



# MASSACHUSETTS HORTICULTURAL SOCIETY

THE GARDEN AT ELM BANK

## MEDIA KIT

### OUR AUDIENCE

**30,000** 2023 GARDEN VISITORS  
**18,000** EMAIL SUBSCRIBERS  
**20,000** SOCIAL MEDIA FOLLOWERS  
**4,000** MEMBER HOUSEHOLDS

### REACH

AVERAGE MEMBER **LEAFLET OPEN RATE (4,230) - 34.75%**  
AVERAGE **GENERAL INTEREST OPEN RATE (16,000) - 21.25%**  
**15K** FACEBOOK PAGE FOLLOWERS  
**7.2K** INSTAGRAM FOLLOWERS

### DEMOGRAPHICS

**OVER 30% RESIDE IN METROWEST, A HIGHLY EDUCATED REGION WITH A MEDIAN HOUSEHOLD INCOME EXCEEDING SIX FIGURES.**

	<b>Wellesley Hills 02481</b>	<b>Wellesley 02482</b>	<b>Dover 02030</b>	<b>Needham 02492</b>	<b>Natick 01760</b>	<b>Sherborn 01770</b>
Population	16,244	10,306	5,589	19,931	32,786	4,119
Our Contacts	2,298	1,242	542	1,108	1,554	234
Median Home Value	\$975,400	\$822,800	\$909,400	\$678,500	\$725,000	\$712,700
Median Household Income	\$180,607	\$135,089	\$187,829	\$125,600	\$133,605	\$153,444
Median Age	37	44	44	43	41	46

### ABOUT MHS AND THE GARDEN AT ELM BANK

Massachusetts Horticultural Society's Garden at Elm Bank is a horticultural jewel of Greater Boston. A place of beauty, contemplation and exploration, the garden welcomes all. A blend of historic and contemporary, like all gardens, Elm Bank is a work in progress. Through it, we seek to engage guests with the importance of plants, gardens and natural landscapes in their lives and help them to become active growers and gardeners themselves. As America's first established horticultural society, we have been practicing horticulture 'for the public good' since 1829.