



^{fine}Gardening

MEDIA KIT 2025

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.

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	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	2 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	132,000
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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Our Reach



DEMOGRAPHIC PROFILE

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

838k monthly sessions

KEY AUDIENCE STATS

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

SOCIAL MEDIA FOOTPRINT

Over 2M total
(Almost 8x larger than any other competitor)
1.3M Facebook followers
213k+ Instagram followers
213k+ Pinterest followers
190k+ Twitter (X) followers
38k+ YouTube subscribers
3.8k+ 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 2025

EARLY SPRING 2025 – ISSUE 222

New Hellebores • The Best Cut Flowers from Seed • Native Pollinator Garden with a Muted Color Palette
• Designs for an Untraditional Front Yard • Two Ways to Prune a Lilac • Best Plants for Spring Color

AD CLOSE Friday, December 20, 2024
MATERIALS DUE Friday, December 27, 2024
IN-HOME Monday, February 10, 2025

SUPER ISSUE: SPRING 2025 – ISSUE 223

NEW PLANTS • Disease-resistant Options for Problem Plants • Long Blooming for Shade and Sun
• A Shady Retreat That's a Study in Texture • Three Takes on a Modern Backyard • Simplify the Colors to Increase the Drama • Native Plants in Containers • Great Native Perennials

AD CLOSE Friday, February 7, 2025
MATERIALS DUE Friday, February 14, 2025
IN-HOME Monday, March 31, 2025
ON NEWSSTAND Tuesday, April 8, 2025

SUMMER 2025 – ISSUE 224

PLANT TRIAL RESULTS: Native Silphium • Shrubs for Clay Soil • Design a Pocket Park That's a Lawn Alternative • Bold Form and Color in a Small Space • Great Ideas to Copy from Community Gardens
• Low-Maintenance Workhorse Plants

AD CLOSE Friday, March 28, 2025
MATERIALS DUE Friday, April 4, 2025
IN-HOME Monday, May 19, 2025
ON NEWSSTAND Tuesday, May 27, 2025

SUPER ISSUE: FALL/WINTER 2025 – ISSUE 225

The Best Hydrangeas for Autumn Color • Spring Bulb Buying Guide • Ornamental Grasses for Shade
• Create an Eclectic, Evolving Design • A Bold, Tropical Design for Cooler Regions • Interview with the Director of National Association of Minority Landscape Architects • Late Flowering Plants for Pollinators
• Great Deer-resistant Perennials

AD CLOSE Friday, July 11, 2025
MATERIALS DUE Friday, July 18, 2025
IN-HOME Monday, September 1, 2025

EARLY SPRING 2026 – ISSUE 226

PLANT TRIAL RESULTS: Mangave • Designing an Engaging Garden Using the Bull's-eye Method
• Great Bulb Companions • Gallery of Hellstrip Design Options • Spring Shopping Lists

AD CLOSE Friday, December 19, 2025
MATERIALS DUE Friday, December 26, 2025
IN-HOME Monday, February 9, 2026

