

MICHIGAN GARDENER

MichiganGardener.com • Your guide to Great Lakes gardening



Feature
How to build a butterfly garden

Perennials
Garden phlox

Garden to Table
Roasted pepper crostini

How-To
Control aphids in your garden

New Plants
New annuals for 2022

Vegetable Patch
Unusual vegetables

FREE
Please thank our advertisers in this issue

Website

Leadboard

Plant Focus: Sweet Pea

Lead Rectangle

Rectangle #1

Rectangle

E-Newsletter

Banner Box #1

Banner Box #2

Lead Box #1

Lead Box #2

Inside Early April

Lead Box #3

Lead Box #4

Map Listings

places to grow

A collection of stores and go places call ahead for hours, as they're

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places to grow

A collection of stores and go places call ahead for hours, as they're

Plant Focus: Pasque flower

Full Box #1

Full Box #2

How to control slugs in your garden

Full Box #3

Full Box #4

Hot Off the Press: Midwest Gardener's Handbook

Full Box

Full Box

MICHIGAN GARDENER

Inspiring Michigan Gardeners Since 1996

2023 Advertising

Print & digital options for every budget...

Magazine

Reach over 100,000 garden enthusiasts throughout southeastern Michigan with Michigan's definitive local gardening guide.

Places to Grow

Highlight your business in this popular and comprehensive directory.

Website

Target our online readers with your display advertising message on MichiganGardener.com.

E-Newsletter

Drive traffic to your website or social media page by reaching our E-Newsletter subscribers directly in their e-mail inbox.

Michigan Gardener

30747 Greenfield Rd., Suite 1
Southfield, MI 48076

phone 248-594-5563

fax 248-594-5564

e-mail publisher@MichiganGardener.com

web MichiganGardener.com

Readership

Michigan Gardener, published locally since 1996, 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

- **50,000 copies**
- 1 issue per year: Spring 2023 (in stores early May)
- Free distribution throughout Southeastern Michigan at independent garden centers, hardware stores, home furnishing shops and more.

Color

	Full Page	2/3	1/2	1/3	1/4	1/6	1/8	1/16
Spring / May	\$2,860	2,130	1,590	1,085	860	655	525	355
	9.75" W x 10.75" H	9.75" W x 7.08" H	vertical 4.75" x 10.75" horizontal 9.75" x 5.25"	vertical 4.75" x 7.08" horizontal 9.75" x 3.42"	4.75" W x 5.25" H	4.75" W x 3.42" H	vertical 2.25" x 5.25" horizontal 4.75" x 2.50"	2.25" W x 2.50" H

Black & White

	Full Page	2/3	1/2	1/3	1/4	1/6	1/8	1/16
Spring / May	\$1,970	1,540	1,160	805	645	525	420	295

2023 Deadlines

SPRING / MAY

Ad materials due	April 7
Camera-ready due	April 14
Issue in stores	May 3
Circulation	50,000

Print Advertising Discount

Camera-ready ads.....10%

Ad Layout

Ad design and production is included in the above ad rates.

What you provide:

- Text, logos and photos

What we provide:

- Typesetting and layout
- E-mail proof

Items not included:

- Photo scans & retouching
- Printed color proofs

Classified Advertising

At just 45¢ per character, Classified Ads are an affordable option, either on their own or as an addition to your print display ad. Please contact Eric for more details: publisher@MichiganGardener.com or 248-594-5563.

Questions?

Please contact Eric Hofley: phone 248-594-5563 fax 248-594-5564 e-mail publisher@MichiganGardener.com

30747 Greenfield Rd., Suite 1 • Southfield, MI 48076 web MichiganGardener.com

Places to Grow is an advertising feature that appears in the print edition of *Michigan Gardener*. This widely popular feature is the most comprehensive list of garden-related businesses in southeastern Michigan. It is an invaluable resource and planning tool that our readers use on shopping trips and excursions.

places to grow *A collection of stores and gardens to shop and visit.*
Please call ahead for hours, as they may vary from season to season.

