

































A publication is only as good as its editors ... and ours are the best: Ball Publishing's 11 full-time and at-large editors combine for more than 300 years of experience in horticulture and agriculture. Six have advanced degrees. All are professionally dedicated to the industry—this is not a temporary stop on the way to a better gig. Horticulture is their passion and it shows in their reporting, writing and commentary.

Print advertising works!

47%	VISITED ADVERTISER'S WEBSITE
25%	DISCUSSED AD WITH OTHERS
22%	PURCHASED/ORDERED A PRODUCT/SERVICE
19%	CONTACTED ADVERTISER, DEALER OR REPRESENTATIVE
16%	FILED AD FOR FUTURE REFERENCE
16%	PASSED AD ALONG TO OTHERS
13%	RECOMMENDED A PRODUCT/SERVICE

*As of June 2025 AAM Publisher's Statement **May 2025 Signet Research Study ***May 2025 Signet Research Study and Publisher's own data 91%

DECISION MAKERS WITH BUYING POWER

91% of respondents are involved with purchasing.**



AD RESPONSE RATE

84% answered that they have taken action as a result of seeing an ad in GrowerTalks | Green Profit.**

61% of grower subscribers are also retailers.*



PROVEN ROI

22% reported purchasing a product as a result of seeing a print ad in GrowerTalks | Green Profit.**

PRINT AND DIGITAL SUBSCRIBERS

Complete industry coverage reaching growers, retailers, nursery and landscape.

21,900+ average qualified print circulation 13,000+ average additional digital circulation



GROWERTALKS



12X PER YEAR (JANUARY-DECEMBER)

Since its inception in 1937 by George J. Ball, GrowerTalks has established itself as the leading source of information and insights for professionals in the horticultural industry. Combined with sister publication Green Profit, it brings valuable production, business and retail focused information to the industry.

Acres Online

Digital Component

e-newsletter

Chris Beytes, Editor-in-Chief

See page 6 for e-newsletter information.

greenPROFIT



12X PER YEAR (JANUARY-DECEMBER)

Green Profit delivers valuable information to help garden centers with their businesses. Including topics such as plants, technology, hard goods, business operations and more, Green Profit helps our readers thrive in today's ever-changing retail landscape. Combined with sister publication GrowerTalks, we cover it all, from must-have new varieties to consumer shopping habits.



Print advertisements receive leads from each placement.

Publisher's Statement combined with

Publisher's own data



Digital Component

e-newsletter

Ellen C. Wells, Senior Editor-at-Large

See page 6 for e-newsletter information.



Speciality Guides

2-Page Spread \$4,400	Podcast\$5,500
Full Page \$2,400	Product Feature\$500
Sponsored Article \$5,000	

Perennial Guide (March) | Biosolutions Guide (June)

