



Garden & Greenhouse

2016 MEDIA KIT

Garden & Greenhouse is published monthly and distributed nationally to over 11,000 readers each issue. Over 5,800 copies are mailed directly to subscribers who are primarily hobbyists, small commercial growers and hydroponic & indoor gardeners that have requested the magazine by completing an extensive readership survey. Plus over 5,000 additional newsstand copies are distributed to hydroponic & indoor gardening retail stores.

Each issue offers an affordable way to reach hobby greenhouse growers, small commercial greenhouse growers, hydroponic & indoor gardeners, independent retailers, traditional gardeners, landscapers and educational facilities.

Over 85% of our readers have purchasing authority, 58% own or work in a greenhouse, 84% visit the advertising company's website when they respond to advertisements in the magazine and 34% retain **Garden & Greenhouse** ads for future reference. This group of potential customers is not addressed by gardening magazines, which target traditional gardeners or other greenhouse magazines which normally contain information that is used only by very large commercial growing facilities.

Editorial content includes informative articles on new plants, products and practices to help greenhouse growers, hydroponic & indoor gardeners and small commercial growers & landscapers become more successful hobbyists and business owners.

We support our advertisers by publishing their product releases & news items and encouraging them to submit potential articles & product features. Editorial based advertising packages are also available to advertisers.



6170 Forest Hills Drive • Dubuque, IA 52002
PHONE: 563.557.7571 • EMAIL: Sales@GardenAndGreenhouse.net
www.GardenAndGreenhouse.net

Garden & Greenhouse Magazine Advertising Rates

Cover Stories & Feature Articles on Your Products

Native Advertising Packages

Native advertising is using well written articles to promote your company and products in a professional manner.

One of your products, a product line or your company can be highlighted in a Garden & Greenhouse feature article. The article will be approximately 1,200 words and will be researched and written by a Garden & Greenhouse editor. The article will include photos (including photos on the front cover



when applicable) and your company contact information so interested readers can easily contact you. The article will also be posted on the GardenAndGreenhouse.net home page and highlighted in the Garden & Greenhouse Email Newsletter for one month.

Cover Story Package

A cover story package includes an article of approximately 1,200 words that includes photos in the article and on the front cover of Garden & Greenhouse along with your company contact

information at the end of the article. Price is \$1,295. Place a full page ad in the same issue for the discounted rate of only \$599.

Feature Article Package

A feature story package includes an article of approximately 1,200 words that includes photos in the article along with your company contact information at the end of the article. Price is \$995. Place a full page ad in the same issue for the discounted rate of only \$599.

For more information call 563.557.7571 or Email Rnichols@GardenAndGreenhouse.net

Display Advertising Rates

All rates are per issue and include 4-color. Special Positioning – Add 10% per issue

	1 Issue	3 Issues	6 Issues	9 Issues	12 Issues
Two Page Spread	\$1,729	\$1,586	\$1,426	\$1,275	\$1,124
Full Page	\$960	\$876	\$792	\$708	\$624
Half Page	\$741	\$679	\$611	\$547	\$482
Quarter Page	\$514	\$472	\$424	\$379	\$334
Eighth Page	\$329	\$302	\$271	\$242	\$214
Business Card	\$115	\$105	\$95	\$85	\$75
Premium Positions					
Centerfold Spread	\$1,863	\$1,709	\$1,537	\$1,374	\$1,211
Inside Front Cover	\$1,095	\$1,005	\$903	\$808	\$712
Inside Back Cover	\$1,047	\$961	\$864	\$772	\$681
Back Cover	\$1,198	\$1,099	\$988	\$884	\$779

Special Services

Poly-Bag

Poly-Bag your catalog, sales sheet or promotional item with **Garden & Greenhouse** magazine

Prices start at \$0.30 each.

Call 563.557.7571 for details.

(Minimum 3,000 pieces & price may increase depending on weight)

Garden & Greenhouse List Rental

\$150 per Thousand Base Rate

Publisher provides design and printing services on all specialty projects if needed

Call 563.557.7571 or email Rnichols@

GardenAndGreenhouse.net for details on all poly-bags, inserts, postcards and other specialty items

Garden & Greenhouse Email Newsletter Rates

Rates are per issue (published monthly)



The Garden & Greenhouse Email Newsletter is published monthly and reaches 5,914 opt-in readers.

