

Connecticut Gardener

A Trusted Voice in the Region's Gardening Community



The Magazine

- Entering its 32nd year of continuous publication. Five print & digital issues a year.
- A unique regional gardening magazine with a strong emphasis on organic, sustainable practices.
- Well written, highly detailed local gardening advice from writers who truly know their subjects.
- Timely updates on invasive species, insects and diseases.
- Native plants, hot new plants, old standbys and new cultivars. Much of the content remains relevant and valuable for years, making each issue a lasting reference.
- Available by subscription, and at selected events and retailers.
- Each 32-page, full-color issue reaches approximately 3000 readers directly.

- Available at more than 40 public libraries.
- Issues are frequently saved and 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, with 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 carefully curated and 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 well-established online presence. Offering advice, timely news and event information of interest to the gardening community. CG's print, web and social media channels serve as a primary resource for the connected gardener.

- Active Facebook and website presence
- Select use of Instagram to highlight timely news and events

- Ongoing social media promotion of relevant advertiser events, announcements and news

Advertising in CG

- CG is the magazine to be seen in if you want to reach serious, motivated gardeners of all levels who actually invest in their gardens.
- Our double-impact advertising package combines trusted print exposure with a clickable digital edition – extending your reach well beyond the mailbox.

- Because ads remain in our permanently archived digital issues, they continue to be seen – and clicked – long after publication.
- We actively support our advertisers through social media promotion whenever possible – sharing events, announcements and timely news.

Our Readers

CG's passionate and dedicated readers are engaged, informed and actively invest in their gardens and landscapes. They ...

- live and spend their money in CT, MA, NY & 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, tours, 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
- are keenly aware of and are often devoted to the native plant and pollinator movements
- 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 and 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, plant sales and garden tours
- create and spend time enjoying garden room retreats, using functional outdoor furniture, fire pits, containers, hardscape, water features, garden art and sculpture.

Editorial Calendar 2026* – Our 32nd Year!

March/April 2026

Digital/Print Release

Released February 20, 2026

May/June 2026

Digital/Print Release

Released April 17, 2026

July/August 2026

Digital/Print Release

Released June 19, 2026

September/October 2026

Digital/Print Release

Released August 21, 2026

Winter 2026-2027

Digital/Print Release

Released November 13, 2026

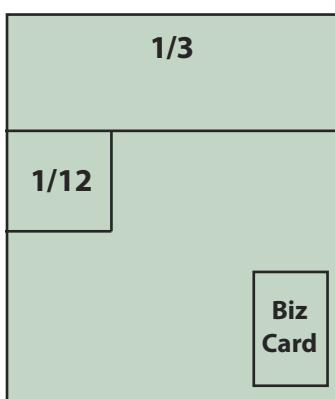
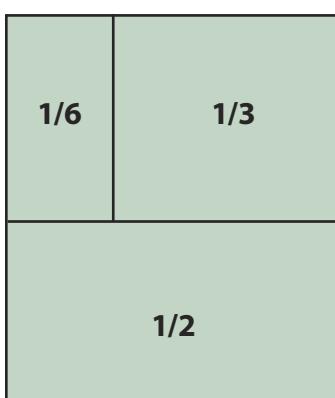
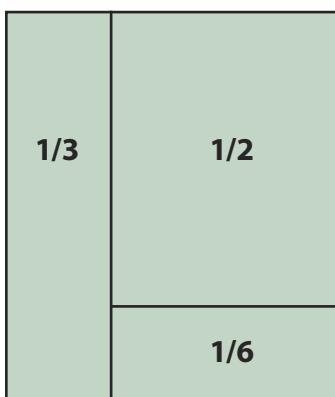
Additional Content

* Note that editorial content and in-person appearances are not 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 2026 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 biz card	\$165	\$155	\$150	\$145
1/6 page	\$315	\$295	\$280	\$270
1/3 page	\$525	\$495	\$475	\$460
1/2 page	\$660	\$620	\$600	\$580
Full page (interior)	\$950	\$895	\$870	\$840
Back cover	\$725	\$675	\$650	\$625

Qualified non-profits are eligible for a 20% discount.

Advertising Specs

Ad Sizes Width x Height

- Full Page 7.375 x 10
- Back Cover 7.375 x 3.22
- 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 3.22
- 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

Contact Anne Rowlands at Connecticut Gardener
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