

2024 MEDIA KIT – Print / Digital

Connecticut Gardener

Because gardeners never stop learning



The Magazine

- A unique regional gardening magazine advocating organic, sustainable practices.
- Well written, highly detailed, comprehensive local gardening advice. Writers know their subjects.
- Timely updates on invasive species, insects and diseases to watch for.
- Hot new plants, old standbys and new cultivars. Content stays fresh indefinitely (except for the calendar).
- Entering its 30th year in continuous print. Five print & digital issues a year
- Available by subscription, and at selected events and retailers.
- Each 24-32 page, full-color issue reaches about 3000 readers directly.
- Available at more than 40 public libraries.
- Informative issues are referred back to again and again – three-hole punched for easy storage.
- Top-notch contributors range from nationally recognized garden writers to local experts.
- Highly knowledgeable editorial advisory board, and close ties to the state's scientific, academic, and green industry communities.
- CG readers are often among the first to learn about recent developments in the industry.
- CG's print and web calendars are unparalleled.
- Digital versions of our five print issues add a new dimension and enhanced content.

CG's Social/Web Presence

CG has an active and expanding web and social media presence. Offering advice and breaking news of interest to the gardening community, CG's print, web and social media have become a primary resource for the connected gardener.

- 3100 Facebook followers and growing steadily
- 2000 new web users in 2022
- Continuous social media promo of relevant advertiser events and news

Advertising in CG

- CG is the magazine to be seen in if you want to reach serious, motivated gardeners of all levels.
- Double-impact advertising package includes print and digital: you receive a print ad, plus digital/clickable ad in our digital edition.
- Because ads appear in archived issues online, they are viewed far into the future.
- We bend over backwards for our advertisers in social media Send us your events and announcements, and we'll do our best to get the word out.

Our Readers

CG's passionate, dedicated readers have a keen interest in all things garden-related. They ...

- live and spend their money in CT, NY, MA & RI
- are likely to be women, ages 55+
- visit nurseries, private and public gardens and parks
- devour tool, seed, bulb and nursery catalogs & collect gardening books
- flock to garden shows, lectures, classes, and meetings of their garden club, land trust, or horticultural society
- frequent farmers' markets, festivals, and agricultural fairs
- dig in their own yards, in community gardens, and as volunteers
- are often Master Gardeners, green industry workers, educators, scientists, landscape designers/architects, conservation committee members, or land trust volunteers
- hire arborists, landscape designers, florists, garden coaches, and landscapers
- carefully choose products and amendments – preferring low-toxic products and non-synthetic fertilizers
- voraciously purchase annuals, perennials, woodies, vines, shrubs, trees, seeds, bulbs
- want to try new tools and replace worn-out ones
- install rain barrels, water features, drip irrigation and soaker hoses
- love to travel to special destinations such as specialty nurseries, garden centers, and plant sales
- create and spend time enjoying garden room retreats, using functional outdoor furniture, fire pits, containers, hardscape, water features, garden art and sculpture.

Editorial Calendar 2024* – Our 30th Year!

March/April 2024
 • CT Dayily Hybridizers
 • New Alpine Wall at Oliver
 • Aborvitae 'Private Jet'
Released February 21, 2024

May/June 2024
 Digital/Print Release
Released April 17, 2024

July/August 2024
 Digital/Print Release
Released June 19, 2024

September/October 2024
 Digital/Print Release
Released August 21, 2024

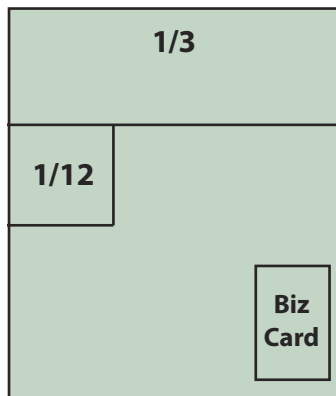
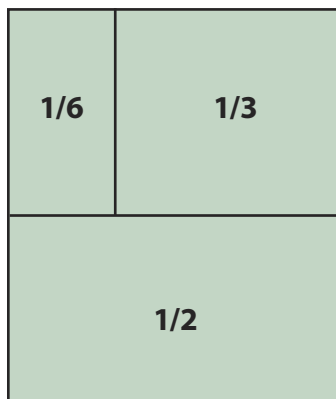
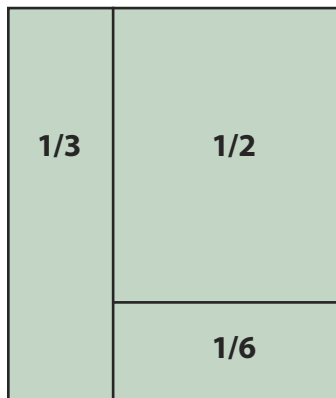
Winter 2023-2024
 Digital/Print Release
Released November 20, 2024

Additional Content
 * Note that editorial content and in-person appearances are not yet set in stone as of this writing. We will update the info periodically.

"I've been advertising in *Connecticut Gardener* for as long as I can remember. This publication is required reading for anyone who gardens in Connecticut. It is our home-grown treasure – Connecticut authors, local events, sound advice from folks who experience all of the extremes and challenges that this state can dish out."

– Nancy DuBrule-Clemente, founder of Natureworks in Northford, CT

Advertising Rates & Specs



Please refer to our 2024 Insertion Order for further details on production requirements. The insertion order will be your next step to placing your ad.

Advertising Rates (ads appear in print & digital editions)

Ad Size	1 X Color	2 X Color	3 X Color	4-5 X Color
1/12 page or B card	\$150	\$140	\$135	\$130
1/6 page	\$285	\$265	\$255	\$245
1/3 page	\$475	\$445	\$430	\$415
1/2 page	\$595	\$560	\$540	\$525
Full page (interior)	\$860	\$810	\$785	\$760
Back cover	\$725	\$675	\$650	\$625

Qualified non-profits are entitled to a 20% discount.

Advertising Specs

Ad Sizes Width x Height

- Full Page 7.375 x 10
- Back Cover call for size
- 1/2 page (horizontal) 7.375 x 4.9165
- 1/2 page (vertical) 4.861 x 7.4165
- 1/3 page (vertical) 2.347 x 10
- 1/3 page (horizontal) 7.375 x 3.222
- 1/3 page (square) 4.861 x 4.9165
- 1/6 page (vertical) 2.347 x 4.9165
- 1/6 page (horizontal) 4.861 x 2.4165
- 1/12 page 2.347 x 2.619
- Biz Card (vertical) 2.0 x 3.5

"Our region hosts a full itinerary of not-to-be-missed educational events and tours. How do I know? I check the calendar in *Connecticut Gardener*. Without their listings I would be nowhere."

– Tovah Martin, garden writer and lecturer

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