

Garden & Greenhouse

Garden & Greenhouse is published 9 times per year and distributed nationally to over 10,000 readers each issue by a combination of mailing direct to the readers who request the magazine and through distribution with greenhouse, hydroponics equipment & supplies and indoor gardening retailers and mail order companies. Each issue offers an affordable way to reach small commercial greenhouse growers & retailers, hobby greenhouse owners, indoor & outdoor gardeners, landscapers and educational facilities.

Over 85% of our readers have purchasing authority, 62% own or work in a greenhouse, 72% visit the advertising company's website when they respond to advertisements in the magazine and 29% retain Garden & Greenhouse ads for future reference. This group of potential customers is not addressed by gardening magazines, which target traditional gardeners or greenhouse magazines which normally contain information that is used only by very large commercial growing facilities.

Our editorial includes informative columns and concise articles on new plants, products, and practices in the market that greenhouse users, indoor gardeners and traditional gardeners should consider for usage. This "easy to read" information makes Garden & Greenhouse a valuable resource for busy owners, managers and hobbyists.

We support our advertisers by publishing their product releases & news items and encouraging them to submit potential articles & product features.



2009 Media Kit

6170 Forest Hills Drive, Dubuque, IA 52002
PHONE: 563.557.7571 | Rnichols@GardenAndGreenhouse.net
www.GardenAndGreenhouse.net

Garden & Greenhouse Magazine Advertising Rates

Display Advertising Rates

All rates are per issue and include 4-color

	1 Issue	5 Issues	9 Issues
Two Page Spread	\$1,481	\$1,263	\$1,040
Full Page	\$824	\$702	\$578
Half Page	\$636	\$539	\$445
Quarter Page	\$436	\$370	\$307
Eighth Page	\$282	\$238	\$197

Premium Positions

	1 Issue	5 Issues	9 Issues
Centerfold Spread	\$1,629	\$1,389	\$1,143
Inside Front Cover	\$957	\$815	\$672
Inside Back Cover	\$917	\$780	\$642
Back Cover	\$1,044	\$891	\$735

Special Positioning – Add 10% per issue

	1 Issue	5 Issues	9 Issues
Business Card Directory			
Business Card	\$90	\$80	\$70

Special Services

Poly-Bag

Poly-Bag your catalog, promotional item (CD ROM, Seed Packet, etc.) with Garden & Greenhouse magazine

Prices start at \$0.31 each.

Call 563.557.7571 for details. (Minimum 3,000 pieces & price may increase depending on weight)

7.75 x 10.75 Pre-printed Inserts provided to our specifications

One Page	Two Page	Four Page
\$496 per issue	\$842 per issue	\$1,248 per issue

Postcards (Bound In) \$0.085 each
(Minimum 2,000 pieces & printing specifications apply)

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

GardenAndGreenhouse.net Email Newsletter Rates

Rates are per issue (published monthly)

The Garden & Greenhouse Email Newsletter is published monthly and reaches over 1,600 opt-in readers.

	1 Month	6 Months	12 Months
Primary Sponsor	\$90	\$80	\$70
Banner Sponsors	\$60	\$50	\$40
Featured Products Area	\$70	\$60	\$50
Company Profile	\$99		

Website Advertising Rates

GardenAndGreenhouse.net averages 2,916 visitors, 10,929 page views and 168,927 hits each month.

Banner Ad rates are per month. Partners Area Listing rates are annual.

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

Partners Area Listing in one category with 50 word description, photo & link to your website. Additional categories are only \$15 each
N/A N/A \$149 (entire year)

Partners Area Listing in one category with 50 word description & link to your website. Additional categories are only \$15 each
N/A N/A \$99 (entire year)

Advertisements placed within articles One Year \$99

Banner ads should be no larger than 25K and submitted as .jpg or .gif files at 160 pixels w x 100 pixels h 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 or gif files at no more than 225 pixels w x 150 pixels h at 72 dpi. Include the website the listing should be linked to.

Advertisements placed within articles should be submitted as .jpg or gif files at no more than 225 pixels w and 200 pixels h at 72 dpi. Include the website the ad should be linked to.

2010 Wall Calendar

Distributed to over 7,000 readers with the November/December 2009 issue



Business cards

**Sign Up and Artwork
Deadline is Friday
September 4, 2009**

RATES

Large locations\$640 each
Products/Services\$155 each
Business Cards\$70 each

Call 563.557.7571 or email Rnichols@GardenAndGreenhouse.net for pricing and space reservations. All positions are available on a first reservation basis.

Garden & Greenhouse 2009 Editorial Calendar

Issue	Main Feature Article	Columns & Departments	Buyers Guide Section	Advertising & Artwork Deadline
Jananuary/ February	Artificial Light for the Greenhouse	Book Review Bug Out Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Garden & Greenhouse Tools	12-16-08
March	Edible Landscaping	Book Review Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Mail Order & Internet Supply Houses	1-27-09
April	Greenhouse to Garden	Bug Out Book Review Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Greenhouses	2-24-09
May	Food Production & Rotation	Book Review Bug Out Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Fertilizers, Stimulants & Supplements	3-24-09
June	Grower Profile: This Grower has Tripled his Space in one Year	Book Review Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Pest Control	4-28-09
July/August	Growing Coffee	Book Review Bug Out Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Propagation	6-23-09
September	Comparing Greenhouse Covering Materials	Book Review Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Grow Lights	7-28-09
October	Food Lacking Minerals?	Book Review Bug Out Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Hydroponics	8-25-09
November/ December	Going Green in your Greenhouse	Book Review Efficient Gardening From the Garden & Greenhouse to the Table Growing Roses Hydroponics 101 The One Minute Gardener Products, Plants & More The Greener Side (Q&A Section)	Seed Companies	10-27-09

Readership Survey

Garden & Greenhouse Readership Survey & Subscriber Profile

Garden & Greenhouse Subscriber Work Environment

Greenhouse Growers	.62%
43% Greenhouse Growing Area Less than 1,000 Square Feet	
12% Greenhouse Growing Area 1,001 to 5,000 Square Feet	
3% Greenhouse Growing Area 5,001 to 10,000 Square Feet	
4% Greenhouse Growing Area of More Than 25,000 Square Feet	
62% Total Greenhouse Growers	
88% Commercial Greenhouse Growers who Have Retail Operations	
Indoor Gardeners & Traditional Gardeners	.24%
Educational	.5%
Supplier/Manufacturer	.4%
Research	.5%
Total Readership	100%

Garden & Greenhouse Subscriber Purchasing Authority

Subscribers Reporting Purchasing Authority	.85%
<i>Purchasing Areas (Many subscribers reported purchasing authority in more than one area)</i>	
Bedding Plants	.83%
Cut Flowers	.42%
Equipment	.53%
Foliage	.49%
Greenhouse Vegetables	.64%
Other Floricultural Plants	.39%
Potted Plants	.87%
Seedlings/Plugs	.65%
Structures	.27%
Supplies	.66%

How Garden & Greenhouse Readers Respond to Advertisers

Garden & Greenhouse Readers Respond to Customer Advertisements By: <i>(Many subscribers reported responding to advertisements in more than one way)</i>	
Visit the Advertisers Website	.72%
Call the Advertiser	.33%
Retain Garden & Greenhouse Ads for Future Reference	.29%

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%

Mechanical Requirements

Display Ad Mechanicals

Publication trim size is 7.75" x 10.75"
Please include .25" 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 QuarkXPress, InDesign, PageMaker, FreeHand 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 .25" to publication trim size

Ad Size	Width	X	Height
Back Cover	7"	X	8"
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: Rnichols@GardenAndGreenhouse.net

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