

Garden & Greenhouse



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 small greenhouse growers, 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. A digital version of each issue is available for subscribers that prefer to read the magazine with an electronic device.

2018 MEDIA KIT

Each issue offers an affordable way to reach small 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.

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 \$1,395. 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
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 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 2018 Email Newsletter Deadlines

Issue	Deadline
January	1-3-18
February	1-31-18
March	2-28-18
April	3-28-18
May	5-2-18
June	5-30-18
July	6-27-18
August	8-1-18
September	8-29-18
October	9-26-18
November	10-31-18
December	11-28-18



GARDENANDGREENHOUSE.NET ADVERTISING RATES

GardenAndGreenhouse.net averages 32,820 visitors, 213,229 page views and 1,212,898 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

2018 EDITORIAL CALENDAR & DEADLINES

ISSUE	PRIMARY FEATURE	EDITORIAL DEADLINE	AD & ARTWORK DEADLINE
Jan/Feb	Maximizing Dissolved Oxygen Content in a Hydroponic System Discusses the importance of dissolved oxygen and how it promotes healthy plant growth along with techniques and products that can be used to increase the dissolved oxygen content in a hydroponic system.	11-28-17	12-18-17
Mar	How a Cloning Machine can Increase Success A look at how clone machines work and techniques to increase cloning success while using a clone machine.	1-2-18	1-22-18
Apr	Using Light Deprivation for Increased Harvests Explains what light deprivation is and how it works while discussing light deprivation techniques used by growers to achieve two or more harvests per outdoor growing season.	1-30-18	2-19-18
May	Ventilation System Automation for Small Greenhouses & Indoor Gardens Discusses the benefits of automating a ventilation system and examples of how a small grower can achieve ventilation automation.	2-27-18	3-19-18
Jun	Evaporative and Passive Cooling in a Greenhouse Discusses how evaporative and passive cooling work and how they can be used a greenhouse.	4-3-18	4-23-18
Jul	How to Increase Microbial Population in a Soil or Medium Details products and techniques used to increase the amount of beneficial microorganisms in soil and/or hydroponic mediums.	5-1-18	5-21-18
Aug	Plant Extracts and How They are Used Reviews plant extracts like plant hormones and essential oils used in nutrient amendments, pesticides, fungicides and growing mediums.	5-29-18	6-18-18
Sep	Using CO2 for Increased Cloning Success Explains how and why CO2 increases cloning success and the products and techniques that should be used when cloning with CO2.	7-3-18	7-23-18
Oct	The Future of Lighting for Greenhouses and Indoor Gardens A look at the most recently developed horticultural lighting technologies and the future of horticultural lighting.	7-31-18	8-20-18
Nov	Building a Hydroponic Nutrient Regimen Discusses the various parts of a fertilizer regimen and how to mix and match (make a cocktail) out of products from different manufacturers.	8-28-18	9-17-18
Dec	Best Supplemental Lighting for Greenhouses Compares commonly used artificial light sources and their best use for supplemental light in greenhouses.	10-2-18	10-22-18
Buyers Guide	2018 Industry Buyers Guide A comprehensive listing of vendors serving the small greenhouse grower, hydroponic & indoor gardening industry and small commercial grower.	N/A	11-19-18

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%



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