Want to advertise your local business in Places to Grow?
2 options:

ENHANCED LISTING
4-line listing PLUS highlighting:
• Business name
• Address
• Phone
• Website or E-mail

PREMIUM LISTING
4-line listing PLUS highlighting:
• Business name
• Address
• Phone
• Website or E-mail

PLEASE CONTACT US FOR INFO:
publisher@MichiganGardener.com
248-594-5563

ALMONT
★ American Tree

ANN ARBOR
★ **Abbott's Nurs & Garden Ctr**
2781 Scio Church Rd, MI 48103
734-665-8733
www.abbottsnursery.com

★ **Downtown Home/Gard**
210 S Ashley St, MI 48104
734-662-8122
www.downtownhomeandgarden.com

★ HillTop Greenhse/Farms
★ Lodi Farms

★ The Produce Station
★ **Turner's Greenhse & Garden Ctr**
4431 South Wagner Rd, MI 48103
734-663-7600
www.turnersannarbor.com

WILBIRDS UNIT
Wild Birds Unit

AUBURN
★ **Warrior Farms**
5300 Garfield Rd, MI 48611
989-662-7002
www.warriorfarms.com

AUBURN HILLS
★ **Halley Stone**
3600 Lapeer Rd, MI 48326
248-276-9300
www.halleystone.net

★ State Crushing
Grand Oak Herb Farm

BANCROFT
Grand Oak Herb Farm

BAY CITY
★ **Bejick Nursery & Garden Ctr**
5993 Westside Saginaw Rd, MI 48706
989-684-4210
www.bejicknursery.com

BELLEVILLE
★ **Banota Greenhse**
Gardener's Choice
★ **Pinter Flowerland**
★ Zywicki Greenhse

BERKLEY
Garden Central
BIRMINGHAM
★ Blossoms
BLISSFIELD
★ **Ogden Station Daylilies**
7120 Hodges Hwy, MI 49228
517-443-5530
www.ogdenstationdaylilies.com

BRIGHTON
Bordine's
Brighton Stone
★ Grasshopper Gardens
Leppke Nurs

★ **Meier Flowerland**
8087 W. Grand River, MI 48114
810-229-9430
www.meierflowerland.com

BROWNSTOWN TWP
Bruce's Pond Shop
Raupp Brothers Gard Ctr
★ Ruhlig Farms & Gard
BRUCE TWP

★ **Van's Valley Greenhse**
71865 Van Dyke Rd, MI 48065
586-752-6002
www.vansvalley.com

BURTON
★ **Country Oaks Landscp Supp**
CLARKSTON
Bordine's
★ **Country Oaks Landscp Supp**
Lowrie's Landscp
CLINTON TWP

★ **English Gardens**
44850 Garfield Rd, MI 48038
586-266-4100
www.englishgardens.com

Michigan Kai
Tropical Treasures

CLIO
★ **Piechnik's Greenhouse**
13172 McCarney Rd, MI 48420
810-686-9211
www.cliogreenhouse.com

COLUMBUS
Haack's Farm Greenhse
COMMERCE TWP

★ **Zoner's Greenhse**
2355 E. Commerce Rd, MI 48382
248-363-6742
www.zonersgreenhouse.com

DAVISON
★ **Wojo's Gard Splendors**
7360 E. Court St, MI 48423
810-658-9221
www.wojos.com

DEARBORN
Farlane Gardens
DEARBORN HEIGHTS
★ **English Gardens**
22650 Ford Rd, MI 48127
313-278-4423
www.englishgardens.com

DETROIT
Eastern Market
DEXTER
Bloxter Gard Ctr
Dexter Mill

★ **Frleighs Landscape Nursery**
8600 Jackson Rd, MI 48130
734-426-5067
www.frleighs.com

EASTPOINT
Drew's Garden

★ **English Gardens**
22501 Kelly Rd, MI 48021
586-771-4230
www.englishgardens.com

FARMINGTON HILLS
Angelo's Landscp Supp
Farmer John's Greenhse
★ Steinkopf Nurs
FENTON
★ Gerych's Greenhse

★ **Heavenly Scent Herb Farm**
13730 White Lake Rd, MI 48430
810-629-9208
www.heavenlyscentherbfarm.com

FLAT ROCK
Masserant's Feed/Grain
FLUSHING
★ **Flushing Lawn & Garden Ctr**
114 Terrace St, MI 48433
810-659-6341
www.unclclukes.com

