



Public Garden

THE JOURNAL OF THE AMERICAN PUBLIC GARDENS ASSOCIATION

Public Garden is THE magazine for public gardening professionals, offering current, engaging content devoted to the world of public horticulture.



Have an idea for an article or topic to publish?

Write for Us

Is your business connected to Decision Makers at Public Gardens?

Advertise with Us



HOW DOES YOUR GARDEN GROW?

Welcome to **Public Garden**, the magazine of the American Public Gardens Association, designed to advance garden institutions across North America and internationally through leadership, advocacy, and innovation.

Founded in 1940 as the American Association of Botanical Gardens and Arboreta, the Association has emerged as the premiere organization for public gardens throughout the world. We are committed to increasing the knowledge of public garden professionals through information sharing, networking, professional development, public awareness, and research, so our members have the tools to effectively serve their public.

Each year, **Public Garden** connects you with more than 8,800 industry professionals who receive the magazine quarterly in February, May, August, and November. Both print and digital versions are available. Members of the American Public Gardens Association receive free subscriptions to the magazine. Subscriptions are also available to the public; in the U.S. the cost is \$48 per year and internationally it is \$90 per year.

Advertise with us! American Public Gardens Association and **Public Garden** offer businesses a variety of opportunities to connect with our members, including advertising, corporate memberships, and sponsorships.

Write for us! Our members and member gardens have great stories and great writers to share them. Editorial submissions from our membership make **Public Garden** stand out as the one true publication representing the industry, its trends, and hot topics. Have an editorial query or submission? Send it to us!

Join us and see how **Public Garden** can help you grow.

READER PROFILE

Public Garden's audience includes a vast continuum of garden professionals, from public horticulture students to seasoned industry veterans.

Of **Public Garden** readers:

- 66% - Are supervisors or high-level administrators within their organizations
- 77% - Share the magazine with 1-3 (or more) others
- 85% - Find **Public Garden** to be a valuable professional resource

Our readers include public garden leaders, board trustees, horticulturists, scientists, researchers, curators, educators, students, fund raisers, guest experience specialists, volunteer coordinators, and more. Other subscribers include companies that provide products and services to the public garden community, universities, libraries, and anyone with an interest in public horticulture.



EDITORIAL

Public Garden magazine consists of three main editorial sections, providing unique, high-quality content related to all aspects public garden industry.

Backbones

Backbones are the main articles that make up a large portion of **Public Garden** editorial content. Some recur in each issue, others on a bi-annual or annual basis, depending on content received.

- Digging Deep: Case Studies
- Horticultural How-To's
- Small Garden, Big Impact
- Learning in the Garden
- Pushing The Boundaries
- Global View
- Multi-disciplinary/Multi-industry

Focal Points

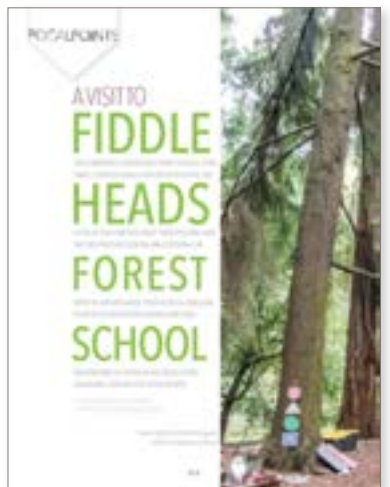
Focal Points are feature articles covering high-profile subjects that play significant roles in the horticulture field, nationally or internationally. These editorials push the boundaries of topics introduced through our main articles ('Backbones').

Perennial Selections

Five recurring segments make up Perennial Selections. Each is generally no more than one page and contains a high proportion of imagery. These segments include:

- Garden Professional Spotlight
- Things We Love This Season
- How Does Your Garden Grow?
- Photosynthesis
- Garden Exhibits

For detailed descriptions of our Editorial Sections, please see pages 3 and 4 of the Media Kit





CONTRIBUTE



EDITORIAL CONTENT

Public Garden accepts freelance contributions and queries from our readers, particularly from garden staff, leaders and administrators, and other members of the botanical and horticultural communities. Upon submission approval, writers will be sent a timeline detailing dates for submitting the full article and accompanying photographs. Every submission to the magazine must be accompanied by photographs or pictorial (see photography guidelines, page 7).

