

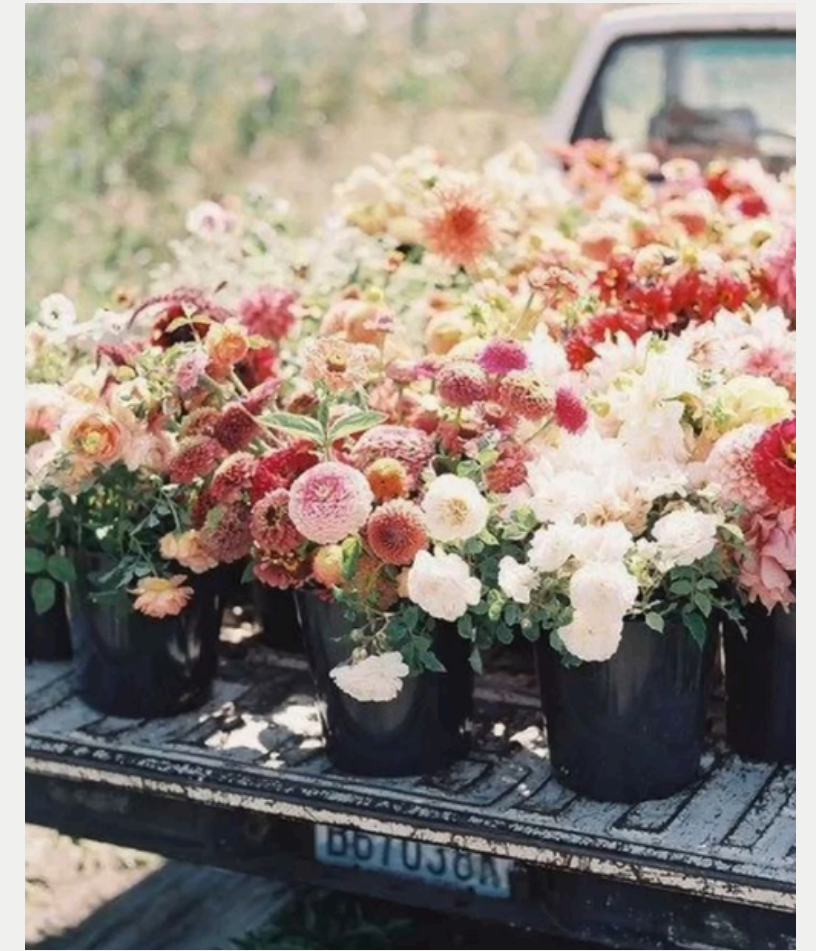
Harrowsmith

MAKE. GROW. SUSTAIN. SHARE.

2026/27 MEDIA *kit*

All about the award-winning legacy brand.

harrowsmithmag.com





ABOUT *Us*



At *Harrowsmith*, we believe that Canadians want to live a happy and healthy life that embraces everything our country has to offer. From gardening and homesteading to shopping and dining locally, our positive approach to caring for the planet — and those that inhabit it — forges an unparalleled sense of community.

Originally launched in 1976 as a magazine for farmers and environmentalists, *Harrowsmith* was the first publication in Canada to focus on organic living, alternative energy sources and embracing a country lifestyle.

50 years later, we are Canada's *only* farm-to-condo resource for living simply and sustainably.

Our REACH

Through our print and digital magazines, newsletters, podcasts and social media channels, our quarterly reach is

555,958+

- 118,409+ magazine readers per issue (average)
- 47,500 monthly website views/month (up 37% YOY)
- 102,300 newsletter readers/year
- 58% open rate on our newsletter
- a newsstand best seller at 1,600 retailers across Canada
- 20% of our subscribers choose our 3 year subscriptions



Gold Award winner at the **Canadian Online Publishing Awards** for best branded **Content Marketing Campaign**