GLADWIN
★ **Stone Cottage Gardens**
3740 West Willford Rd, MI 48624
989-426-2919
www.stonecottagegardens.com

GRAND BLANC
Bordine's
★ **The Weed Lady**
9225 Fenton Rd, MI 48439
810-655-2723
www.theweelady.com

GRASS LAKE
★ **Designs by Judy Florist & Greenhse**
3250 Wolf Lake Rd, MI 49240
www.designsbjudyflowers.com

GROSSE ILE
★ **Westcroft Gardens & Farm**
21803 West River Rd, MI 48138
734-676-2444
www.westcroftgardens.com

GROSSE POINTE
Allemon's Landscp Ctr
GROSSE POINTE WOODS
Wild Birds Unit

HADLEY
Le Fleur Decor
HAWLETT
★ Christian's Greenhse
★ Van Atta's Greenhse
HIGHLAND
Colasanti's Produce/Plant
Fragments
Highland Garden Ctr
Rock Bottom Landscp Supp
Thornton Nurs
HOWELL
★ **Specialty Growers**
4330 Golf Club Rd, MI 48843
517-546-7742
www.specialtygrowers.net

Gardens to Visit
ANN ARBOR
★ Matthea Botanical Gardens/
Nichols Arboretum
BATTLE CREEK
BATTLE CREEK
Nichols Arboretum
BRISFIELD
★ **Ogden Station Daylilies**
AHS Display Garden
7120 Hodges Hwy, MI 49228
517-443-5530
www.ogdenstationdaylilies.com

Color Listing
4-line **highlighted** listing includes:
• Business Name
• Address
• Phone
• Website or E-mail (your choice)

\$210
FOR ONGOING ADVERTISERS \$80

Black & White Listing
4-line listing includes:
• Business Name
• Address
• Phone
• Website or E-mail (your choice)

\$140
for ongoing advertisers \$40

Payment
Due in advance

Valid through May 1, 2023

Banner Box #1

Banner Box #2

MICHIGAN
GARDENER *E-Newsletter*

Lead Box #1

Lead Box #2

Inside Early April
Pearly and Siberian iris - The probability of frost
 A reliably-blooming hydrangea - New Annuals - Janet's Journal

Lead Box #3

Lead Box #4

Plant Focus: Pasque flower
by George Papadellis
 The spring days are growing longer, the birds are quickly emptying the feeders, and the flowers have begun to emerge. Bulbs like crocus and daffodils are in bloom, but in time, only the old, tattered foliage will remain. Some of the woodland wildflowers, like brilliant and bluebells, are also in color, but they too will quickly disappear.
 Botanically referred to as Pulsatilla vulgaris, pasque flower sends up purple, reddish, pink or white 2-1/2 inch flowers in April and May. These flowers have 6 large petals (actually sepals) and a bright yellow center. After flowering begins, the spring leaves emerge and are equally showy. These leaves are exceptionally ornamental.

Full Box #1

Full Box #2

How to control slugs in your garden
by Nancy Szerlag
 Slugs are the bane of many gardeners' existence. In the dark of night these slimy characters chew away at the garden, leaving it in tatters by sunrise. A mild winter combined with a cool, wet summer can send the disdardly slug population soaring. And a single slug will eat 30 to 40 times its weight in vegetation daily, so a handful of slugs can do a great deal of damage in a short period of time.
 Fighting the garden of slugs is a hard fought battle for many gardeners. Commercial slug baits containing metaldehyde are not recommended because they are highly toxic to small animals, children and birds. Also, if used regularly, the slugs seem to build up immunity to the ingredients.
 Products with iron phosphate are both effective and easy to use for controlling slugs.

Full Box #3

Full Box #4

Hot Off the Press: Midwest Gardener's Handbook
by Melinda Myers
 The updated second edition of Midwest Gardener's Handbook (Cool Springs Press, 256 pages, \$26.99) addresses the many challenges of growing in the Midwest, including a changing climate and unique soil and pest troubles. The author profiles more than 250 plants proven to thrive in the north-central U.S., including shrubs, perennials, annuals, vegetables, fruits, herbs, and vines, which help you select the best plants to create a beautiful landscape or a high-yielding edible garden.
 Month-by-month care and cultivation guides are offered for each plant group. The how-to methods for planting, pruning, watering, and fertilizing contain essential information for Midwestern gardeners.