2026 Editorial Calendar

	GROWERTALKS	GREEN PROFIT	EXTRAS	
JANUARY Ad Close: 11-24-25 Material Due: 12-5-25	THE GROWING MEDIA, NUTRITION & IRRIGATION ISSUE Watering More Efficiently The Learning Curve With Hybrid Mixes	THE HOLIDAY PLANTS ISSUE Unique Holidays for Plant-giving Holidays Combos—What Plays Nicely With a Poinsettia? Salary & Benefits Survey	BONUS DISTRIBUTION: Tropical Plant International Expo (TPIE)	
ADDED VALUE B	UY ONE-GET ONE FREE!	When you commit to advertising in the 2026 Jan with an increased schedule over 2025, you will re		
FEBRUARY Ad Close: 12-22-25 Material Due: 1-8-26	THE CHEMICALS & BIOCONTROLS ISSUE What Are Biostiumulants & How Do You Use Them? Insects & Diseases on Houseplants	THE CONTAINER GARDENING PRODUCTS ISSUE Revisiting Self-Watering Containers Using Shrubs in Mixed Containers		
MARCH Ad Close: 1-26-26 Material Due: 2-5-26	THE "TRENDING NOW" NEW PRODUCTS ISSUE Highlights From the Winter Shows	THE "TRENDING NOW" NEW PRODUCTS ISSUE Lit New Products New Consumer Trends	BONUS DISTRIBUTION: National Hardware Show	
Print	Supplement: PEREN	INIAL GUIDE	Advertising opportunities available See page 3 for details.	
APRIL Ad Close: 2-23-26 Material Due: 3-5-26	THE STRUCTURES ISSUE Should You Buy That Used Greenhouse?	THE PLANT HEALTH PRODUCTS ISSUE Building a Biologicals Department Fertilizer = Plant Health		
MAY Ad Close: 3-23-26 Material Due: 4-6-26	THE POINSETTIA PRODUCTION ISSUE What's New for the Holidays Whitefly Control for Poinsettias	THE HOUSEPLANTS & HOME DÉCOR PRODUCTS ISSUE Pest Control for Inside Helping Chronic Overwatering		
ADDED VALUE	REE AD EFFECTIVENESS ST	Your full-page ad in <i>GrowerTalks</i> 0 ad effectiveness study.	Green Profit provides a free	
JUNE Ad Close: 4-23-26	THE GREENHOUSE TOOLS & EQUIPMENT ISSUE	THE SELLING PERENNIALS ISSUE A to Z or White to Purple: How	BONUS DISTRIBUTION: National Lawn & Garden Show	

Using Biological Additives in

Making Your Own Testing Lab

YOUNG GROWER AWARD ESSAYS

Your Mix

Print Supplement: BIOSOLUTIONS GUIDE

to Arrange Your Perennials

YOUNG RETAILER AWARD, ESSAYS

Advertising opportunities available See page 3 for details.

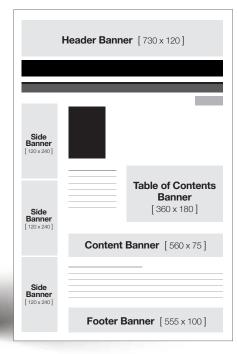
Material Due: 5-5-26

	GROWERTALKS	GREEN PROFIT	EXTRAS
Ad Close: 5-26-26 Material Due: 6-5-26	THE @CULTIVATE ISSUE Highlights From the California Trials	THE NEW VARIETIES ISSUE New Annuals for IGCs	BONUS DISTRIBUTION: Ball Seed Customer Days Cultivate'26 Perennial Plant Association National Symposium SAF Annual Convention
AUGUST Ad Close: 6-23-26 Material Due: 7-6-26	THE NURSERY & LANDSCAPE ISSUE New Landscape Plants With Benefits New Perennials from the California Trials Landscape PGR Applications	THE PREP-FOR-NEXT-YEAR ISSUE Mini Renovations for Your IGC New Edibles From the California Trials	BONUS DISTRIBUTION: Farwest
SEPTEMBER Ad Close: 7-23-26 Material Due: 8-5-26	THE CULTURE NOTES ISSUE How to Grow the Newest Varieties Editors' Picks & Pics From Cultivate'26 YOUNG GROWER AWARD WINNER	THE FACILITIES & TECHNOLOGY ISSUE Sanitation for Your Garden Center Retailers' Choice Products From Cultivate'26 YOUNG RETAILER AWARD, WINNER	BONUS DISTRIBUTION: The Garden Center Group Fall Event
OCTOBER Ad Close: 8-25-26 Material Due: 9-8-26	THE GREENHOUSE EFFICIENCY ISSUE The Most Efficient Thing I've Ever Done New Technology in Climate Controls	THE SOIL & AMENDMENT PRODUCTS ISSUE Creating Loyalty Through Your Soil What to Know About Private Labeling	BONUS DISTRIBUTION: National FFA Convention & Expo
NOVEMBER Ad Close: 9-24-26 Material Due: 10-5-26	THE PLUG & LINER ISSUE The Economics of Young Plants Exploring the Different Types of Rooting Media	THE NUTRITION & IRRIGATION ISSUE Training Your Team on Fertilizers Irrigation Options for Consumers Stuff We Love—Editor's Picks	BONUS DISTRIBUTION: Great Lakes Expo
DECEMBER Ad Close: 10-26-26 Material Due: 11-5-26	THE BUSINESS & HR ISSUE How to Get More Out of Your Crop Salary & Benefits Survey	THE ECO-FRIENDLY PLANTS & PRODUCTS ISSUE The Nuance of Natives Products You Can Be Proud to Carry	BONUS DISTRIBUTION: Mid-Atlantic Nursery Trade Show (MANTS)



