

Harrowsmith

MAKE. GROW. SUSTAIN. SHARE.

2025

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.

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

Our CONTENT *Reach*

Through our print and digital magazines, newsletters, podcasts and social media channels, our annual audience is **1,000,000+**

- 83,000+ magazine readers per issue (average)
- 50,000 monthly views online/month (up 176% YOY)
- 96,000 newsletter readers/year
- 60% open rate on our newsletter
- a newsstand best seller at 1,600 retailers across Canada
- 20% of our subscribers choose our 3 year subscriptions



Our
National AUDIENCE*

60%

women

54

average age

25 - 34

age demographic
is up 20%



average household income

\$85,000+

53% live in the country
or on a farm

46% describe themselves
as urban or suburban

96%

own their own homes

80% are interested in
DIY projects

95% take action from reading ads
in Harrowsmith magazine



* Harrowsmith 2021 Reader Survey Results

OUR *Specialities*



LIVING WELL

From eco-friendly products to new and relevant book launches (and the artisans and entrepreneurs who are producing them), we share all we can to help Canadians from coast to coast embrace the Harrowsmith life.

GARDENING

Gardening editors Mark and Ben Cullen share their expert advice, tips and inspiration to design big, small, medium, urban, rural and suburban gardens.

HOME COOKING

Our farm-to-table philosophy ensures that every recipe checks the following boxes:

- local
- seasonal
- delicious

HOME & FARM

At the heart of Harrowsmith you will find people who strive to live simply and sustainably.

We tell their stories.

They are farmers, DIYers, makers, homesteaders and nature lovers.

TRAVEL & CULTURE

We give voices to the people, places and cultures within Canada and beyond.

We encourage a balance of diversity, conservation, support and respect as we learn more about the communities around us.

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 1 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 2025 include:

SPRING



- Gardening
 - Grow your own groceries
 - Flower farming
- Eco-weddings
- Travel
 - Staycations
 - Top eco-destinations

PRINT MAGAZINE ON NEWSSTAND:
FEBRUARY 24, 2025

SUMMER



- A guide to country living
- Al fresco dining
- Outdoor experiences
 - glamping
 - hiking/fishing
- Off-the-grid homes
- New non-toxic products

PRINT MAGAZINE ON NEWSSTAND:
MAY 26, 2025

FALL



- Farmer's markets 101
- Harvest recipes
- Conserving energy
 - New technology to save you money and the environment
- Indoor gardening

PRINT MAGAZINE ON NEWSSTAND:
JULY 28, 2025

WINTER



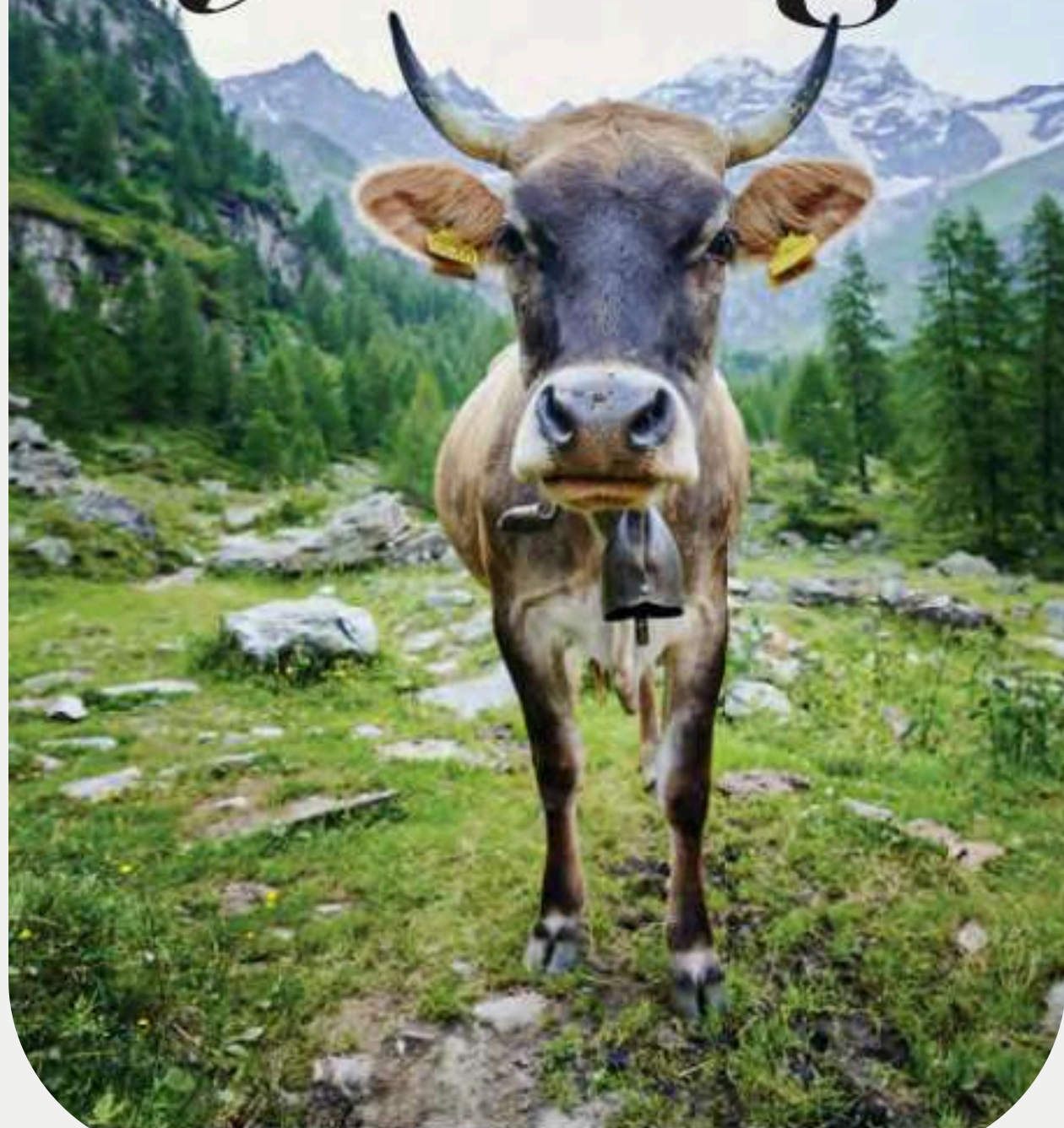
- Bird watching
- Winter getaways (home and abroad)
- Holiday special
 - Sustainable gift guide
 - Planet-friendly entertaining

PRINT MAGAZINE ON NEWSSTAND:
NOVEMBER 10, 2025

A FEW OF *our Partners*



*Oh, the
places
you'll go*



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

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