

**Readership**

Michigan Gardener is our region's leading gardening authority. Readers rely on Michigan Gardener for the most comprehensive local gardening information, including hands-on how-to columns, current event listings, plant features and new plant introductions, gardener profiles, and much more.

Michigan Gardener is the ideal place to reach your target market—**our readers are your potential customers:** master gardeners, garden clubs, plant societies, collector gardeners,

new gardeners to the area, subdivision associations, professional gardeners, and landscapers. They are active, energetic people who enjoy creating beautiful landscapes and seeking out garden destinations, both near and far.

Our readers need to know who you are, where you are, and what you are all about. Michigan Gardener is where they turn to for guidance, inspiration, stores, and services. Don't miss this opportunity to reach the right customers.

**Circulation**

- **29,000 copies** per issue average
- 7 issues per year: Apr, May, Jun, Jul, Aug, Sep/Oct, Nov/Dec
- Free distribution throughout Southeastern Michigan at independent garden centers, hardware stores, home furnishing shops and more.

**Testimonials**



"We have been advertising in Michigan Gardener for many years. Our customers and staff use the magazine as their bible for what's new and what to do in the garden. It's filled with great information, specifically geared for our region. It's a great publication and a perfect place to target avid and novice gardeners."

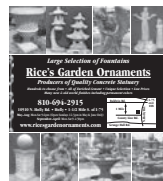
**Jennifer Youngquest**  
Marketing Manager, English Gardens

"An excellent schedule of classes... a very interesting and complete reference for people here in Michigan."

**Dean Krauskopf**  
Host, The Garden Show, WJR-760AM

"We advertised a one-of-a-kind, upscale item and it sold quickly, to a customer from 75 miles away. So I know Michigan Gardener has great reach and that our ad works."

**Daryl Toby**  
Owner, AguaFina Gardens International



"With its attractive cover and informative articles, Michigan Gardener really catches the eye of any true gardener. The artistic layouts, fair prices, and overwhelming response will keep me a long-time customer."

**Pam Rice**  
Owner, Rice's Garden Ornaments

"Thanks for continuing to put out such a great and free horticultural publication. It's good for the entire Michigan nursery and landscape industry."

**Mike Abbott**  
Owner, Abbott's Nursery & Garden Center

"Our customers love the magazine and really enjoy picking it up. It's classy and put together well. Michigan Gardener is the perfect place for us to advertise; our ad gets noticed by both current and potential customers."

**George Papadelis**  
Owner, Telly's Greenhouse



"Michigan Gardener gives timely horticultural information for both the beginner and the avid gardener. We have been extremely happy with this professional, informational and well-designed publication."

**Bordine's**

"As a garden resource for consumers and an advertising tool for us advertisers, Michigan Gardener can't be topped!"

**Bev Moss**  
Owner, Garden Rhythms

"Your ads are incredibly effective. Customers come from all over saying they found us in Michigan Gardener. They are plant collectors."

**Merritt Wolson**  
Owner, Merrittscape

