



fine Gardening

MEDIA KIT 2024

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.

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

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
Average age

81%
Female

\$145k
Household income

\$662,000
Average home value

1.2 acres
Average property size

Committed, engaged gardening enthusiasts

\$3,887
Average spent per year on
gardening related activities

\$29.95
Per year print subscription price
(6 issues per year)

\$49.95
Per year All Access + print
digital membership

2 million
Social media footprint

78%
Sought further information as a
result of an ad they saw in/on
Fine Gardening

132,000
Weekly eletter list

\$2.5 billion
in spending power

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

Our Reach



DEMOGRAPHIC PROFILE

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

KEY AUDIENCE STATS

838k monthly sessions
1.13M monthly page views
66k print circulation
13.4k paid online memberships

SOCIAL MEDIA FOOTPRINT

Over 2M total
1.37M Facebook followers
209k+ Instagram followers
210k+ Pinterest followers
170k+ Twitter followers
35k+ YouTube subscribers
3.5k+ 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

132k email newsletter subscribers
35k (GPOD) eletter
27k+ monthly Podcast listeners

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

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 Visitor
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	Website Visitor
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 2024

Calendar content details may be subject to change.
For more information, contact Ad Sales at ADS@taunton.com

JANUARY/FEBRUARY 2024 – ISSUE 215

Junipers deserve more love • Unusual annuals from seed • Cold-hardy cacti and succulents • Dry Streambeds done right • Deeper beds • The science behind growth strategies • Evergreen perennials

AD CLOSE 10/20/23
MATERIALS DUE 10/27/23
IN-HOME 12/8/23

MARCH/APRIL 2024 – ISSUE 216

Heucheras • Ground covers for pollinators • Fantastic flowering trees • Knitting vignettes together • Jewelbox foliage garden • The cheater's guide to pruning

AD CLOSE 12/22/23
MATERIALS DUE 12/29/23
IN-HOME 2/7/24

MAY/JUNE 2024 – ISSUE 217

New plants for 2024 • Plant this, not that • Relaxing journey at Small Lot • Designing for impact • Dwarf tomatoes • Every aisle containers

AD CLOSE 2/16/24
MATERIALS DUE 2/23/24
IN-HOME 4/3/24
ON NEWSSTAND 4/16/24

JULY/AUGUST 2024 – ISSUE 218

Kniphofia • Adaptable plants (take sun and shade) • Plants for slopes • Never too much bold • Layering done right • Fruit and veggie Q&A

AD CLOSE 3/29/24
MATERIALS DUE 4/5/24
IN-HOME 5/15/24

SEPTEMBER/OCTOBER 2024 – ISSUE 219

Elephant's ears • Plants for extreme heat • Best new natives • Grass-forward garden • Rock gardening 101 • Staging container displays

