



Garden Gate®
2026 MEDIA KIT



OUR MISSION

For 30 years, gardeners of all ages and skill levels have turned to *Garden Gate* for inspiration and know-how. Our trustworthy advice helps them choose the best plants, tools and techniques for their gardens. Because of this longevity and experience, *Garden Gate* is uniquely qualified to provide information to the increasing number of gardeners hungry for inspiration, ideas and help.

BRAND ANCHORS

EXPERT PLANT ADVICE

In-depth plant reviews and roundups, showing readers new varieties as well as trustworthy classics and the secrets to success in growing them.

GARDEN DESIGN INSPIRATION

Garden tours that showcase a variety of plants, hardscaping and styles, with plenty of how-to hints mixed throughout.

HOW-TO SOLUTIONS & TROUBLESHOOTING

Practical and on-trend projects for every experience level. Exclusive garden plans for hard-to-design-for situations. Proven techniques for success. Plus, timely tips and readers' questions answered.



49% of our customers increased their gardening activities in the last 2 years. **90%** expect to maintain or increase them in the next 2 years.



THE MAGAZINE



338,000

TOTAL READERS PER ISSUE

168,000

TOTAL SIPs READERS

Our readers are hungry for as much information as they can get about their hobby: Many tell us they read every issue cover to cover and then wait with anticipation for the next one.

Plus, our editors are all avid gardeners and share their love of gardening and experiences with our readers. Their regular engagement with gardeners and experts across North America keeps the magazine accurate, helpful and fresh. *Garden Gate's* unique approach and trusted voice are unlike any other.

81.3% of Garden Gate subscribers spend 1 to 4 hours reading an issue **75%** save every issue for future reference.

FOR EDITORIAL CONSIDERATION, PLEASE CONTACT
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Garden Gate

OUR READERS

86.7%

FEMALE

95%

ARE HOMEOWNERS

53.3%

AVERAGE % OF GARDEN BUDGET
SPENT ON PLANTS

57.6%

AVERAGE % OF GARDEN BUDGET SPENT
ON SOIL, FERTILIZER, MULCH, ETC.

77.3%

SHOP FOR PRODUCTS THEY
SEE IN GARDEN GATE

87%

OF OUR READERS MAINTAIN THEIR GARDENS
WITH NO OUTSIDE HELP

84.7%

EXPECT TO CONTINUE TO PURCHASE
OR INCREASE THEIR SPEND
IN THE NEXT 2 YEARS

55.5%

SPEND 5-20 HOURS EACH WEEK
ON GARDEN ACTIVITIES

93.7%

SHARE AND/OR RECEIVE GARDEN ADVICE
FROM OTHERS



Mental & Physical Health are the
top 2 reasons our customers garden.



EDITORIAL CALENDAR



GARDEN GATE MAGAZINE

THE SPRING GARDEN GUIDE

Let's Start Gardening!

2026 reader container challenge
Clematis in containers
Annuals with fragrant foliage
Lilacs
How to prune perennials

- Ad close 1/6/26
- Materials due 1/13/26
- In home 2/23/26
- On newsstand 3/3/26

Sponsor our

Reader Container Challenge

THE SUMMER GARDEN ISSUE

Warm-Weather Color

Tomato growing tips
Blue hostas
Agastaches
Common mistakes
that attract pests
Deer-resistant gardening
Garden for hummingbirds

- Ad close 4/13/26
- Materials due 4/20/26
- In home 6/1/26
- On newsstand 6/9/26

Sponsor a Product Giveaway

THE FALL GARDEN ISSUE

Make Autumn Spectacular

Gorgeous fall containers
Deer-resistant bulbs
Reblooming perennials
Designing with texture
Fall-forward garden design

- Ad close 7/27/26
- Materials due 8/3/26
- In home 9/14/26
- On newsstand 9/22/26

THE WINTER PLANNING ISSUE

2027's Best New Plants

Cool-season flower combos
2027's best new plants
Snapdragons
Practical ways to test and amend soil
How to grow woody herbs
Reader Garden Award winners
Front-yard design tips

- Ad close 10/12/26
- Materials due 10/19/26
- In home 11/30/26
- On newsstand 12/8/26

Sponsor our Reader Garden Award

SPECIAL INTEREST PUBLICATIONS

NATURAL GARDENING MADE EASY!

Grow a wildlife-friendly, natural backyard ecosystem with North American native plants. Learn which ones work best in each region and get how-to advice for success.

