



GARDENING

AUSTRALIA MAGAZINE

media kit 2025



from the editor

The research is clear: gardening is good for the mind, soul and fitness levels. Since the pandemic, more and more Australians have turned to the garden as a source of wellbeing and joy. Our mission here at ABC *Gardening Australia* magazine is to empower home gardeners – experienced and new – to combine that joy with practical solutions.

In each issue, we showcase amazing plant varieties and visit extraordinary gardens. We provide expert advice on planting, nurturing and maintaining plants – ornamental, edible, natives and indoor – and guide our readers through each season in the garden. We talk them through various garden tasks and projects, and explain which tools are needed for every job.

With expertise and top tips from Australia's leading horticulturists, *Gardening Australia* is a trusted and reliable voice, offering shovel-loads of encouragement and practical advice for all gardeners, whether they're gardening on acreage, a balcony or a rooftop. We help nurture a community of passionate, informed readers who are serious about their gardens.

We invite you to become part of that community. Enjoy the wonder of gardening with us.

A handwritten signature in black ink, appearing to read 'Liz'.

Elizabeth Wilson, Editor

our content pillars



EXPERT ADVICE

We offer gardening know-how from Australia's leading horticulturists, led by our own horticultural editor, AB Bishop. Each issue is jam-packed with reliable, fact-checked advice from specialists across the country, covering everything from the soil up. You'll find a wealth of knowledge in our pages.



PRACTICAL

We celebrate the joy of getting your hands in the earth, with advice and how-to help on everything from soil to plant selection, potting mixes, tools and equipment, garden design, composting, and habitat-friendly gardens. We empower our readers with practical tips and step-by-step instructions.



PLANTS

We showcase plants in all their wonder and glory. From the classics (roses and bulbs) to gorgeous Aussie natives, cottage favourites, groundcovers, climbing plants, indoor plants... and everything in between. We provide professional advice on how and where to grow them, the latest varieties, and tips for success.



HOME HARVEST

We encourage and empower readers to grow their own food. Whether they have a large vegie patch, a few wicking beds or some pots on the balcony, everyone can grow their own herbs, vegies and fruit. We provide expert advice on what to grow and how to maximise crops for productive plots of all sizes.

our audience

60

is the average age

62%

are female

76%

own or are paying
off their home

57%

like to do DIY
around the home

82%

like to entertain
friends and relatives



75%

read books

58%

enjoy wine with
their meal

85%

believe it is
important to recycle

79%

intend to travel in
the next 12 months

76%

own a dog or cat



Reader statistics
(Roy Morgan June 2021)

Readership: **430,000**

(Roy Morgan Sept 2024)

our deadlines



ISSUE	BOOKING	MATERIAL	ON SALE
March	06 Jan	13-Jan	10-Feb
April	03-Feb	10-Feb	10-Mar
May	03-Mar	10-Mar	07-Apr
June	04-Apr	11-Apr	12-May
July	05-May	12-May	09-Jun
August	02-Jun	10-Jun	07-Jul
September	07-Jul	14-Jul	11-Aug
October	04-Aug	11-Aug	08-Sep
November	08-Sep	15-Sep	13-Oct
December	07-Oct	13-Oct	10-Nov
January	3-Nov	10-Nov	08-Dec
February	01-Dec	08-Dec	12-Jan

● Material & Insert Specifications

Please refer to the advertising specifications [here](#).

TO ADVERTISE

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● Cancellations must be received in writing three weeks prior to booking deadline.