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Meister Media Worldwide and The Herb Society of America Collaborate on Custom Magazine, *The Herbarist*

Non-profit and profit organization work together to produce magazine for members of The Herb Society of America

(Willoughby, Ohio, December 12, 2012) – The Herb Society of America, a national non-profit organization based in Kirtland, Ohio, recently sent their annual magazine, *The Herbarist*, out to approximately 2,500 members nationally and internationally. The magazine was a collaborative effort between The Herb Society of America and Meister Media Worldwide.

The project was a great opportunity for a non-profit and profit organization to work together. The Herb Society of America usually produces the magazine in house, but they decided to seek outside help due to recent staffing changes. By engaging Meister to help with editing, design and production, The Society was able to save time and money because staff members could focus their time and efforts on other urgent projects.

“Partnering with Meister has been an enjoyable experience,” says Katrinka Morgan, director for The Herb Society of America. “The team was professional and responsive. The finished magazine is being well received by Society members.”

“It is a win-win for everyone anytime two organizations can come together to develop quality content that satisfies the readers,” says Brian Dunay, marketing director for Meister Media Worldwide. “We look forward to working with The Herb Society on this and other projects in the future.”

Both organizations have been involved with magazine production for over 75 years, so the partnership was a natural fit. *The Herbarist* is an annual publication that Herb Society members, researchers and herbal experts have contributed to since the first issue came out in 1935. Meister Media, based in Willoughby, Ohio, has a long, proud tradition in agricultural media. The company had its beginnings as American Fruit Grower Publishing Company, which was then built around one magazine—*American Fruit Grower*, still in publication today.

Meister Media celebrated its 75th anniversary in 2007. In addition to *American Fruit Grower*, the company now publishes additional brands such as *Greenhouse Grower*, *CropLife*, *American Vegetable Grower*, and *Today’s Garden Center*. Over the years, Meister has branched out into e-media, events and custom content projects.

The Herbarist is an annual publication that provides herb society members, horticulture researchers, teachers and other interested parties with the latest findings, writings and information on herbs. The publication is a blend of both scholarly and popular approaches and includes articles by experts on current herbal topics. The magazine is available to both members and non-members on The Herb Society of America website at herbsociety.org or contact Katrinka Morgan at 440-256-0514.

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About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at <http://www.meistermedia.com>.

About The Herb Society of America: The Herb Society of America (HSA) is a 501(c)(3) tax-exempt organization that focuses on educating its members and the public on the cultivation of herbs and the study of their history and uses, both past and present. The Society maintains a [library](#) at its national headquarters, produces a variety of publications and educational programs, coordinates networking and learning opportunities, and awards grants to [educators and researchers](#). Contact: herbsociety.org