E-newsletters

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements. Topical formats ensure your ad is aligned with relevant content for increased engagement.



			0000				
	OPEN RATE	AD VIEWS	HEADER	70 ^C	CONTENT	FOOTER	SIDE
Acres Online Growers			BANNER AD RATES 2026				
4 emails sent/mo. 27,000+ recipients/send	40%	44,000+	\$3,800	\$2,365	\$1,920	\$1,820	\$1,390
buZZ! Retailers 4 emails sent/mo. 26,000+ recipients/send	34%	36,000+	\$3,675	\$2,280	\$1,855	\$1,745	\$1,340
Acres of buZZ! (California Trials) Growers & Retailers Email sent each day of Trials 31,000+ recipients/send	39%	62,000+	\$3,410	\$2,680	\$2,170	\$2,040	\$1,570
Tech On Demand <i>Growers</i> 4 emails sent/mo. 25,000+ recipients/send	35%	36,000+	\$3,675	\$2,280	\$1,855	\$1,745	\$1,340
Perennial Pulse Perennial Growers 2 emails sent/mo. 34,000+ recipients/send	34%	23,000+	\$2,365	\$1,835	\$1,490	\$1,410	\$1,080
Nursery & Landscape Insider Nursery & Landscape Growers 2 emails sent/mo. 31,000+ recipients/send	34%	21,000+	\$2,365	\$1,835	\$1,490	\$1,410	\$1,080
Tropical Topics (Tropicals & Houseplants) Growers & Retailers 2 emails sent/mo. 29,000+ recipients/send	33%	19,000+	\$2,365	\$1,835	\$1,490	\$1,410	\$1,080
PestTalks (Insect & Disease Management) Growers 2 emails sent/mo. 27,000+ recipients/send	35%	19,000+	\$2,365	\$1,835	\$1,490	\$1,410	\$1,080
GreenTalks (Sustainability) Growers 2 emails sent/mo. 27,000+ recipients/send	33%	18,000+	\$2,365	\$1,835	\$1,490	\$1,410	\$1,080
Bloom Beat Cut Flower Growers 2 emails sent/mo. 6,200+ recipients/send	57%	7,000+	\$2,365	\$1,835	\$1,490	\$1,410	\$1,080

Websites





















Website

GrowerTalks.com | GreenProfit.com

Monthly Rate

Opening ad to the website, then reduces in size and stays on the page.

When scrolling down, the ad appears at "Features" on the home page and on every page with articles, including cover story for the month. Stays on the page until it's closed and is run of site.

Falls below the monthly cover image on the opening page and is run of site. Additional artwork required [300 x 250].

Article Banner [120 x 240]\$1,000 Appears on every page with articles, including cover story for the month.

Block Banner [300 x 250]\$1,200 Run of site.



Website

HORTCalendar.com

Industry events website.

Monthly Rate

Header Banner [728 x 90] \$950 **Block Banner** [300 x 250]\$750 **Side Banner** [120 x 240]\$650





CaliforniaTrials.com

Industry events website.



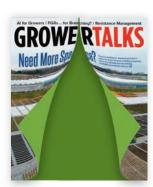
Advertising Rate

Header Banner [970 x 120] \$2,500 Additional artwork required [300 x 250].

Block Banner [300 x 250].....\$950

See page 6 for e-newsletter pricing.