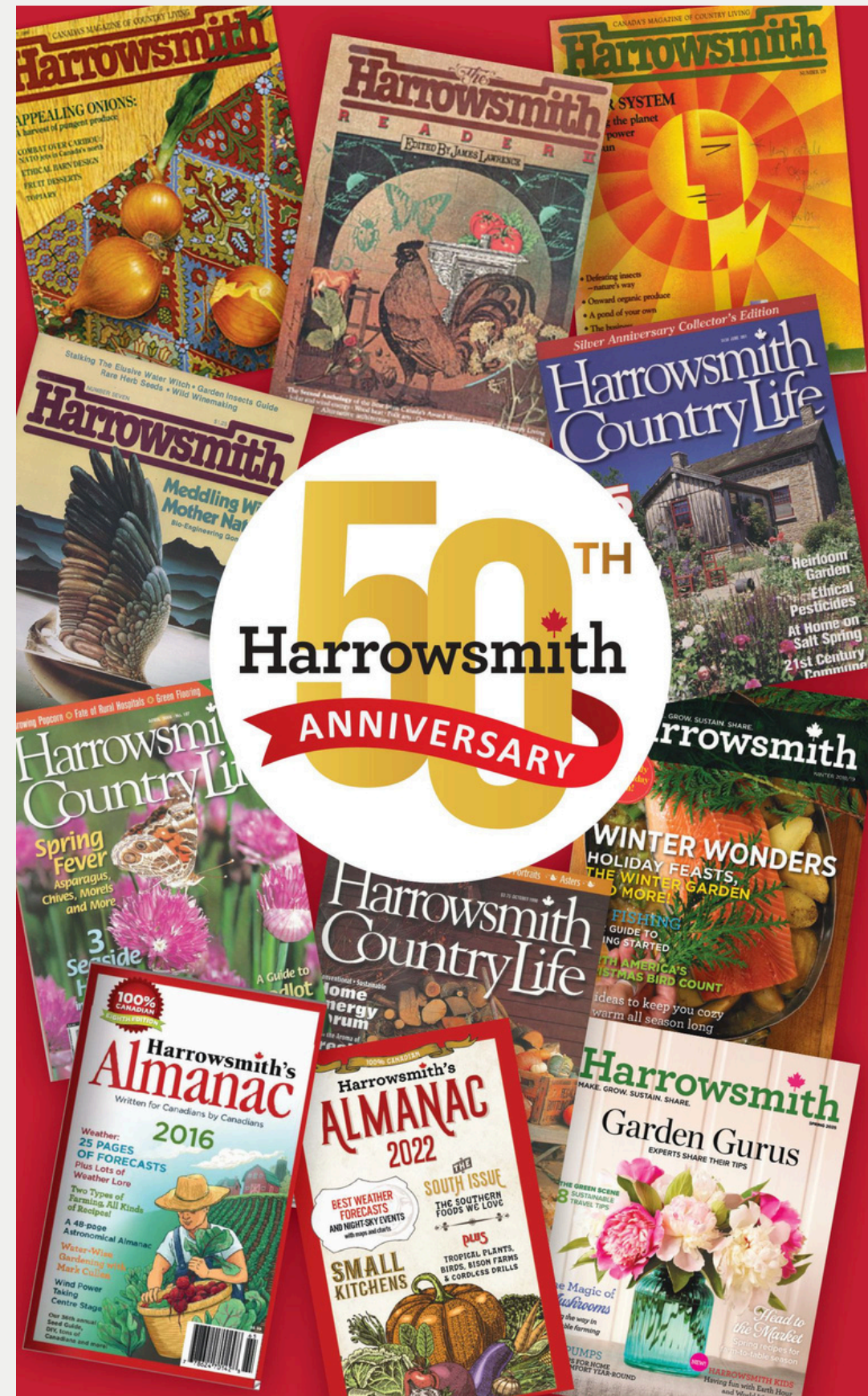
We are THRILLED TO ANNOUNCE..

Our renewal rates increase by 11% from 2023 to 2024 and 40% of our subscribers renew for two or three years. They are committed and loyal readers.

- Our newsstand sales are up 20.2%
- Our social media followers are up 19%
- Our web traffic is up 37%
- Our newsstand circulation is up 20%
- Our newsletter subscribers have increased by 7%

*YOY from April 2023 to March 2024 compared to April 2024 to March 2025.

These dates include the Almanac 2024/25, Winter 2024/25, Spring 2025, & Summer 2025, print issues



1976-2026 HAPPY BIRTHDAY *to us!*

Harrowsmith magazine, launched in 1976 in Camden East, Ont., began as a grassroots voice for sustainable living, homesteading and environmental awareness. From kitchen-table beginnings to becoming one of Canada's top magazines, *Harrowsmith* has evolved through media and cultural shifts, urban and population growth and technological advancements in agriculture, all of which reinforced our country's interest and desire to live simply and sustainably.

50TH ANNIVERSARY SPECIAL COLLECTOR'S EDITION

To celebrate our 50th year anniversary, *Harrowsmith* is creating a special collector's edition fall Almanac. Similar to the one you are currently reading, this edition will be even more jam-packed with the things you've come to expect in the only all-Canadian almanac.