Full Box

Full Box

Ask the Experts
We pruned our globe blue spruce late last fall and it looked bad this spring. Will new growth be enough to fill it in again? Should we not prune it at all? When should it be pruned? J.D., New Lotrop, MI
 Beverly Moss, Garden Rhythms: Picea pungens 'Glauc Globosa' is an attractive dwarf conifer that grows slowly to about 4 feet tall and only slightly wider. Its blue foliage and disciplined size make it a desirable conifer in the residential landscape, beautiful landscape or a high-yielding edible garden. Month-by-month care and cultivation guides are offered for each plant group. The how-to methods for planting, pruning, watering, and fertilizing contain essential information for Midwestern gardeners.

Logo

Business description here
Business description here
Business description here

Upcoming Garden Events
 • Your event name and link to your website appears here.

Michigan Gardener
www.michigangardener.com
 facebook.com/michigangardener

Interested in advertising in Michigan Gardener?
Printed Magazine: Display ads, Classified ads, Places to Grow
 E-Newsletter: Display ads, Event listings
 Website: Display ads

Banner Box #1 and #2

	10 ads	6-9 ads	1 ad
Banner Box #1	\$395/ea	435/ea	494/ea
Banner Box #2	375	413	469

Lead Box #1 and #2

	10 ads	6-9 ads	1 ad
Lead Box #1	\$395/ea	435/ea	494/ea
Lead Box #2	375	413	469

Lead Box #3 and #4

	10 ads	6-9 ads	1 ad
Lead Box #3	\$355/ea	391/ea	444/ea
Lead Box #4	335	369	419

Full Box #1 and #2

	10 ads	6-9 ads	1 ad
Full Box #1	\$305/ea	336/ea	381/ea
Full Box #2	285	314	356

Full Box #3 and #4

	10 ads	6-9 ads	1 ad
Full Box #3	\$265/ea	292/ea	331/ea
Full Box #4	245	270	306

Full Box

	10 ads	6-9 ads	1 ad
	\$225/ea	248/ea	281/ea

Junior Box

	10 ads	6-9 ads	1 ad
	\$145/ea	160/ea	181/ea

Event Link

Event Name, Date, and link to your website
 \$125
 \$65 for ongoing advertisers

2023 Deadlines

E-NEWSLETTER	ADS DUE	SEND DATE
Early April	Mar 15	Mar 22
Mid April	Mar 29	Apr 5
Late April	Apr 12	Apr 19
Early May	Apr 26	May 3
Mid May	May 10	May 17
Late May	May 24	May 31
Early June	Jun 7	Jun 14
Mid June	Jun 21	Jun 28
July	Jul 12	Jul 19
Sept	Aug 30	Sep 6

Ad Dimensions

Banner Box

300 pixels wide x 250 pixels high

Lead Box

300 pixels wide x 250 pixels high

Full Box

300 pixels wide x 200 pixels high

Junior Box

192 pixels wide x 150 pixels high

Customer-Produced ads

Acceptable formats: If you prefer to design your own display ad, please save ads in GIF, PNG or JPG formats.

Discount

10% for camera-ready ads

Links

Your ad or event listing is linked to your website. When readers click on your ad or event listing, a new browser window will open and it will display your website.

Payment

Payment for E-Newsletter advertising is due in advance.

Questions?