Backbones: Main articles that make up a large portion of Public Garden editorial content. Backbones fall under seven different themes. Some recur in each issue, others on a bi-annual or annual basis, depending on content. Please send a short query (not exceeding 150 words) summarizing the article topic, its hook, and your background. Full article submissions must be 500-700 words in length and include high-res photography or pictorial.

- **Digging Deep: Case Studies:** This bi-annual feature spotlights recent research related to Public Horticulture, published in the form of a case study. Submissions should contain an introduction, methodology, outcome, and implications/lessons learned/analysis.
- **Horticultural How-Tos:** Focus on a professional, skilled horticultural project at a public garden. For example: fabrication of large forms used to guide pruning of historic hedges, construction of winter cover structures for tender plants, installation and maintenance of mosaiculture forms, pruning and cutbacks on tender perennials, etc. Submissions should include a detailed description of the project or event, why it is important or impactful to other gardens, and photos.
- **Small Garden, Big Impact:** The essence of this recurring article is to spotlight the extraordinary within the ordinary, and share fresh perspectives or lessons learned when making the most of limited resources in a small garden. The garden may be a garden inside a larger garden, a garden in a small community, or a small garden that is open to members and the public.
- **Learning in the Garden:** Share with us your garden-related curriculum ideas for youth and adult educational programming that can be easily used and adapted by other horticulture educators. Submissions should include a curriculum, plan or syllabus along with photos and examples.
- **Pushing The Boundaries:** These are thought-provoking articles covering topics that challenge the status quo and push boundaries in the public gardening community. Sample topics include urban futurists, how knowledge from other industries can help gardens, or how to engage garden visitors within a diverse and ever-changing society.
- **Global View:** Take a look at our industry from a global perspective. This section profiles an international garden or collaboration, taking an in-depth look at an industry topic in other parts of the world. Submissions should be from a fact-based point of view and include references, sources, and photographs.
- **Multi-disciplinary/Multi-industry:** This section showcases disciplines and industries outside of, but related to, the field of public horticulture. It highlights a project or program relevant to public gardens or one on which a public garden collaborated.

Focal Points: Feature articles generally range from 800 to 1,500 words. If you have an idea, please submit a query letter of one page (maximum), telling us how you would approach your topic, whom you would interview (if applicable) and what makes the topic a good fit for Public Garden. Upon submission approval, you will be contacted with a requested timeline for submitting full article and accompanying photographs (see photography guidelines, page 7).

Focal Point features are high profile, either because of their national or international significance or because they push the boundaries of main articles and issue themes.

Perennial Selections: These recurring segments are generally no more than one page and contain a high proportion of imagery. Submissions must include high-res photography or pictorial (see photography guidelines, page 7).

- **Garden Professional Spotlight:** This segment offers a brief interview with an industry professional, such as an executive director, gardener, curator, marketer or volunteer. Tell us how you came to the world of public gardens by answering the below three questions in fewer than 400 words:
 1. Tell us about your journey in the garden industry. (130 words)
 2. Tell us about a recent project you worked on. (130 words)
 3. What do you find to be the most rewarding thing about working in this industry? (130 words)Or, nominate someone from your garden or circle of friends that we should feature. Submissions must include a high-res photo or pictorial.
- **Things We Love This Season:** This heavily graphic segment highlights stuff we just can't get enough of, such as new technology, plants, exhibits, books, tools or anything else you love and want to share.
 1. A high-res photo (see photography guidelines).
 2. Description of the item, why it should be featured, and how it is relevant to the garden community (50 words).
 3. Where it can be found (preferably a website)
- **How Does Your Garden Grow?:** Impart your knowledge or nominate a garden team member to impart their own! These short, informative articles (max 400 words) focus on non-horticultural departments, such as human resources, fundraising, marketing, volunteers, maintenance, information management, and more.
- **Photosynthesis:** Submit an impactful or inspirational 300 dpi (minimum) photo at least 8.5"x11", along with a max 200 word description. It could be a historic image, a before and after shot, a unique or interesting spot in your garden, or an image that tells a story...be creative!
- **Garden Exhibits:** This section (max 400 words) features an amazing garden exhibit from an American Public Gardens Association member garden, large or small. Just be sure to tell us what impact the exhibit had on your community. Must include high res photography of the exhibit and the visitors who experienced it.