- Ad Close 2/24/26
- Materials Due 3/3/26
- On Sale 4/21/26

THE GARDEN IDEA BOOK

On-trend furniture, containers and garden products. Design & outdoor decor ideas for every budget and aesthetic.

- Ad Close 11/9/26
- Materials Due 11/16/26
- On Sale 1/5/27

DIGITAL

GardenGateMagazine.com gives you access to more than 1.5 million unique visitors per year. It also offers new, dynamic ways to help you connect with those gardeners. Make a splash on our pages with digital ads, powerful in-page videos and more.

GARDEN GATE E-MAIL NEWSLETTER Our weekly newsletter provides timely advice and entertaining posts. These 100 percent opt-in readers are eager for the latest gardening information—including special offers from partners. The perfect place for banner ads to drive customers to your site. Examples of themed newsletters available for sponsorship include [Garden Gate Notes](#), [In the Weeds](#) and What Gardeners Are Reading This Month.

MONTHLY COMPANY SPOTLIGHT NEWSLETTER The Company Spotlight Newsletter features your company's description, a photo, and a link back to your company. One image (300 pixels wide) and up to 50 words of text. Limited space — maximum eight sponsors per month.

DEDICATED E-BLASTS Targeted, custom-content email (opt-in/no-spam). Use an email broadcast to secure instant purchases, drive traffic to your website or promote a special event or new product. All the content in this email is exclusively yours. Include photographs and links directly to pages on your own websites. We limit the blasts to just two per week and never send out more than one per day to ensure your promotions get gardeners' full attention.

2ND SENDS Repeat an email with an updated subject line to customers who did not open the first one to gain additional exposure at a fraction of the price.

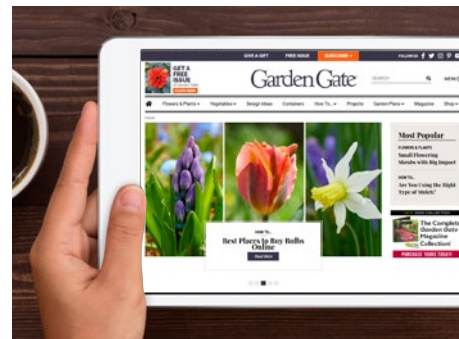
SPONSORED CONTENT/ARTICLES Add your own content to our websites and be promoted on the home page for an entire month. Your article will blend in with the rest of our editorial and remain on our websites as evergreen content. Our editors will work with you to produce. After publishing, your post will be shared on our social media, featured on our website home page, and shared in our weekly e-mail newsletter. [See a sponsored article example](#)

SPONSORED YOUTUBE VIDEOS Sponsorship of our popular videos includes branding in the intro and end of video with possible product mentions. Some videos receive 300k views or more. [See a sponsored YouTube video example](#)

SOCIAL MEDIA SPONSORSHIP OPPORTUNITIES Get in front of this growing and engaged audience with a Facebook Custom Audience program, a Premium Custom Audience ("rent" our audience), single post sponsorship, Instagram Stories, sponsored Pinterest Boards and more.

RUN OF SITE/GEO-TARGETED BANNER ADS For maximum web impressions and visibility across the sites, run your online tower or banner across GardenGatemagazine.com. Very effective for time-sensitive events, they are placed according to your schedule and will reach a highly qualified audience.

AD TYPE & SIZE: Leader Board (970 x 250; 970 x 90; 728 x 90),
Mobile (320 x 50), Box (300 x 250), Tower (300 x 600)



GARDENGATEMAGAZINE.COM

1.9 Million

Annual Sessions Views

1.5 Million

Annual New Visitors

SOCIAL MEDIA

340K

Social Media Followers

73K Facebook

16K Facebook Group

53K Instagram

118K Pinterest

75K YouTube

EMAIL

90K

Newsletter List

84K

3rd Party List



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 Garden Gate and our sibling publications, Fine Gardening and Horticulture.

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

CUISINE
AT HOME

threads

LOG & TIMBER
HOME LIVING

TRADITIONAL
BUILDING

ARTS & CRAFTS
HOMES
AND THE REVIVAL

OLDHOUSE
JOURNAL

WD WRITER'S DIGEST

Woodsmith

Popular
Woodworking

Fine
WoodWorking

Fine
Homebuilding

ShopNotes

WOODSHOP
NEWS

Old Cars

MILITARY
TRADER ★ VEHICLES

Sports
Collectors
Digest

Numismatic News

KOVELS
Antique Trader

Let Us Create a Customized Marketing Plan With You!

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