Meet the average Horticulture reader:

* she’s female (75% of audience), **aged 55–74**
* she **subscribes** to make sure each issue is delivered immediately to her mailbox
* **reviews** her issue an average of **4 times**, and then shares it with friends
* has **been gardening** for an average of **37.3 years** and values smart advice
* is an **influencer** in the community, providing gardening instruction and tips to her friends and neighbors
* has a household income of **$115,500**
* **spends an average of $1,350** per year on gardening-related supplies and services
* has a gardening area that’s **2.2 acres** in size
* total paid circulation is **40,000**

With 116 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.

**Horticulture**

*Celebrating 116 Years of Smart Gardening*

*Established 1904*
Audience
Enthusiastic and well-educated — with plenty of discretionary income — this audience includes everyone from avid home gardeners to horticultural professionals who refer to Horticulture for trusted ideas and advice about gardening.

Horticulture’s Total Audience
1,383,005

WEB AUDIENCE
1,692,000 Annual page views
1,344,000 Annual unique visitors

SOCIAL AUDIENCE
94,362 participating with Horticulture’s staff and fellow gardeners on Facebook, Twitter, and Pinterest.

PRINT AUDIENCE
- 75% female / 25% male
- Average age 55-74
- 37+ years of gardening experience
- Household income of $115,500
- Interested in both ornamental and edible plants
THE MAGAZINE
Print advertising keeps your name and your product in front of gardeners indefinitely — our most recent Reader Survey indicates that readers keep their issues for years, reading and reviewing each issue an average of four times, and referring back to the issues regularly.

Each issue is themed, and the topics cover the most popular categories of growing perennials, container gardening, shade gardening, growing edibles, understanding design and more.
JANUARY/FEBRUARY

PUBLIC GARDENING
We take our annual look at all that botanical gardens and other public gardening institutions have to offer, from their best plant recommendations to design ideas and practical advice. Featured places include Portland’s Lan Su garden and Green Spring Gardens in Virginia.

MARCH/APRIL

ABOVE & BELOW
Articles in this issue focus on the top layer of the garden and its ground level. Featured plants include ground covers, low growers for edging or the front of the border and varieties for containers that will spice up patios and other hardscaping, as well as climbing vines and ornamental trees for the garden’s “ceiling.”

MAY/JUNE

COLOR
Each season offers gardeners a chance to play with color, a fun and expressive activity that brings that personal touch to the garden. This issue looks at plants that offer multiple seasons of interest through their changing colors (flower and/or foliage); color choices that bring added seasonality; and ways to use containers for splashes of color, be it from the pots themselves, their contents or both.

JULY/AUGUST

COMBINATIONS
This issue tackles the frequently asked question of what to plant with what. We showcase standout combinations for all situations, from shade to sun, formal to naturalistic, edibles to ornamentals and more.

SEPTEMBER/OCTOBER

TREES & SHRUBS
Fall is for planting, and we focus on great trees and shrubs for all sizes of gardens in this issue. We’ll also take a look at related tools for planting and pruning those woody members of the garden, and we’ll run through “keep or toss?” as readers clean out their toolsheds and garden spaces with the season winding down.

NOVEMBER/DECEMBER

PLANTS: FAVORITES & NEW
We reprise our annual “New Introductions” feature with a look at exciting varieties debuting in 2021. We also look back at older but still excellent plant choices, with a feature on 2021’s award-winning plants. Contributors offer their long-time favorites and what they’re anxious to plant anew in the coming spring.

JANUARY/FEBRUARY 2021

PUBLIC GARDENING
It’s time again for our annual celebration of public gardens and all that they do for our communities. We will cover botanical gardens and arboreta from diverse regions, presenting their favorite plants and design tips, and we’ll look at ways that home gardeners can bring their talents and knowledge to civic projects in their own cities and towns.

IN EVERY ISSUE
Edible gardening • Soil care • Outstanding gardens • Time-tested techniques • Plant recommendations • Design advice
2020 Print Schedule (subject to change)

JANUARY/FEBRUARY
Space Deadline | 11.8.19
Materials Deadline | 11.15.19
In Home | 12.26.19

MARCH/APRIL
Space Deadline | 1.17.20
Materials Deadline | 1.24.20
In Home | 3.11.20

MAY/JUNE
Space Deadline | 3.13.20
Materials Deadline | 3.20.20
In Home | 5.06.20

JULY/AUGUST
Space Deadline | 5.15.20
Materials Deadline | 5.22.20
In Home | 7.08.20

SEPTEMBER/OCTOBER
Space Deadline | 7.17.20
Materials Deadline | 7.24.20
In Home | 9.09.20

NOVEMBER/DECEMBER
Space Deadline | 9.11.20
Materials Deadline | 9.18.20
In Home | 11.04.20

JANUARY/FEBRUARY 2021
Space Deadline | 11.13.20
Materials Deadline | 11.20.20
In Home | 1.06.21
2020 Display Ad Specs

Mechanical information
- Publication trim size: 7.75” x 10.5” (Add 1/8” around for Bleed ads)
- All live matter should be .25” from the trim edges
- Printed 4-color process CMYK web offset
- Line screen: 133-line.
- Spreads: Allow .125” safety for type running through gutter
- Label ad files and folders with Company Name & Issue Date
- A proof must be supplied with all ads