See page 7 for Editorial Guidelines and Submission Details



ADVERTISE



2017 RATE CARD

(All rates are per issue)

Ad Size	1 Issue	2 Issues	4 Issues
Color			
Full Page	\$2,080	\$1,976	\$1,872
1/2 Page	\$1,641	\$1,558	\$1,476
1/3 Page	\$1,308	\$1,243	\$1,177
Black & White			
Full Page	\$1,523	\$1,447	\$1,371
1/2 Page	\$992	\$943	\$893
1/3 Page	\$684	\$649	\$615
Cover 2 (back cover, 2/3 page)	\$2,631	\$2,500	\$2,368
Cover 3 (inside back cover)	\$2,431	\$2,310	\$2,188
Cover 4 (inside front cover)	\$2,830	\$2,688	\$2,547
Advertorial Only			
Full Page	\$1,710		
2 Page Spread	\$3,420		

CORPORATE MEMBER DISCOUNT

Corporate Gold members receive a 20% discount on all Public Garden advertising.

Corporate Associates Members receive a 10% discount on all Public Garden advertising.

For more information about American Public Gardens Association Corporate Membership, please contact:

Suzanne Moussa
Associate Director of Member Relations
smoussa@publicgardens.org
610.708.3014

MECHANICAL SPECIFICATIONS

Ad Size	Width (inches)	Depth (inches)
Full Page, No Bleed	7.375	9.7375
Full Page (+ .125" Bleed)	8.625	11.125
2/3 Page Horizontal (back page only)	7.375	6.625
1/2 Page Horizontal	7.375	4.74
1/3 Page Vertical	2.3966	9.7375
1/3 Page Square	4.7284	4.7284

All advertisements must be submitted as high resolution (300 dpi) PDFs, CMYK with all fonts embedded. Final page trim size is 8.375" x 10.875".

Heat web offset printing with saddle stitch binding. Four-color process (CMYK) with 0.125" bleed on all sides. Live content no closer than 1/8" to trim edge. Effective resolution of 350 dpi for all bitmapped images.

To submit advertising reservations, please see contract, page 8.

ISSUE DEADLINES

Issue	Reservation Deadline	Materials Deadline
Issue 1 – February	December 1	December 20
Issue 2 – May	March 1	March 20
Issue 3 – August	June 1	June 20
Issue 4 – November	September 1	September 20



EDITORIAL GUIDELINES

Articles for submission must be previously unpublished and in English. Content must be copy-edited carefully before submission. In order to ensure diversity of subject matter, approaches, and voices, submission by authors who have not published in Public Garden for at least a year prior to submission are normally given precedence. In submitting work to Public Garden, authors agree to the policies of this magazine, including free access and use of the material published in it with proper acknowledgment of authorship and source.

In sending work to Public Garden for consideration, the submitter attests that the work is original and that he or she is the author, that it has not been published, and that it is not under consideration for publication elsewhere. The decisions of the editorial advisory group are final. Articles accepted for publication will be copyrighted by the American Public Gardens Association.

Submission guidelines have been carefully prepared to facilitate the editorial process of publishing articles both in print and online. Strict adherence to formatting guidelines are required. Submissions which do not adhere to these instructions will be returned to the author.

TEXT

1. Focal Points should be 800-1500 words. Articles exceeding the length limit will be edited or rejected.
2. Backbones should be 500-700 words.
3. Perennial Selection submissions should be less than 500 words, unless otherwise specified in the Editorial Content details.

PHOTOGRAPHY

- Public Garden is a magazine published for professionals in the public garden industry, and therefore quality and quantity of photography is of greatest importance. Every submission to the magazine must be accompanied by photographs or pictorial.
- High-res photos must be a minimum of 5"x7". Photosynthesis submissions must be 8.5"x11" or 11"x17" (landscape) minimum for use as a full-page photo spread.
- Low-res photos (smaller than 300 dpi, less than 5"x7") are for article queries only. If a query is approved, high-res photos will be required to publish article.

