



^{fine}Gardening

MEDIA KIT 2026

CONTACT: Michelle Kraemer | MKraemer@aimmedia.com ■ 715-318-0946

^{fine}Gardening

The Brand for Authoritative and Beautiful Gardening Content

Fine Gardening is the leading source of accurate, accessible, useful information designed with one goal in mind: to make enthusiastic gardeners of all skill levels better at the craft they love.

We seek out the greatest horticulturists, plant specialists, and designers in North America and use their expertise to create a beautiful, valued resource filled with advice gardeners can use, techniques they can trust, and inspiration they can act on.

Fine Gardening understands how to create value for an audience on multiple platforms. With compelling storytelling, expert and inspirational content, the brand continues to help gardeners excel with their passions, and helps marketers develop content experiences to build relationships with top influencers and buyers.

Our Reach



DEMOGRAPHIC PROFILE

Average age
65 print/digital
81% female
46 podcast
47 social

KEY AUDIENCE STATS

6.13M annual page views
4M annual new visitors
125k total readers per issue
144.5k newsstand readers
13.4k paid online memberships

SOCIAL MEDIA FOOTPRINT

Over 2M total
(Almost 8x larger than any other competitor)
1.3M Facebook followers
214k+ Instagram followers
231k+ Pinterest followers
195k+ Twitter (X) followers
40k+ YouTube subscribers
4.1k+ TikTok followers



PURCHASING POWER

89% trust the information they find
in Fine Gardening
74% say we help them find plants

80% spend money on high quality
products, plants, tools
equipment, materials

57% have purchased a product or
service as a result of advertising
they saw in/on Fine Gardening in
the last twelve months



CONTENT & BRAND ENGAGEMENT

3.6 hours spent reading each issue
8.4 years average subscription length
\$2.5 BILLION in spending power

114k email newsletter subscribers
24k (GPOD) eletter
113k+ annual Podcast listeners

11 hours spent gardening per week
1.2 acre average property size
6% click to send rate

Fine Gardening Solutions

Our solutions leverage the Fine Gardening brand authority, storytelling expertise, industry and experts/influencers relationships, extensive reach across multiple platforms, marketing experience, and social media savviness to deliver impactful, top-to-bottom funnel campaigns.



PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions
- Advertorials
- Inserts/Onserts



DIGITAL MEDIA

- Targeting: Keyword/Behavioral/Contextual
- Geo-fencing
- Project Guides
- Podcasts
- Digital display
- Custom email campaigns
- Mobile solutions
- eLetters
- High-impact interstitials
- Native advertising
- BtoB IP Mapping



CONTENT

- Video-series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs
- Sponsored content hubs
- Contests & sweepstakes (lead gen)



SPONSORED PROGRAMS

- Holiday Gift Guide
- Catalog Collector
- Mother's Day Program
- Buyer's Guide Program



EXPERIENTIAL

- Live events series
- Custom events
- Social media livestreaming
- Industry-event podcasts
- Sweepstakes/contests
- Webinars



SOCIAL

- Instagram TV (IGTV)
- Social livestreaming
- Captivate social extension program
- TikTok campaigns

Premium Facebook Audience

Partner with us to harness the strength of the AIM Gardening Group's curated social audiences to reach the feeds of our most active and engaged gardeners across all our platforms.

AIM Gardening Group Premium Audiences are curated from visitors to our websites, email opt-ins, magazine subscribers, and users who engage with our content on social platforms.

Control and monitor your social spend and effectiveness from your own dashboard.

- We provide your Business Manager Account a set of custom/targeted audiences that are refreshed monthly. This audience is fed to Meta where you deploy and manage campaigns directly. You control the creative and budget for each campaign.
- For a flat monthly fee, you have full access to our curated audience via Meta to manage and execute campaigns from your dashboard.
- Audience access can include Fine Gardening and our sibling publications, Garden Gate and Horticulture.



Custom Social Campaigns

Partner with Fine Gardening to elevate your brand by integrating your content into our social channels.

Highlight your products and reached highly engaged audiences.

- We post your sponsored content
- Video shorts recommended
- Tags to include @ and #
- Tik Tok, Instagram, YouTube, Facebook

Custom Download Campaigns

Partner with Fine Gardening to create a Lead-Gen downloadable plans campaign, across digital and social platforms, to create awareness and generate leads with our online and social media audiences.