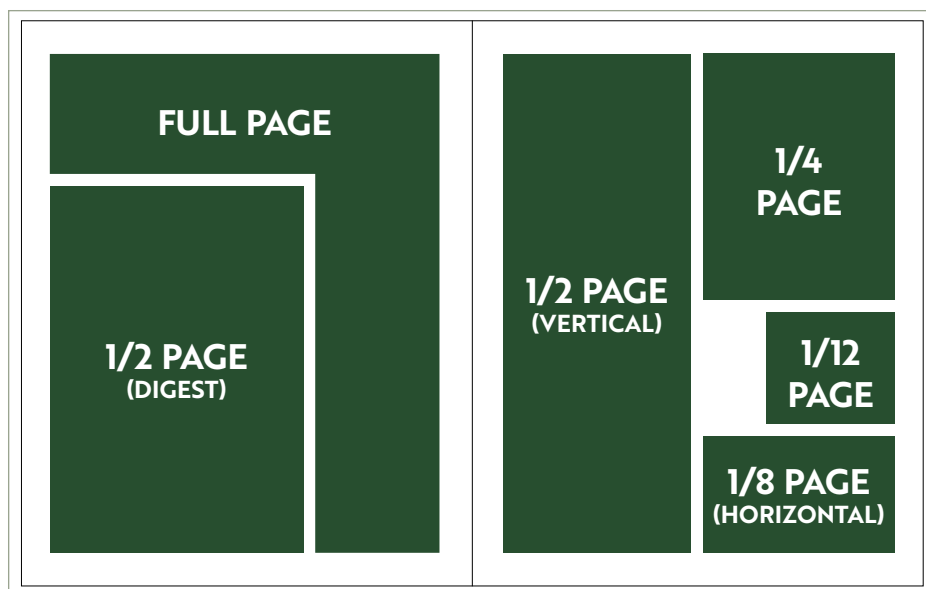
Calendar content details may be subject to change.
For more information, contact Ad Sales at ADS@taunton.com

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fine
Gardening

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

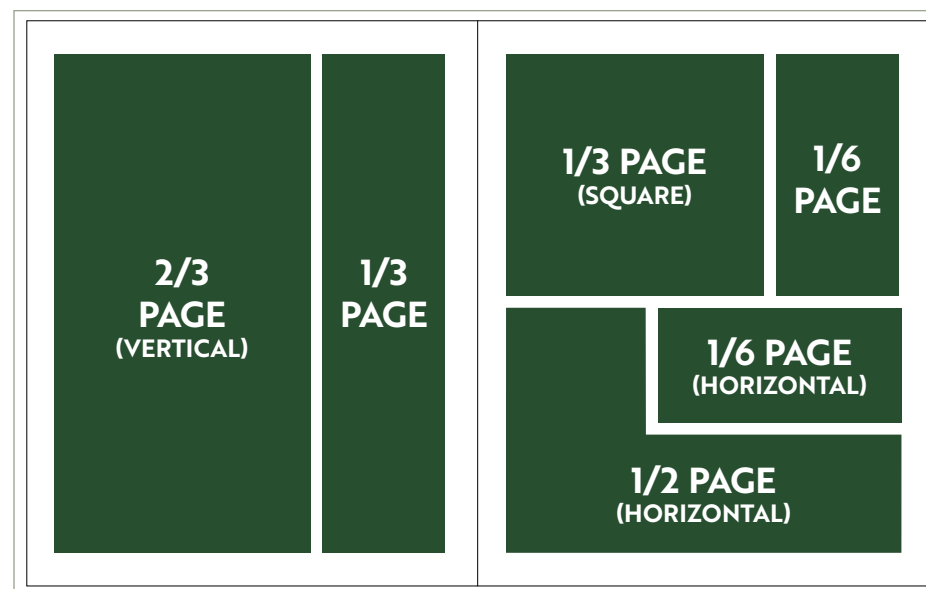
Live Area 3 5/8" x 4 3/4"

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) 7.458" 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

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.



CUISINE
AT HOME

LOG & TIMBER
HOME LIVING

Garden
Gate

Horticulture

TRADITIONAL
BUILDING

KOVELS
Antique Trader

OLDHOUSE
JOURNAL

Numismatic News

WOODSHOP
NEWS

Woodsmith

Old Cars

Popular
Woodworking

WD WRITER'S DIGEST

Anglers
Journal

MILITARY
TRADER VEHICLES

Sports
Collectors
Digest

PASSAGEMAKER

BoatQuest.com

POWER
& MOTOR YACHT

SOUNDINGS

Trade Only

SAIL

YACHTS
INTERNATIONAL

threads

fine
Gardening

Fine
Wood
Working

Fine
Homebuilding ShopNotes

**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

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DIGITAL PRODUCTION

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