ACCEPTABLE FILE TYPES

Text: Please submit texts in MS Word. If submitting from a Macintosh computer, include the three-letter file extension in the file name of your article. PDF files are not acceptable.

Images: Should be in .jpg or .tif format.

PUBLIC GARDEN RESERVES THE RIGHT TO:

- Edit all submissions for content and word count.
- Only include a portion of an article submission in the printed magazine, with a lead to more information online, or conversely, to only mention the article in the print publication, which would be published in its entirety online.
- Not to publish a submission if the accompanying imagery does not meet our photography guidelines.
- Not publish a submission if captions for all photos, photo credit information, a byline and a bio on the author(s) are not included, regardless of the article's final destination.

SUBMITTING AN ARTICLE

An e-mail message with the query as an attachment should be sent to PublicGardenMag@publicgardens.org. Use "PG Mag Query Submission" as the subject in the email address block. The message should include (1) the author's name, (2) the title of the article, (3) the specific submission section title if applicable (i.e. "Horticulture How-To's"), (4) an abstract of no more than 150 words, (5) any relevant information about the author, including institutional affiliation, mailing and e-mail addresses.

EDITORIAL SUBMISSION DATES

Queries are considered quarterly. Upon acceptance you will be contacted with the submission deadline for the issue in which it will be published. If you would like your submission be considered for a specific issue, please clearly specify the issue number and publication month upon editorial submission.

DISCLAIMER

Statements of fact and opinion in the articles in Public Garden are those of the respective authors and contributors and not of the editors or sponsors of Public Garden. No representation, express or implied, is made of the accuracy of the material in this magazine and neither Public Garden nor American Public Gardens Association can accept any legal responsibility or liability for any errors or omissions that may be made.



2017 ADVERTISING CONTRACT

AD INFORMATION

AD SIZE

- Full page
- 1/2 page horizontal
- 1/3 page square
- 1/3 page vertical
- Cover 2 (2/3 page horizontal, back)
- Cover 3 (inside back cover)
- Cover 4 (inside front cover)

AD COLOR

- Full Color
- Black & White

ISSUES FOR INSERTION

- Issue 1: February ___2017 ___2018
- Issue 2: May ___2017 ___2018
- Issue 3: August ___2017 ___2018
- Issue 4: November ___2017 ___2018

ADVERTISER CONTACT INFORMATION

Company _____

Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Website _____

PAYMENT INFORMATION

One-Issue Commitment \$ _____

Two-Issue Commitment/Issue \$ _____

Four-Issue Commitment/Issue \$ _____

Corporate Member Discount (20% Gold/10% Associate) \$ _____

Total Rate Per Issue \$ _____

Total for all Contracted Issues \$ _____

- Please bill quarterly Will pay in advance

Payment Type: Check MasterCard Visa

Card #: _____

Expiration Date: _____ CVV: _____

Advertiser's Signature _____ Date _____
(By signing this contract, I agree to abide by its terms and conditions.)

BILLING & CONTRACTS

BILLING

Advertisers are billed on ad submission deadline. Payments are due within 30 days of billing.

MATERIALS

American Public Gardens Association keeps advertising materials on file for one year.

CANCELLATIONS

There will be no cancellations after the material deadline defined on page 6.

CONTRACT INFORMATION

Advertisers assume liability for all content and responsibility for all claims arising therefrom against the publisher. Publisher reserves the right to add the word "advertisement" to advertisements that in the publisher's opinion represent editorial content and to refuse advertising copy not consistent with American Public Gardens Association goals.

SEND COMPLETED ADVERTISING CONTRACT TO:

American Public Gardens Association
351 Longwood Road
Kennett Square, PA 19348

Fax 610.444.3594

csimkovich@publicgardens.org

Checks should be made payable to:
American Public Gardens Association

For additional information about American Public Gardens Association, visit
www.PublicGardens.org
or call 610.708.3010