- Content creation available
- Tags to include @ and # (product specific tags)
- Primary use case: lead-gen, reach, awareness

Podcast Sponsorships

Our editors, authors, and guests connect with the online/streaming gardening community via our monthly topical episodes. They discuss planting tips, tricks, tools, and techniques, through candid discussions about real-life gardening challenges. All podcast videos are hosted on Fine Gardening's YouTube channel and FineGardening.com

Reach a World of Gardening Enthusiasts!

If you are looking to target gardening enthusiasts,
Fine Gardening has you covered, across multiple channels.

Our Audience Demographics

65	81%	\$145K	\$662K	1.2 acres
Average age	Female	Household income	Average home value	Average property size

Committed, engaged gardening enthusiasts

\$3,887	\$29⁹⁵	\$49⁹⁵	3 million
Average spent per year on gardening related activities	Per year print subscription price (4 issues per year)	Per year All Access + print digital membership	Social media footprint

78%	\$2.5 billion	114,000
Sought further information as a result of an ad they saw in/on Fine Gardening	in spending power	Weekly eletter list

*Demographics are combination of subscribers, website visitors, and All Access members.

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Demographics

Affluent, Educated Homeowners	Subscriber	Website Visitor	Member
Gender	85% female	81% female	86% female
Graduated from college (or higher)	78%	77%	73%
Average income	\$150,000	\$145,000	\$143,000
Average market value of home	\$645,000	\$667,000	\$683,000
Mean age	65	65	66
Married	72%	73%	73%
Highly Engaged Gardeners	Subscriber	Website Visitor	Member
Average property size	1.5 acres	1.2 acres	1.4 acres
Hours spent gardening per week	10.5	11.5	12
Average amount spent per year on gardening related activities	\$2,714	\$3,982	\$4,206
Projects per year	4.3	4.1	4.3
Sought further information as a result of advertising you saw reading/visiting Fine Gardening magazine/website in past 12 months	52%	79%	47%
Varied Interests and Skills	Subscriber	Website Visitor	Member
Consider themselves intermediate or advanced gardeners	79%	73%	85%
Container gardening	87%	79%	93%
Grow perennials	87%	79%	93%
Grow annuals	75%	63%	77%
Grow bulbs	64%	54%	63%
Grow herbs	56%	55%	61%
Grow natives	62%	59%	69%
Grow trees	37%	38%	42%
Grow from seeds	53%	55%	54%
Soil amendments	65%	64%	70%

Taunton Audience Profiling Study May 2022

Print Editorial Calendar 2026

SUPER ISSUE: SPRING 2026 – ISSUE 227

NEW PLANTS • Water Wise Trees and Shrubs • Poppies for Every Garden • Embracing the Wild Beauty of a Naturalistic Design • An Established Landscape Reinvented • Regional Planting Plans for Spring Interest • Smart Water Management • Sun Protection Products

AD CLOSE Thursday, February 5, 2026
MATERIALS DUE Thursday, February 12, 2026
IN-HOME Wednesday, April 1, 2026
ON NEWSSTAND Tuesday, April 7, 2026

SUMMER 2026 – ISSUE 228

PLANT TRIAL RESULTS: Best New Perennials • Plants that Soothe the Senses • Native Substitutes for Overused Perennials • Simplify the Colors, Increase the Drama • An Immersive Woodland Shade Garden • The Science of Hybridization • Native Shrubs

AD CLOSE Wednesday, April 22, 2026
MATERIALS DUE Wednesday, April 29, 2026
IN-HOME Tuesday, June 16, 2026

FALL 2026 – ISSUE 229

Shade Plants for Tough Conditions • Lesser Known Hydrangeas • Transforming an Exposed Hillside Into a Relaxing Retreat • 2026 CONTAINER CHALLENGE: Gardening with Natives • Two Entryway Gardens Reimagined • Perennials for Containers • Understanding Weed Survival Strategies

AD CLOSE Thursday, July 9, 2026
MATERIALS DUE Thursday, July 16, 2026
IN-HOME Tuesday, September 1, 2026

SUPER ISSUE: WINTER 2027 – ISSUE 230

PLANT TRIAL RESULTS: Top-Performing Echinaceas • Layered Plantings for a Functional Front Garden • An Eco-Friendly Landscape That's Abundant and Inviting • User-Friendly Small Trees • Spring Shopping Lists