SFTP Instructions:
- Directions on how to SFTP files: Mac and PC Users:
  - Use an SFTP client software like Filezilla or WinSCP.
  - Server address: sftp.aimmedia.com
  - Server port: 22999
  - Username: FWMFTP
  - Password: Rabb1t
- Go to the Inbound folder and look for the publication folder. Drag and drop your file into the publication folder. Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

Electronic Material Preferred

Complete Ads:
Preferred Format: PDF (PDF/X-1a), PDF 1.4 or 1.3

Other Acceptable Formats:
- Adobe InDesign, Photoshop, Illustrator
  - CS3-CS6 (.indd or .psd, .tif/.tiff or .jpg/.jpeg or ai or .eps).
- QuarkXPress 6.0–8.0 (.qxd)

NOTE: Include all fonts and images.

Formats that are NOT Accepted:
- Microsoft Word
- Microsoft Publisher
- Microsoft Excel
- Microsoft Powrpoint
- Coral Draw

NOTE: Any other formats should be approved prior to submission.

For Ad Creation:

Images
- Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used.
- Vector or Line art: .ai or .eps

Text
- Microsoft Word (.doc or .docx)
- Microsoft Excel (.xls or .xlsx)
- Text Edit (.txt)

Color Mode
- CMYK color mode
NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur.

Technical Requirements
- 300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.
  NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear “fuzzy” on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
  NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double-check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.
HortMag.com is a powerful marketing vehicle

- average of 141,000 monthly pageviews
- 112,000 unique visitors/month

eNewsletter/DEBs

Our opted-in email list sizes:

- Editorial = 17,610 avg. open rate 58%; CTR 28%
- DEB = List is 16,500 avg. open rate 42%; CTR 9%

Online Workshops

Smart Gardening Online Workshops serve as a valuable lead-generation and marketing tool.

Garden Giveaways/Social Media Opportunities

Garden Giveaways engender goodwill among your potential customers, generate new leads, and they can even help you grow your social media following. Horticulture has 201,000/month Pinterest viewers and 84,000+ Facebook followers who love gardening goodies. Let us help you grow your own Pinterest and Facebook following.

Downloads On Free Download Page
Lead Generation
We refine our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or webinars covering all aspects of gardening, from garden design to planting and maintenance. The entire library of sponsored content will be available free for instant download to email addresses, allowing us not only to broaden our service to gardeners, but also to obtain essential contact information on our website.

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Websites
HortMag.com is currently 1.7 million page views per year. In late 2019, a redesign of our website with a fresh, new platform will enhance our visitors’ experience.

Sponsorship Opportunities Include:
• Social Media Sponsorship Opportunities (Monthly Giveaways, etc.)
• Run of Site/Geo-Targeted Banner Ads
• Weekly e-Newsletters (17,610 subscribers)
• Dedicated Custom Emails (16,500 subscribers)
• Sponsored/Native Content Articles
• Webinar Presentations and Sponsorships
• Product Giveaways
• Video Creation and Sponsorships

Digital Editions
Horticulture digital editions are fully interactive. Users can click links for immediate access to the company’s website for more information or to buy the product.
Catapult's mission is simple: To facilitate dynamic customer conversations. To achieve your marketing goals, they'll co-curate targeted messaging and tap the experts and technology of AIM's enthusiast network. Creative, credible, and connected — their team leverages unrivaled capabilities and reach for your brand.

**CUSTOM CONTENT**
- Native advertising
- Blogs, newsletters, social
- Influencer networks
- Expert ghostwriting
- Online classes (B2C & B2B)

**VIDEO & TV PRODUCTION**
- Short-form storytelling
- Native content
- Branding & corporate storytelling
- Advertising campaigns
- Long-form features
- TV production & consulting

**LEAD GENERATION**
- Simple name/email capture
- Content campaigns
- Live & virtual events
- Full nurture/qualify campaigns

**CREATIVE SERVICES**
- Print & digital ad creative
- Photo & video shoots
- Branding strategy & execution
- Logos & corporate assets
- POS displays & packing

**EVENT ACTIVATION**
- Logistics management
- Full turnkey strategy & execution
- Ticket sales
- Retail & other mobile tours

**SOCIAL AUDITS & STRATEGY**
- Engagements audits
- Content strategy & execution
- Analytics & measurement
- Influencer campaigns
- TV production & consulting

**RESEARCH SERVICES**
- Market studies
- Focus groups
- Reader panels
- Brand awareness/loyalty

**DATA SERVICES**
- Customer profiling & tracking
- Multi-audience marketing
- Predictive intelligence
**Meet Your Team**

**Michelle Kraemer**, MultiMedia Sales, lives and grows edibles and ornamentals in Wisconsin’s Zone 4b, where summer seems short, but is spectacular!

**Steven Nordmeyer**, Group Publisher, has a passion for growing ornamentals and edibles in his Iowa Zone 5b landscape.

**Meghan Shinn**, Editor, tends shrubs, perennials and annuals with her family in their eastern Massachusetts Zone 6b yard.