Garden & Greenhouse 2016 Email Newsletter Deadlines

Issue	Deadline	Issue	Deadline
January	12-30-15	February	2-3-16
March	3-2-16	April	3-30-16
May	5-4-16	June	6-1-16
July	6-29-16	August	8-3-16
September	8-31-16	October	9-28-16
November	10-26-16	December	11-30-16

GardenAndGreenhouse.net Advertising Rates

GardenAndGreenhouse.net averages 30,414 visitors, 134,004 page views and 996,190 hits each month



Banner Ad and Featured Product rates are per month. Company Profile and Partners Area Listings rates are annual.

	1 Month	6 Months	12 Months
Banner Ads	\$60	\$50	\$40

Partners Area Listing

One category with a 50 word description, image & link to your website. Additional categories are only \$15 each

\$99 (One Year)

Company Profiles

May be up to 750 words (subject to editing). You may also submit one image to be included with the profile. Each profile contains up to 2 live links to your website.

\$99 (entire year)

	1 Month	6 Months	12 Months
Primary Sponsors	\$95	\$85	\$75
Banner Sponsors	\$60	\$50	\$40
Featured Products Area	\$60	\$50	\$40
Company Profile	\$99		

Garden & Greenhouse

2016 EDITORIAL CALENDAR & DEADLINES

Issue	Primary Feature	Editorial Deadline	Ad & Artwork Deadline
Jan/ Feb	Recycling Heat from an Indoor Garden to Heat a Home, Greenhouse or Other Indoor Garden: Techniques for recycling heat from an indoor garden to heat a home, greenhouse, or other indoor garden.	11-24-15	12-14-15
Mar	Drip Irrigation in the Greenhouse: Discusses how and why to use drip irrigation, including calculations for pump sizing and examples of different drip system set-ups.	1-5-16	1-18-16
Apr	Dry Fertilizers vs Liquids: Discusses the differences between liquid and dry fertilizers, advantages and disadvantages of each, the composition of each and understanding the N-P-K and labeling for both dry and liquid.	2-2-16	2-15-16
May	Greenhouse Cooling Options: Explanation of the various methods used to cool a greenhouse including evaporative cooling, shade cloth, air conditioning, thermal mass, etc.	3-1-16	3-14-16
Jun	Ventilation System Automation for Indoor Gardens & Greenhouses: Explains the importance of ventilation, the efficiency of an automated ventilation system, how to automate a ventilation system including a complete run-down of all the components needed to have a fully automated ventilation system.	4-5-16	4-18-16
Jul	The Importance of Aeration in the Roots and Nutrient Solution: Details oxygen's role in vibrant root development and the importance of keeping a nutrient solution aerated. Elaborates on techniques used to aerate nutrient solution and discusses the relationship between temperature and DO (dissolved oxygen).	5-3-16	5-16-16
Aug	Hydroponic Tomatoes: Discusses what hydroponic systems work best and how a beginner can get started growing tomatoes hydroponically.	6-7-16	6-20-16
Sep	Maintaining a Balanced pH in a Nutrient Solution: Details the importance of pH and how to maintain a consistent pH in a nutrient solution. Also discusses auto-dosers, self-buffering nutrients and tips and tricks for growers on a budget.	7-5-16	7-18-16
Oct	Understanding Light Movers: Explains light movers, how they work, when to use them and how to get the most out of a light mover system. Also explains the advantages and disadvantages of using a light mover.	8-2-16	8-22-16
Nov	Understanding Light Expectancy and How and When a Gardener Should Change Bulbs: Discusses the longevity of each lighting technology and how and when bulbs should be changed, etc..	9-6-16	9-19-16
Dec	Maintenance of Indoor Gardening & Greenhouse Equipment: A how to guide to help gardeners develop a checklist for an indoor garden or greenhouse for cleaning and maintaining equipment. Emphasizes the importance of cleanliness in the garden and offers suggestions on regular cleaning measures and cleaning products that are safe for plants.	10-4-16	10-17-16
Buyers Guide	2017 Industry Buyers Guide: A comprehensive listing of vendors serving the hobby horticulture, small commercial grower and hydroponic & indoor gardening industry.	N/A	11-14-16