AD CLOSE Monday, November 16, 2026
MATERIALS DUE Monday, November 23, 2026
IN-HOME Monday, January 11, 2027
ON NEWSSTAND Tuesday, January 16, 2027

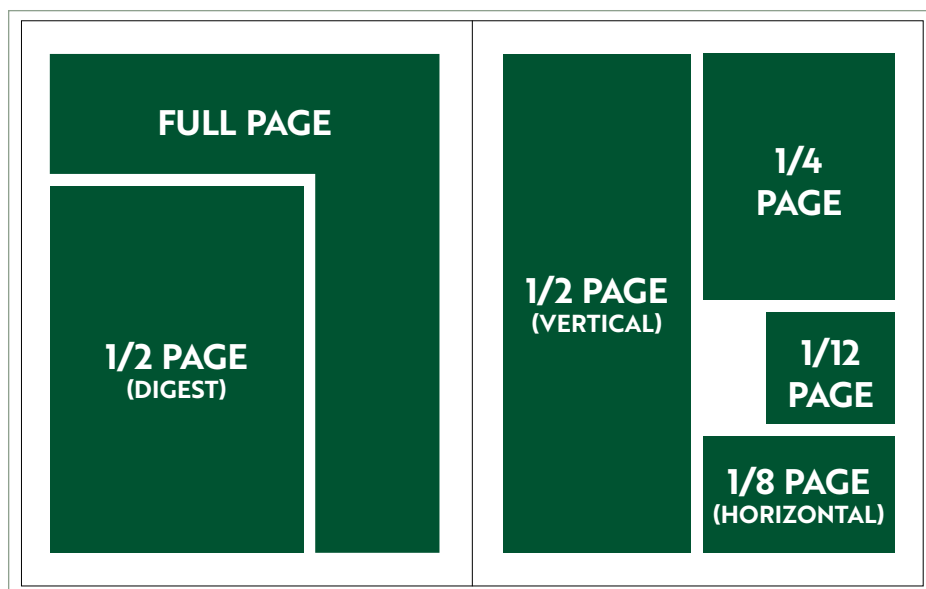
Calendar content details may be subject to change.

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Fine Gardening Print Mechanical Requirements

Page Unit Sizes (= width x height)
Spreads = bleed all sides; 17 1/2" x 11 1/8"
Bleed only available for 1/2 page and larger ads



FULL PAGE

Live Area 7 7/16" x 9 3/4"
Trim Size 8 5/8" x 10 7/8"
Bleed Size 8 7/8" x 11 1/8"

1/2 PAGE (DIGEST)

Live Area 4 7/8" x 7 1/4"
Bleed available

1/2 PAGE (VERTICAL)

Live Area 3 5/8" x 9 3/4"
Bleed available

1/4 PAGE

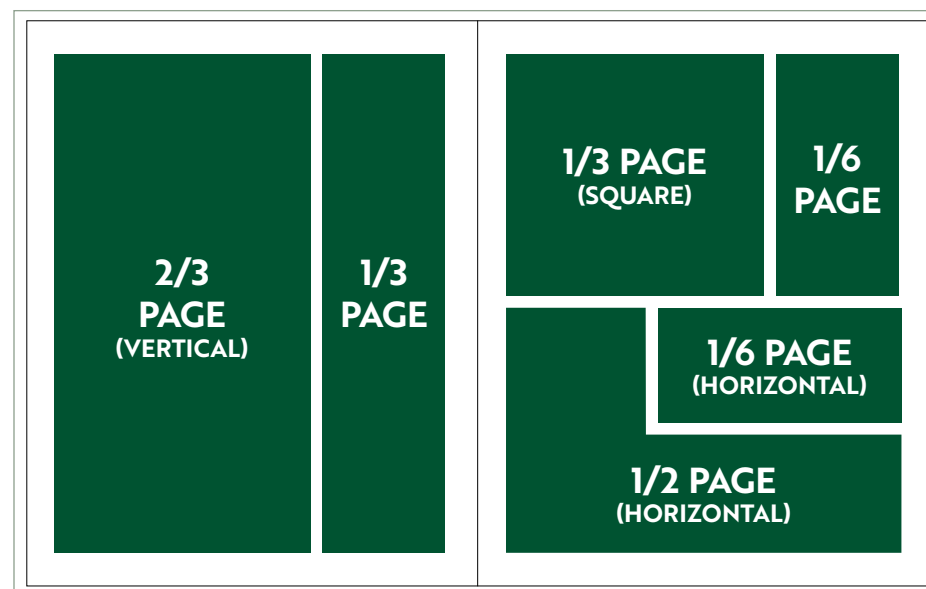
Live Area 3 5/8" x 4 3/4"