AD CLOSE 6/21/24
MATERIALS DUE 6/28/24
IN-HOME 8/7/24

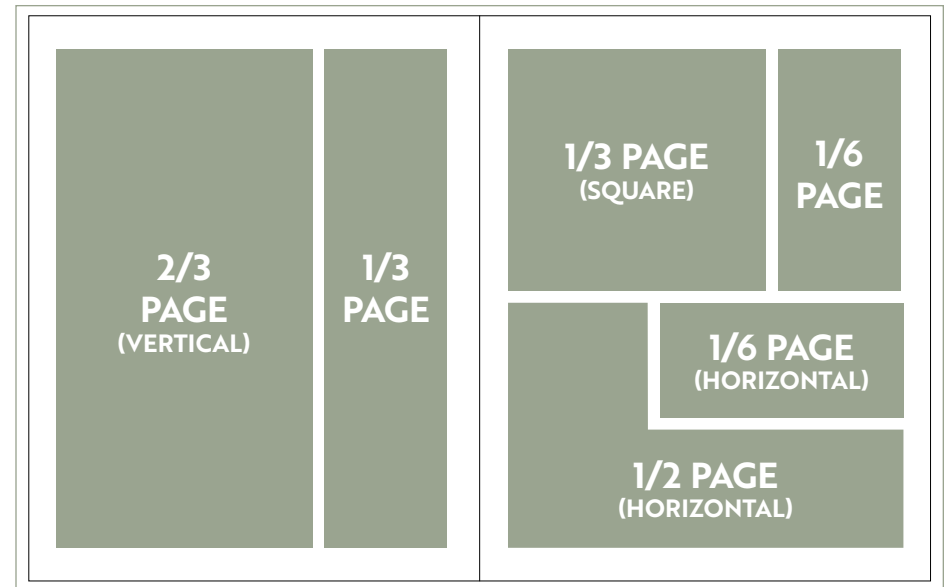
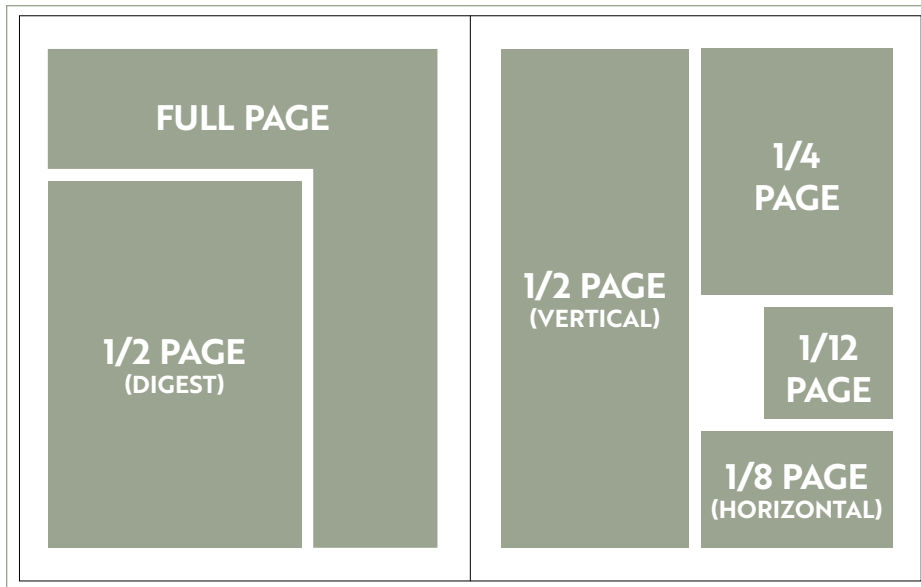
NOVEMBER/DECEMBER 2024 – ISSUE 220

Carex that aren't boring • Colorful conifers • Keystone plants • Eco-friendly in every way • Breaking the cookie cutter mold • Designing climate resistant landscapes with Kate Orff

AD CLOSE 8/23/24
MATERIALS DUE 8/30/24
IN-HOME 10/9/24

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

Social Media Leader: By the Numbers

Almost TWICE the social media following of our gardening media competition – COMBINED!

Gardening Media Brands	Facebook	Instagram	Twitter	YouTube	Pinterest	TikTok	Total
Fine Gardening	1,368,507	210,000	170,800	35,900	219,500	3,504	2,008,211
Gardens Illustrated	29,247	144,000	77,500	871	17,100	141	268,859
Garden Gate	68,000	37,600	1,236	52,000	107,600		266,436
The English Garden	82,000	66,200	82,800	5,090	3,100	1	239,191
HortMag	95,715	7,180	12,300		9,400		124,595
Horticulture	95,702	84	12,300	476	9,400		117,962
The American Horticultural Society	46,000	5,972	11,700	119	1,900		65,691
All Others Combined							1,082,734

Almost eight times larger than any one competitor

Fine Gardening Print Spec Sheet

Final Trim Size 8⁵/₈ x 10⁷/₈ 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) 7.458" x 9.75"

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

2/3 PAGE VERTICAL

Live Area (w x h) 4.917" x 9.75"

Bleed Available (w x h) 5.646" x 11.125"

1/2 PAGE DIGEST (TOP)

Live Area (w x h) 4.917" x 7.25"

Bleed Available (w x h) 5.646" x 7.833"

1/2 PAGE DIGEST (BOTTOM)

Live Area (w x h) 4.917" x 7.25"

Bleed Available (w x h) 5.646" x 8.042"

1/2 PAGE HORIZONTAL (TOP)

Live Area (w x h) 7.458" x 4.75"

Bleed Available (w x h) 8.875" x 5.333"

1/2 PAGE HORIZONTAL (BOTTOM)

Live Area (w x h) 7.458" x 4.75"

Bleed Available (w x h) 8.875" x 5.542"

1/2 PAGE SPREAD (BOTTOM)

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

Bleed Available (w x h) 17.5" x 5.542"

1/2 PAGE VERTICAL

Live Area (w x h) 3.646" x 9.75"

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

1/3 PAGE SQUARE

Live Area (w x h) 4.917" 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) 3.646" x 4.75"

No bleed available

1/6 PAGE HORIZONTAL

Live Area (w x h) 4.917" 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) 3.646" 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

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 MANAGER

Tracey Lenahan

203-304-3540

tlenahan@taunton.com

PRINT PRODUCTION

ads@taunton.com

DIGITAL PRODUCTION

webads@taunton.com

Find an online version of this media kit at
Finegardeningmediakit.com