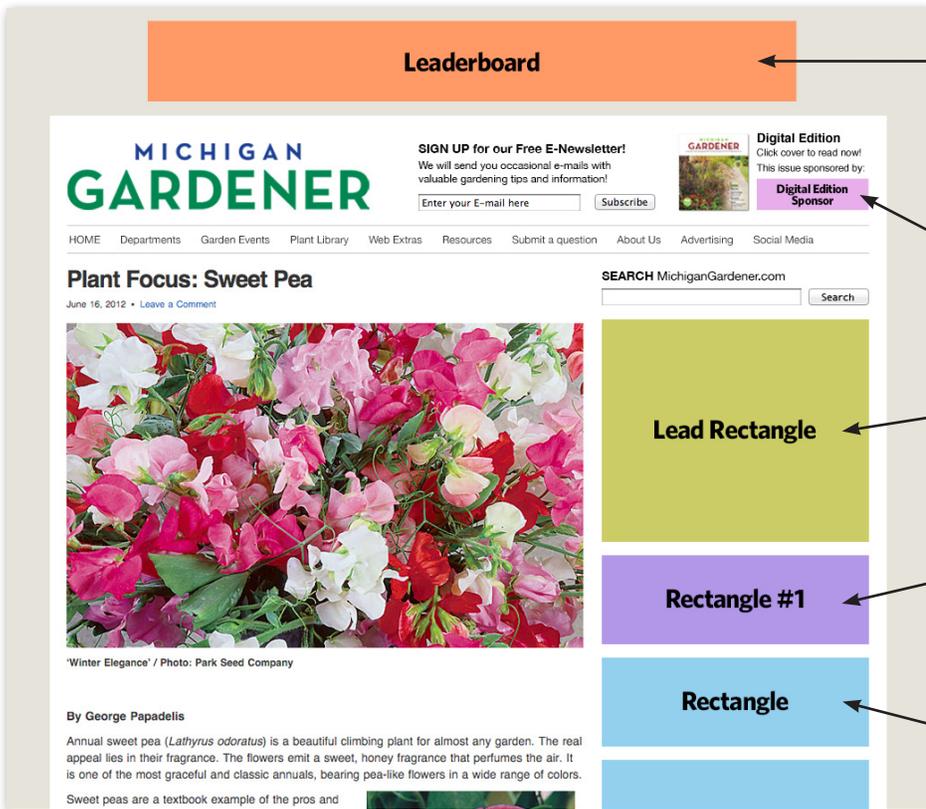
Please contact Eric Hofley:

phone 248-594-5563

fax 248-594-5564

e-mail publisher@MichiganGardener.com

- **MichiganGardener.com** readers visit our website regularly for event listings, feature articles, answers to gardening questions, bonus magazine content, and much more.
- Your ad appears on every page of our website. Rectangle ads rotate through a series of positions.



Leaderboard

March-October.....\$395/month
Nov, Dec, Jan, Feb.....\$245/month

Digital Edition Sponsor

March-October.....\$245/month
Nov, Dec, Jan, Feb.....\$145/month

Lead Rectangle

March-October.....\$395/month
Nov, Dec, Jan, Feb.....\$245/month

Rectangle #1

March-October.....\$285/month
Nov, Dec, Jan, Feb.....\$165/month

Rectangle

March-October.....\$165/month
Nov, Dec, Jan, Feb.....\$105/month

Ad Production

You provide a logo and ad text, and we take care of the rest. We will send you a proof for approval before publication.

Customer-Produced ads

Acceptable formats: If you prefer to design your own display ad, please save ads in GIF, PNG or JPG formats.

Ad Dimensions

Leaderboard: 728 pixels wide x 90 pixels high
Lead Rectangle: 300 pixels wide x 250 pixels high
Rectangle: 300 pixels wide x 100 pixels high

Links

When readers click on your ad, a new browser window will open and it will display your website.

Payment

Payment for website advertising is due in advance.

Questions?

Please contact Eric Hofley: phone 248-594-5563 fax 248-594-5564 e-mail publisher@MichiganGardener.com

30747 Greenfield Rd., Suite 1 • Southfield, MI 48076 web MichiganGardener.com

Frequency Discounts

- All ad rates are NET to *Michigan Gardener*.
- Advertisers contracted at a frequency discount rate who fail to place the minimum number of insertions to earn such a rate will be billed for the difference between the amount paid and the amount due under the frequency discount for which they qualify.

Specific Positions

- Specific position requests: add 20%. Specific position requests can be accommodated based on the layout of the issue. Position of ad is not guaranteed unless a position is specifically contracted.

