



Horticulture
2026
MEDIA KIT

OUR MISSION

Devoted to Gardeners for 120+ Years

In publication since 1904, *Horticulture* is a trusted brand with a loyal audience. They are the customers you're looking for. Our readers are passionate gardeners with 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

A UNIQUE MIX

Readers delight in our in-depth plant info, intermediate to advanced techniques, and practical design ideas. Articles on horticultural history, iconic figures, and public gardens keep even the most experienced gardener engaged.

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



80,090
TOTAL READERS PER ISSUE

94%
ARE HOMEOWNERS

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

74%
EXPECT TO MAINTAIN OR INCREASE
THEIR GARDEN SPENDING
IN THE NEXT 2 YEARS

99%
PURCHASED PLANTS, TOOLS AND
OTHER SUPPLIES LAST YEAR

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

EDITORIAL CALENDAR

HORTICULTURE MAGAZINE

Spring Planting Issue

New native plants; starting a garden with plugs; how to increase germination rates; best long-lasting container annuals; designing with blocks, drifts and blends

Ad Close 2/3/26

Materials 2/9/26

In Home 3/23/26

The Summer Issue

Gardening with biennials; success with lavender; how to garden under trees; sustainable rose gardening; plectranthus

Ad Close 5/14/26

Materials Due 5/19/26

In Home 7/6/26

Fall Planting Issue

Best combos with the color red; plant crazes through the ages (i.e. Tulipomania); peat alternatives; making a modern meadow; using wetland indicator status as a plant-choice tool

Ad Close 8/16/26

Materials Due 8/21/26

In Home 10/5/26

The Winter Issue

Create a hedgerow for birds; favorites from the witch hazel family; how to graft tomatoes; the year's great gardening books; strategies for planting on slopes

Ad Close 11/9/26

Materials Due 11/13/26

In Home 12/28/26



DIGITAL

HortMag.com gives you access to more than 400,000 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.

HORTICULTURE E-MAIL NEWSLETTER Our weekly newsletter includes 100 percent opt-in readers eager for the latest gardening information — including special offers from partners. With our high open rate, our newsletter is the perfect place for banner ads that will drive customers to your website and stores. Or sponsor our popular online column, [Deep Roots!](#)

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.

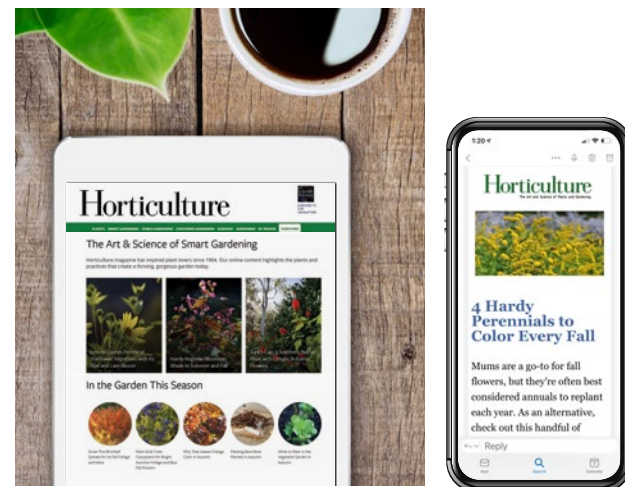
2ND SENDS Repeat an email with an updated subject line to customers who did not open the first one to gain additional exposure at a fraction of the price.

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.

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 HortMag.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)**



HORTMAG.COM

600K

Annual Page Views

430K

Annual New Visitors

SOCIAL MEDIA

97K

Facebook

15k

Instagram

EMAIL

37K

Newsletter List

35K

3rd Party List

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Horticulture

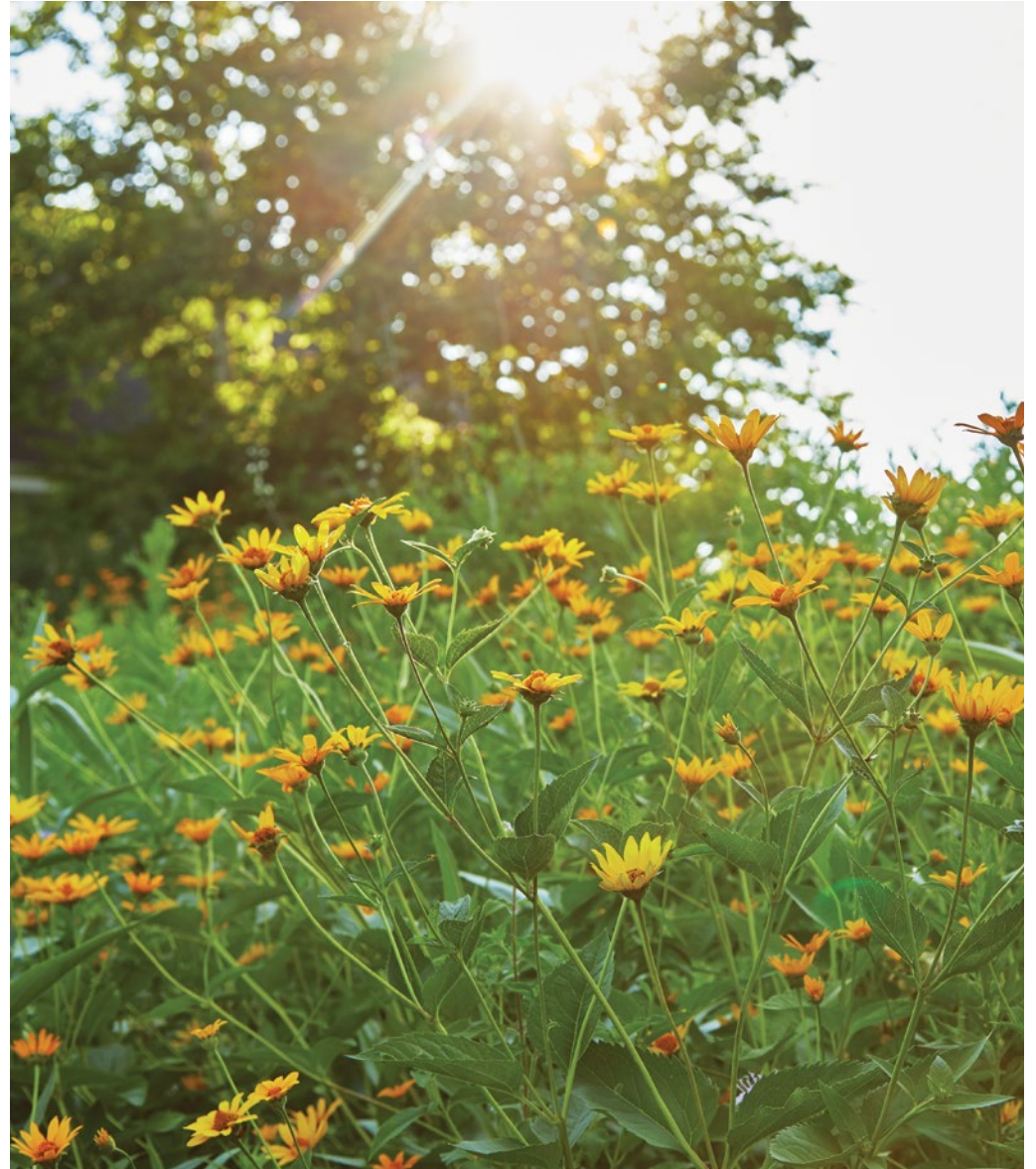
PREMIUM FACEBOOK AUDIENCE

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



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

Old 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](#)