Reach America’s most active and enthusiastic gardeners

The Garden Conservancy Open Days program has become America’s premier garden tour experience and is the only nationwide program of its kind. Every year since 1995, thousands of America’s most enthusiastic garden lovers tour private gardens from Maine to California. This active audience shares a passion for gardening, outdoor entertaining, culture, and design and looks to Open Days for inspiration.

Specialized publications including an annual national directory, a well-trafficked website, and highly targeted email communications have become indispensable, in-demand tools for these visitors.

Our Customers

Open Days visitors are avid gardeners and consumers, well-aligned with brand partners and advertisers.

• 90% are active gardeners
• 95% are homeowners
• 45% have advanced degrees
• 80% opt to receive Open Days emails
• 85% are female
• 80% are between the ages of 45 and 65

Customer data is based on 2016 survey results.
Our full-color Open Days Directory!

The Open Days Directory is the only guide of its kind and features enhanced indexing, maps, more photos, and a state-by-state listing of private and public gardens. This popular annual publication is also a reference guide of American gardens. Our visitors keep them on their shelves year after year—some back to the very first edition!

Shipping in early spring at over 300 pages, the directory is an established product for Open Days visitors, marking the beginning of the garden-visiting season. Connect with these consumers early in the year and throughout the season as they plan garden-visits, home projects, and travel destinations.

The Open Days Directory is a benefit of Garden Conservancy membership. All of our members receive a free copy straight from the printer!

Gardenconservancy.org and Open Days Emails

Partners and advertisers are widely featured on our well-trafficked website and through Open Days emails.

The Garden Conservancy website provides an enhanced dimension to garden-visiting opportunities and events across the nation within a user-friendly interface that includes directions and visiting information.

Our Open Days email program offers subscribers timely garden updates and event reminders within their regions of interest, encouraging website click-through for the latest information.

Reserve your space today!

The Garden Conservancy
Open Days Program
P.O. Box 608
Garrison, NY 10524

www.gardenconservancy.org/opendays    ads@gardenconservancy.org
2020 Open Days Advertising Contract

Advertiser (name below) hereby authorizes and promises to pay “The Garden Conservancy” for the following 2020 print and/or digital advertising with full payment due at the time of art submission.

PRINT ADS: Open Days Directory
☐ Full page, bleed: $2,000
☐ Full page, no bleed: $1,750
☐ 1/2 page: $1,250
☐ 1/4 page: $750
☐ 2-page spread, bleed: $3,000
☐ 2-page spread, no bleed: $2,500

DIGITAL ADS

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<tr>
<td>Banner; National</td>
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<td>Banner; SoCal</td>
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<td>Banner, All California</td>
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<td>900</td>
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<tr>
<td>Banner; Midwest</td>
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<td>Banner; South Carolina</td>
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<td>Banner; Florida</td>
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<td>Banner; Texas</td>
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All buttons are 250 pixels square

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SPECIAL OFFER
Nonprofits: 50% discount on all print advertising rates.

Advertiser: ________________________________
Account contact: ________________________________
Address: ________________________________

Phone: ________________________________
Email: ________________________________

☐ Artwork is attached
Ad file/s name/s: ________________________________

☐ I am paying the total at this time
☐ I will call the Garden Conservancy office to pay
☐ I will send a check
☐ Please send me a link to pay online

Total payment enclosed: $________________________

SIGNATURE: ________________________________
DATE: ________________________________

CONTRACT DUE: Friday, December 6, 2019
ARTWORK DUE: Friday, December 13, 2019

SEND COMPLETED FORM TO:
The Garden Conservancy Open Days Program
USPS:
P.O. Box 608, Garrison, NY, 10524
Private carrier:
20 Nazareth Way, Garrison, NY 10524
T: 845.424.6502
Email: ads@gardenconservancy.org
Fax: 845.424.6501

ADVERTISING PACKAGES
Each Open Days print and electronic media package is fully customized, delivering the optimum audience for your company or organization.

Email us at ads@gardenconservancy.org.

☐ Please contact me about digital advertising and/or an advertising package.