Regular subscribers will receive this issue as part of their subscription at no additional cost.

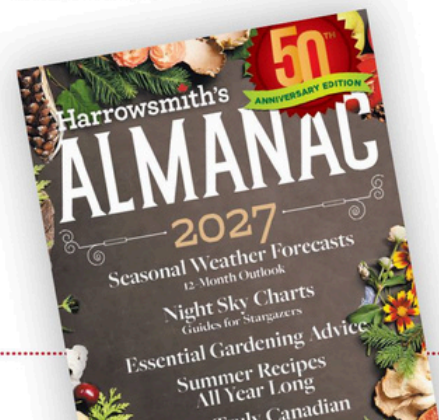


NOT A SUBSCRIBER?

Subscribe for one year now for just \$34 + tax and you'll receive your copy in the mail next summer. Go to harrowsmithmag.com/subscribe.

AVAILABLE JULY 2026

Reserve your special collector's edition of the Almanac at harrowsmithmag.com/50 or scan the QR code.



Our
National AUDIENCE*

59/41%

Gender F/M

55

average age

25 - 34

age demographic
is up 20%



average household income

\$85,000+

54% live in rural & small towns

46% describe themselves as urban or suburban

96%

own their own homes

90% DIY Gardening

65% DIY home reno

95% take action from reading ads in Harrowsmith magazine



* Harrowsmith 2025 Reader Survey Results

OUR *Specialties*



LIVING WELL

From eco-friendly products by Canadian makers to new books and healthy living tips, we share all we can to help readers from coast to coast embrace the *Harrowsmith* life.



GARDENING

Our gardening experts share their best insights and inspiration for sustainable gardens of all sizes — from condos to countryside.



IN THE KITCHEN

Fresh, local and delicious seasonal recipes from Canadian chefs who embrace *Harrowsmith's* farm-to-table philosophy .



HOME & FARM

We celebrate simple and sustainable living — featuring stories from farmers, DIYers, nature lovers and homesteaders leading the way.



TRAVEL & CULTURE

We showcase eco-friendly adventures for Canadians who want to explore the places, people and cultures within Canada and beyond.

Partnership OPPORTUNITIES



Print and Digital
Advertising

Custom
Content

Podcast
and Video Production

Discovery
Kits

Special Interest
Publications
including cookbooks, brochures
and more

Youth
Sustainability
Awards

Farm-to-Table
Events & Dinner
Series

By partnering with Harrowsmith, you'll have a built-in marketing strategy and the opportunity to reach **over 2 million Canadians.**

Quarterly CONTENT CALENDAR

Every season, our print and digital channels encourage our audience to make small changes to adapt a more eco-friendly lifestyle. We focus on farm-to-table entertaining, zero-waste recipes, and making organic, sustainable and environmentally-thoughtful choices for our homes and families whenever possible. Some top-of-mind topics for 2026 include:

SPRING 2027



- Battery operated yard tools
- Spring wildflowers
- Best bird migration hotspots
- Easy breezy salads
- How to celebrate Earth Day

Ad Space Close: Dec 24, 2026
 Material Deadline: Dec 30, 2026
 Newsstand: Feb 23 - May 11 2027

Media Sponsor National Home Show

SUMMER 2026



- Growing hydrangeas
- BYO Little Free Greenhouse
- Postcards from across Canada
- Sunset appetizers
- Feel-good beers

Ad Space Close: Mar 11, 2026
 Material Deadline: Mar 17, 2026
 Newsstand: May 11 - Jul 27 2026

Media Sponsor Healthy Living Show

FALL 2026



- 50th Anniversary Collectors Edition**
- bigger & better
- Farm dogs we love
 - French bistro classics
 - Cakes to celebrate
 - DIY epoxy projects
 - Rail trails and ales

Ad Space Close: May 27, 2026
 Material Deadline: June 2, 2026
 Newsstand: July 27 - Mar 1, 2027

Media Sponsor Fall Home Show & CNE

WINTER 2026/27



- Pet-friendly houseplants
- Winter surfing in Nova Scotia
- The Ice Memory Sanctuary
- Cabbage roll twists
- A car-free & carefree island getaway

Ad Space Close: Sept 9, 2026
 Material Deadline: Sept 15, 2026
 Newsstand: Nov 9 - Feb 22, 2027

A FEW OF *our Partners*



*Oh, the
places
you'll go*



**WE LOOK FORWARD TO
hearing from you.**



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