

# Garden & Greenhouse



## 2017 MEDIA KIT



**Garden & Greenhouse** is published monthly and distributed nationally to over 11,000 readers each issue. Over 5,700 copies are mailed directly to subscribers who are primarily hobbyists, small commercial growers and hydroponic & indoor gardeners that have requested the magazine. 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 and independent retailers.

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 growing practices, plants and products that help small 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](mailto:Sales@GardenAndGreenhouse.net)  
[www.GardenAndGreenhouse.net](http://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.



### 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.

## GARDEN & GREENHOUSE EMAIL NEWSLETTER RATES

Rates are per issue (published monthly)



The Garden & Greenhouse Email Newsletter is published monthly and reaches over 3,700 opt-in readers.

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

## DISPLAY AND 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
<b>Premium Positions</b>					
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 and 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 2017 Email Newsletter Deadlines

Issue	Deadline
January	12-28-16
February	2-1-17
March	3-1-17
April	3-29-17
May	5-3-17
June	5-31-17
July	6-28-17
August	8-2-17
September	8-30-17
October	9-27-17
November	10-25-17
December	11-29-17



**GARDENANDGREENHOUSE.NET  
ADVERTISING RATES**

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



	1 Month	6 Months	12 Months
Standard Banner Ads	\$60	\$50	\$40
Enhanced Banner Ads	\$80	\$70	\$60
Videos Posted on Home Page	\$59	\$49	\$39
Videos Posted within Individual Articles			\$59 (One Year)

**Online Buyers Guide**

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 (One year)

**GardenAndGreenhouse.net Artwork Requirements**

(All artwork or questions should be emailed to Rnichols@GardenAndGreenhouse.net.)

**Banner Ads**

Should be no larger than 25K and submitted as .jpg or .tif files at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to. Standard banners are 160 pixels w x 100 pixels h and Enhanced Banners are 468 pixels w x 60 pixels h.

**Videos**

Provide a link to an existing YouTube video.

**Online Buyers Guide**

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

**Display Ads within Articles**

Advertisements placed within articles should be submitted as .jpg files or animated .gif files at no more than 335 pixels w and 400 pixels h at 72 dpi. Include the website the ad should be linked to.

# Garden & Greenhouse

## 2017 EDITORIAL CALENDAR & DEADLINES

ISSUE	PRIMARY FEATURE	EDITORIAL DEADLINE	AD & ARTWORK DEADLINE
Jan/Feb	<b>Organic vs Traditional Cloning: Which is Best for You?</b> Compares traditional and organic cloning practices and includes discussion on synthetic rooting hormones and natural rooting hormones.	11-23-16	12-12-16
Mar	<b>Understanding Greenhouse Materials</b> Discusses greenhouse framing materials and glazing materials along with the advantages and disadvantages of each.	1-3-17	1-16-17
Apr	<b>Getting Dirty – How to Build Organic Soil from Scratch</b> Reviews individual ingredients and how each affects the soil composition (NPK, pH, water retention etc.) Includes advantages and disadvantages of some of the raw ingredients and suggestions on recipes.	1-31-17	2-13-17
May	<b>Common Pest Insects and How to Eradicate Them</b> Describes how to identify common pest insects and gives conventional and organic treatments for each in a greenhouse or indoor garden.	2-28-17	3-13-17
Jun	<b>Enzymes, Amino Acids and Plant Hormones</b> Discusses how enzymes, amino acids and plant hormones affect plant growth including how to supplement these “non-plant food” additives and how to incorporate them into a feeding regimen.	4-4-17	4-17-17
Jul	<b>Do It Yourself Hydroponics</b> Details the common self-built hydroponic systems and some tips on how to make each of them work most efficiently.	5-2-17	5-15-17
Aug	<b>The Importance Consistent Atmospheric Conditions in Greenhouses and Indoor Gardens</b> Explains the importance of consistency in temperature, humidity and nutrient levels along with examining how plants perform better under consistent conditions while not responding well to sudden changes.	6-5-17	6-19-17
Sep	<b>CO2 Generation for Greenhouses &amp; Indoor Gardens</b> Discusses methods like burners, compressed CO2 bottles and CO2 Bags to produce CO2 and inject it into greenhouses and indoor gardens along with the advantages and disadvantages of each. It also reviews the equipment used to monitor, control and disperse the CO2.	7-5-17	7-17-17
Oct	<b>Maximizing Lighting Efficiency</b> Reviews techniques that can be used to best utilize artificial lighting sources and technology like light movers for both greenhouses and indoor gardens.	8-1-17	8-21-17
Nov	<b>New Light Technology Comparison</b> Examines the newest lighting technologies including LED, Double Ended HPS, Induction Plasma and Induction Fluorescent and how they compare to each other.	9-5-17	9-18-17
Dec	<b>Parameters for the Hydroponic Nutrient Reservoir</b> Details how to provide the optimal temperature, pH and nutrient concentration for hydroponic nutrient reservoirs. It also discusses how to maintain the parameters, their importance and how they affect growth rates in a hydroponic system.	10-3-17	10-16-17
Buyers Guide	A comprehensive listing of vendors serving the hobby greenhouse grower, small commercial grower and hydroponic & indoor gardening industry.	N/A	11-13-17



## 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%
<b>Total . . . . .</b>	<b>100%</b>

### 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%
<b>Total . . . . .</b>	<b>100%</b>

### 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%



## 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](http://www.GardenAndGreenhouse.net)