1/12 PAGE

Live Area 2 3/8" x 2 1/4"

1/8 PAGE (HORIZONTAL)

Live Area 3 5/8" x 2 1/4"



2/3 PAGE (VERTICAL)

Live Area 4 7/8" x 9 3/4"
Bleed available

1/3 PAGE (VERTICAL)*

Live Area 2 3/8" x 9 3/4"

1/3 PAGE (SQUARE)

Live Area 4 7/8" x 4 3/4"

1/6 PAGE (VERTICAL)

Live Area 2 3/8" x 4 3/4"

1/6 PAGE (HORIZONTAL)

Live Area 4 7/8" x 2 1/4"

1/2 PAGE (HORIZONTAL)

Live Area 7 7/16" x 4 3/4"
Bleed available

Fine Gardening Print Spec Sheet

Final Trim Size 8 $\frac{5}{8}$ " x 10 $\frac{7}{8}$ " inches

***1/3 Bleed Ad** only allowed when purchased with a full-page as a unit

For full-spread buys, text and images can run across spreads (keep text .25" from gutter trim)

2 PAGE SPREAD

Live Area (w x h) 16.5" x 9.75"

Bleed Available (w x h) 17.5" x 11.25"

FULL PAGE

Live Area (w x h) 7.438" x 9.75"

Bleed Available (w x h) 8.875" x 11.125"

2/3 PAGE VERTICAL

Live Area (w x h) 4.875" x 9.75"

Bleed Available (w x h) 5.625" x 11.125"

1/2 PAGE DIGEST (TOP)

Live Area (w x h) 4.875" x 7.25"

Bleed Available (w x h) 5.625" x 7.833"

1/2 PAGE DIGEST (BOTTOM)

Live Area (w x h) 4.875" x 7.25"

Bleed Available (w x h) 5.625" x 8"

1/2 PAGE HORIZONTAL (TOP)

Live Area (w x h) 7.438" x 4.75"

Bleed Available (w x h) 8.875" x 5.563"

1/2 PAGE HORIZONTAL (BOTTOM)

Live Area (w x h) 7.438" x 4.75"

Bleed Available (w x h) 8.875" x 5.563"

1/2 PAGE SPREAD (BOTTOM)

Live Area (w x h) 16.5" x 4.75"

Bleed Available (w x h) 17.5" x 5.563"

1/2 PAGE VERTICAL

Live Area (w x h) 3.625" x 9.75"

Bleed Available (w x h) 4.375" x 11.125"

1/3 PAGE SQUARE

Live Area (w x h) 4.875" x 4.75"

No bleed available

1/3 PAGE VERTICAL*

Live Area (w x h) 2.375" x 9.75"

1/4 PAGE

Live Area (w x h) 3.625" x 4.75"

No bleed available

1/6 PAGE HORIZONTAL

Live Area (w x h) 4.875" x 2.25"

No bleed available

1/6 PAGE VERTICAL

Live Area (w x h) 2.375" x 4.75"

No bleed available

1/8 PAGE HORIZONTAL

Live Area (w x h) 3.625" x 2.25"

No bleed available

1/12 PAGE

Live Area (w x h) 2.375" x 2.25"

No bleed available

Fine Gardening Digital Specs - Web Ad Units

File Format JPG, GIF, HTML5

Max File Size 40k at 72dpi, 200k for HTML5

Animation Loops 15 seconds at 3 loops max with CTA in the final frame

Run of site specs and expansion of units Accepts third-party banners and site-served banners

MREC (BIG BOX)

Size 300 x 250

MREC (BIG BOX) EXPANSION

Size 300 x 250

Max 504 x 250

HALF PAGE

Size 300 x 600

LEADERBOARD

Size 728 x 90

LEADERBOARD EXPANSION

Size 728 x 90

Max 728 x 225

MOBILE SPONSORSHIP

Size 320 x 50

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 300 x 250

Size 728 x 90

PRO TARGETING

Ask a sales rep for specs

Fine Gardening Digital Specs - Web Ad Units and Video Units

TP Third-party banners

SS Site-serve banners

File Format We accept HTML5 for most ad unit sizes. Max file size is 200k. Third-party served only.

