

# 2026 MEDIA KIT – Print & Digital

# 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 ...

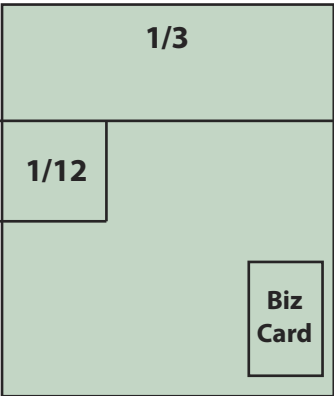
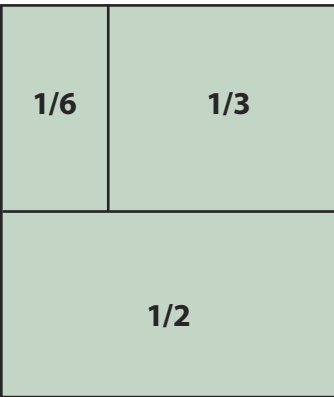
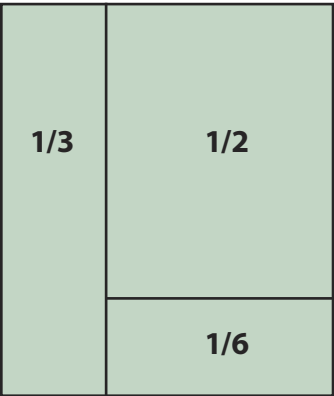
- live and spend their money in CT, MA, NY & RI
- are likely to be women, ages 55+
- visit nurseries, private and public gardens and parks
- devour tool, seed, bulb and nursery catalogs & collect gardening books
- flock to garden shows, tours, lectures, classes, and meetings of their garden club, land 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!

<b>March/April 2026</b> Digital/Print Release Released February 20, 2026	<b>May/June 2026</b> Digital/Print Release Released April 17, 2026	<b>July/August 2026</b> Digital/Print Release Released June 19, 2026
<b>September/October 2026</b> Digital/Print Release Released August 21, 2026	<b>Winter 2026-2027</b> Digital/Print Release Released November 13, 2026	<b>Additional Content</b>  * 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

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