Covers/Prime Positions

- | | |
|----------------------------|-----------------------|
| | <u>Add to ad rate</u> |
| • Inside Front Cover | 40% |
| • Page 3 | 45% |
| • Table of Contents..... | 25% |
| • Page 5 | 30% |
| • Inside Back Cover | 25% |
- Publisher reserves the right to move a smaller ad with a prime position contract if a larger-sized ad contracts for the same position (e.g. a half-page ad would be moved from the inside back cover to another available page if a full-page ad contracts for the inside back cover).
 - For both print and online prime positions, ad orders with more insertions take precedence over orders with fewer insertions (e.g. an order for a 12-month Leaderboard position would take precedence over a 6-month order for the same position).

Center Advertising Section

- One Center Section is available in each issue. It is printed on the same paper as the cover, which is heavier than the inside body pages. This section is a 4-page, full color section stitched into the center of the magazine, and it is your space exclusively.
- Pricing includes printing and insertion costs, as well as design and layout (photos are not included).
- Please contact us for more details.

Ad Approval Process

- Proofs of ads prepared by the publisher are forwarded to the advertiser for approval. Ad proofs must be approved by the advertiser prior to publication.
- **Advertisers have final responsibility for error detection.**

- If time constraints eliminate the proof/ approval process or if the advertiser does not respond in a timely manner, the contract for space reservation prevails and the advertiser agrees to full payment for the preparation and printing of the ad, regardless of possible error.
- The publisher is not responsible for errors in provided camera-ready copy or ad proofs approved by the advertiser or the advertiser's representative.

Release Fees

- *Michigan Gardener* holds the copyright to all ads produced by *Michigan Gardener*. To reuse the ad in other media, a release fee is required: Black & white ads: 10% of ad cost (\$95 minimum). Color ads: 10% of ad cost (\$195 minimum).

Ad Cancellations

- Cancellation of advertisements must be submitted in writing and received by the publisher before the deadline entitled "Ad Materials Due." Cancellations are not accepted after this deadline.
- If advertiser does not cancel advertising as described in "Ad Cancellations":
 1. Advertiser shall remain responsible for any and all obligations in the advertising contract, including but not limited to payment obligations.
 2. Advertiser's previous ad will be printed in the contracted issue or the ad space will be replaced at the discretion of the publisher.

Payment - Account Terms

- All 1x ads must be paid in advance.
- All first-time ads must be paid in advance.
- Publisher reserves the right to apply frequency discounts as a rebate on the final ad insertion of the ad order.
- Publisher reserves the right to require credit references to approve credit.
- Invoices will be considered delinquent if payment is not received within prescribed terms and will be subject to a monthly 1.5% finance charge. Account delinquency may prevent the advertiser from reserving space in future issues.
- If payment is not received within approved terms, frequency and camera-ready deductions shall be forfeited.

- Tearsheets are typically sent with invoices, but failure to do so does not remove the advertiser's responsibility to pay any invoice according to the stated terms.
- In the event that collection action is necessary, all collection costs and attorney fees can be recovered from the advertiser.

Additional Contract Conditions

- The publisher reserves the right to reject or omit any portion of an advertisement for any reason.
- Neither the advertiser nor the publisher will be responsible for misinformation, typographical errors, omission, etc., contained therein.
- The publisher is not liable for failure to provide advertising space or to publish an ad due to circumstances beyond the publisher's control.
- The publisher shall not be liable for typographical errors which do not lessen the value of an advertisement. Ad rate adjustments for advertising errors will be based on the opinion of the publisher as to what percentage the error detracts from the total advertising message. In order to make such adjustments, the publisher must be notified in writing before the advertising deadline for the issue following the issue containing the discrepancy. Compensation will be in the form of credit for future advertising or deduction from any outstanding invoice.
- In no event shall the publisher's liability exceed the total amount paid to the publisher by the advertiser under the terms of the advertising contract. Additionally, in no event shall the publisher be liable for damages of any kind which are related to or which may arise from the loss of business or profits of the advertiser.
- Advertiser agrees to indemnify and hold the publisher harmless from and against any and all claims of loss, personal injury, or property damage by the advertiser or third parties which arise out of or which are related to the content of the ad or use of the advertiser's products or services.
- Unless otherwise expressly stated in the terms of the advertising contract, the publication of the advertiser's ad by the publisher is in no way an endorsement or recommendation by the publisher of the advertiser's products or services.

Questions?

Please contact Eric Hofley:

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