Rising Star Units To be advertiser created/supplied.

Visual Interactive Advertiser Bureau (IAB) website at www.iab.com for more detailed Rising Star specs.

RICH MEDIA UNITS

PRE-ROLL

Size High res, 1080p (1920 x 1080), 16 x 9 aspect ratio

Format MP4, VAST TAGS

Max Size 40k at 72dpi with 25 fps max, 15 seconds

TP Yes

SS Yes

SITE SKIN

Size Two 200 x 800 Images at 60kb for each side (left/right)

Format JPG, GIF, PNG

Max Size 100k at 72dpi

TP No

SS Yes

INREAD

Specs 30-45 sec. recommended

Video Ad Unit 16:9 HD,

Format MP4, VAST TAGS, mov under 10MB

RISING STAR UNITS

BILLBOARD

Size 975 x 250

Format JPG, GIF, HTML5, PNG, TAGS

Max Size 60k at 72dpi with 24 fps;
15 seconds at 3 loops max

TP Yes

SS Yes

LARGE LEADERBOARD

Size 970 x 90

Format JPG, GIF, HTML5, PNG, TAGS

Max Size 60k at 72dpi with 24 fps

TP Yes

SS Yes

INTERSTITIAL

Size 640 x 480

Format JPG, GIF, PNG, HTML5, TAGS

Max Size 10 seconds with 24 fps max

TP Yes

SS Yes

Reach Further



ACTIVE INTEREST MEDIA

Marketing Services

AIM's Marketing Services team pools the collective experience of our marketing, editorial, research, design, and event teams to provide best-in-class marketing services and consulting. We also engage AIM's audience — millions of highly engaged enthusiasts who trust our brands for home, hobby and product advice.

Creative, Credible and Connected.



Content Creation We know your audience and speak its language. Our brands are recognized as independent authorities delivering trustworthy how-to advice, product reviews, tips and techniques. Together, we can create dynamic content that will inspire your customers to action.

We'll help your brand build better connections through:

- Magazines, catalogs, and other print products
- Digital downloads and e-books
- Web content (blogs, web pages, social media)
- Email campaigns and newsletters



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



Photography Do you have a list of projects or new products 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 photo galleries and let your company shine.



Research If you agree that it's wise to know your customers' needs and wants before launch of a product or campaign, you've come to the right place. Same goes for measuring post-launch success. We offer a range of research options, brand awareness, market testing, virtual and live focus groups and more.



Creative Services Branding is more than just a logo or slogan, more than just a product, color scheme, or clever jingle. Whether we're designing a print ad, creating marketing materials, or helping to launch a new product line, we will deliver a true-to-brand sentiment.



Lead Generation We fine-tune 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.



AIM.IQ We deliver targeted, intelligent campaigns that provide significant value, drive brand awareness, valuable traffic, and lead generation. AIM.IQ enables a sponsor to own a specific topic or category, positioning you as an authoritative voice in the space.

Garden Gate

Horticulture

fine Gardening

Woodsmith

WOODSHOP NEWS

ShopNotes

Popular Woodworking

Fine WoodWorking

Fine Homebuilding

TRADITIONAL BUILDING

OLDHOUSE JOURNAL

LOG & TIMBER HOME LIVING

ARTS & CRAFTS HOMES AND THE REVIVAL

Numismatic News

WD WRITER'S DIGEST

MILITARY TRADER ★ VEHICLES

mid Cars

Sports Collectors Digest

KOVELS Antiques Trader

CUISINE AT HOME

threads

Let Us Create a Customized Marketing Plan With You!

[Click here to view case studies and learn more about AIM Marketing Services](#)

Contact

For more information on how you and your brand can get in touch with Fine Gardening's engaged gardening enthusiasts, please call or reach out to us.

ADVERTISING SALES

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PRINT PRODUCTION

Kim Hoff

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DIGITAL PRODUCTION

Olivia Dalmedo

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Find an online version of this media kit at www.aimmedia.com/fine-gardening