Readership Survey

Subscriber Work Environment

Hobby Greenhouse Owners	42%
Gardeners (Outdoor & Indoor)	34%
Commercial Greenhouse Growers	14%
Manufacturer or Supplier	4%
Researcher	3%
Educational Institution	3%
Total	100%

Greenhouse Growing Area

Less than 5,000 Square Feet	69%
5,001 to 10,000 Square Feet	14%
10,001 to 25,000 Square Feet	10%
25,001 to 50,000 Square Feet	4%
50,000 Square Feet or Larger	3%
Total	100%

Purchasing Authority **85%**

Purchasing Areas (Many subscribers reported purchasing authority in more than one area)

Bedding Plants	88%
Cut Flowers	52%
Equipment	71%
Foliage	61%
Greenhouse Vegetables	88%
Other Floricultural Plants	47%
Potted Plants	91%
Seedlings/Plugs	86%
Structures	33%
Supplies	86%

How Garden & Greenhouse Readers Respond to Advertisers Garden & Greenhouse Readers Respond to Customer Advertisements By:

(Many subscribers reported responding to advertisements in more than one way)

Visit the Advertisers Website	84%
Call the Advertiser	31%
Retain Garden & Greenhouse Ads for Future Reference	34%

Garden & Greenhouse Readers Responding to Advertisements Responded to the Following Number of Company Advertisements each issue

Readers Responding to 1 to 4 Company Ads each Issue	77%
Readers Responding to 5 or More Company Ads each Issue	23%

GardenAndGreenhouse.net Artwork Specifications

Banner ads should be no larger than 25K and submitted as .jpg or .tif files at 160 pixels width x 100 pixels height at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to.

Partners Area images should be no larger than 25K and submitted as .jpg files at no more than 225 pixels width x 150 pixels height at 72 dpi. Include the website the listing should be linked to.

Advertisements placed within articles should be submitted as .jpg files or animated .gif files at no more than 300 pixels w and 350 pixels h at 72 dpi. Include the website the ad should be linked to.

Mechanical Requirements

Display Ad Mechanicals

Publication trim size is 7.75" x 10.75"
Please include .125" all around for bleed ads

Digital Advertising Submissions

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final ad artwork provided preferably as a high resolution Adobe Acrobat PDF (v1.3) document, or in InDesign for Macintosh* on CD-Rom. All supporting files – fonts, scans, logos, etc. – along with a full size printout (color if applicable), must be included so we can be sure your ad prints correctly and the colors are as intended. Without the required artwork and proofs, we cannot guarantee the print quality of an ad. Please contact your account executive for more details.

Artwork files 10 megabytes or smaller can be emailed to Rnichols@GardenAndGreenhouse.net. Contact us at 563.557.7571 or Rnichols@GardenAndGreenhouse.net for instructions on submitting files larger than 10 megabytes to our FTP site.

*Other formats may be acceptable – please call

Offset Printing Specifications

Including Four Color Process • Binding: Saddle Stitch
Trim Size: 7.75" x 10.75"

Electronic Artwork Only should be submitted. Any film submitted will be assessed a fee since it will need to be converted for use in electronic files. The print quality of these files cannot be guaranteed.

Issuance and Closing Dates

Issued 3 weeks after closing date of each magazine.

Bleed Advertisements

Add 15% to rate and .125" to publication trim size

Ad Size	Width	X	Height
Back Cover	7"	X	10"
Two Page Spread w/Bleed	16-1/2"	X	11-1/4"
Full Page with Bleed	8-1/4"	X	11-1/4"
Full Page	7"	X	10"
Half Page Horizontal	7"	X	4 7/8"
Half Page Vertical	3-3/8"	X	10"
Quarter Page	3-3/8"	X	4-7/8"
Eighth Page Horizontal	3-3/8"	X	2-3/8"
Eighth Page Vertical	2-3/8"	X	3-3/8"
Business Card	3-1/3"	X	1-5/8"

Mailing Instructions – All Advertisers

All correspondence, contracts, insertion orders, and special instructions should be sent to:

Nichols Publishing Company

6170 Forest Hills Drive | Dubuque, IA 52002

PHONE: 563.557.7571 | FAX: 563.557.7641

EMAIL: Sales@GardenAndGreenhouse.net

www.GardenAndGreenhouse.net

