUBSCRIBERS
(6X per year frequency)

99%
PURCHASED PLANTS, TOOLS AND OTHER SUPPLIES LAST YEAR

94%
ARE HOMEOWNERS

96%
EXPECT TO MAINTAIN OR INCREASE THE SIZE OF THEIR GARDENS IN THE NEXT 2 YEARS

96%
EXPECT TO MAINTAIN OR INCREASE THEIR GARDEN SPENDING IN THE NEXT 2 YEARS

79%
MADE A PURCHASE OR SOUGHT MORE INFO IN RESPONSE TO AN AD IN HORTICULTURE

73%
SPEND 5-30 HOURS EACH WEEK ON GARDEN ACTIVITIES

91%
EXPECT TO MAINTAIN OR INCREASE THEIR TIME SPENT GARDENING IN THE NEXT 2 YEARS

80%
CONSIDER THEMSELVES INTERMEDIATE OR ADVANCED IN SKILL LEVEL

Horticulture has seen 35% growth in paid subscribers from 2020 to 2021.
EDITORIAL CALENDAR

HORTICULTURE MAGAZINE

MARCH/APRIL
Spring Planting
Perennial herbs, pollinator projects, container ideas
Ad Close 1/12/22
Materials Due 1/18/22
In Home 3/9/22
Sponsor an online course

SEPT/OCT
Fall Planting
Trees and shrubs, bulbs for naturalizing
Ad Close 7/13/22
Materials Due 7/18/22
In Home 9/7/22
Secure space in our eNewsletter

MAY/JUNE
Down to Earth
Ground covers, soil care, small-space matrix
Ad Close 3/9/22
Materials Due 3/14/22
In Home 5/4/22
Sponsor an article on our website

NOV/DEC
New Plants!
What to look for in 2023
Ad Close 9/7/22
Materials Due 9/12/22
In Home 11/2/22
Join our Holiday Gift Guide

JULY/AUG
Summer Solutions
Smart water use, color for shade, Colchicum
Ad Close 5/11/22
Materials Due 5/16/22
In Home 7/6/22

JAN/FEB (2023)
Planning Ahead
Making a site survey, propagation, planning vignettes
Ad Close 11/9/22
Materials Due 11/14/22
In Home 1/4/23
Happy New Year!

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DIGITAL

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HORTMAG.COM
2,962,926
Annual Page Views

2,167,638
Annual Unique Visitors

63%
FEMALE

46%/54%
Under Age 44  45 & Over

SOCIAL MEDIA
104,439
Social Media Followers

94,233 Facebook
12,235 Twitter

EMAIL
40,014
Newsletter List

37,553
3rd Party List

DIGITAL SPONSORSHIP OPPORTUNITIES
Grow Better! Garden Summit  Sponsor an on-demand video or series
Sponsored articles or collections  Includes newsletter and social media posts

77% of readers seek gardening info online, mainly at gardening-focused websites and in online courses.

Dedicated emails and newsletter sponsorship
Targeted social media and/or website banner ads
Featured Directory Listings  Coming Soon!
Custom webinars
And more!
ADDITIONAL MARKETING SERVICES

VIDEO
No engagement tool is more powerful than video. Our team will work with you to film on location or in our studios in Boulder, CO, or Des Moines, IA. Whether you want a la carte services or a total solution with full storyboarding, production and distribution, you can inspire and educate customer conversations with video content.

PHOTOGRAPHY
Do you have a list of new products or gardens that need to be photographed by an experienced professional? Our photography packages offer both comprehensive photo rights and affordable prices that will allow you to update your print and online photo galleries and let your products shine.

CATAPULT CREATIVE LABS
Our specialized, in-house marketing agency can help you achieve all your marketing goals. We’ll co-curate targeted messaging and tap the experts and technology of our parent company, Active Interest Media. We’ll also engage AIM’s audience – 40 million highly-engaged enthusiasts who trust our brands for home, travel, health and product advice. Catapult can help with content creation, research, creative services, events, data services and much more.

Learn more at: catapultcreativelabs.com

HOME GROUP DIGITAL NETWORK
All of Home Group’s 20+ websites live on a unified enterprise web platform, which enables us to distribute your brand message seamlessly across 18 million monthly visitors. We can target visitors by geographic, demographic, and psychographic key values to guarantee your message is in front of qualified consumers.

AND MORE! Let Us Create a Customized Media Plan With You.

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