Cover Tip-On*

A high-visibility faux cover tip-on showcases your company's messaging in an 8.25 in. x 4 in. space. Attached with rubbery glue to the front cover, it includes a full-page space on the flip side for additional messaging.

COST \$8,000

French Door Cover*

Use this high-impact placement to emphasize your company's products. This front cover opening leads readers into a 2-page space with ample real estate for visuals and messaging.

COST \$8,500



Folio

Make a big impression with your logo or message placed at the bottom of each numbered page in GrowerTalks or Green Profit magazine.

COST \$4,000 Add both sides of the publication for an additional \$2,000



Sponsored Article

- 2-page article spread displaying company logo.
- Written by your experts on topics that could include industry trends, research data or case studies.
- 1,000-1,200 words with 2-4 photos.
- Ball Publishing provides the editing, space, design and layout.
- PDF provided for expanded use.
- Included on GrowerTalks or Green Profit website.
- Also appears in digital edition.

COST \$5,000 Add an audio file \$1,500



Belly Band*

Use this front and center placement to bring awareness to new product introductions or other messaging that commands high visibility. Advertiser provides preprinted belly band. Printing quotes available upon request.

COST \$7,500



- 2 months of side banner ads in one of our 2x/month e-newsletters.
- 1 product feature in "Trending Now" section with optional QR code.

COST \$4,900



Behind the Business

Create a personal connection by telling a unique and interesting story about the history of your company. A great opportunity to celebrate a company anniversary or other important date.

- 1-page story about your company, written by our editor.
- Front cover callout of article!
- Optional Ball Publishing-produced podcast or video segment about your company. Additional cost.

COST \$6,000 Add an adjacent full page ad. Additional cost.

DIRECT MARKETING

Targeted Email E-blast

Instantly deliver your message to a focused audience of decision makers, driving quick engagement for things like:

- New product launches
- Seasonal promotions
- Product demonstrations
- Customer testimonials
- Exclusive purchase opportunities

COST \$400/THOUSAND + \$100 SETUP (\$600 MINIMUM)



Digital Edition E-blast

- Large [800 x 120] exclusive header banner ad in our monthly newsletter announcing the arrival of our digital edition.
- 26,000+ emails 38% open rate.

COST \$3,000

EDUCATE YOUR AUDIENCE



Livestreams

These interactive educational sessions featuring your experts and moderated by our editors provide essential industry information for growers or retailers. They also convey a clear, focused message for your sales force. Share proven strategies, case studies and product enhancements that support both your customers and your sales goals.

Includes print and digital promotions, as well as attendee registrations.

COST \$6,500



Tech On Demand Podcast

Ball Publishing partners with your company to create focused podcasts featuring your experts and moderated by our editors to deliver insights and tools that help your customers succeed.

Share strategies, case studies and updates while reinforcing your sales message and positioning your company as an industry leader.

Includes print and digital promotions.

COST \$5,500

VIDEO



Trending Now Video

Ball Publishing will create a short interview-style video, hosted by one of our editors, to promote your product. The video will be featured via a QR code in our "Trending Now" section and on our YouTube channel's playlist, reaching our 8,600+ channel subscribers!

Production and editing included.

COST \$3,000

Video Production

- High-Quality Production: Polished videos that showcase your brand effectively.
- Tailored Content: Customized segments aligned with your marketing goals.
- Expert Guidance: Clear and impactful messaging from experienced editors.
- Comprehensive Distribution: Maximize reach across print and digital channels.
- Product demos, social media clips, educational, event coverage and more.
- Maximize Trade Show Exposure: Consider a video at events like Cultivate or a "Trending Now" product video with QR code.

COST \$2,000+

Advertising Roadmap

targ	get audience	Growers	Garden Center Retailers
print	GrowerTalks Green Profit Biosolutions Guide Perennial Guide Classified Section Sponsored Publications	x x x x	x x x
digital	GrowerTalks Green Profit California Trials HORTCalendar.com E-NEWSLETTERS Tech On Demand Acres Online buZZ! Acres of buZZ! PestTalks Perennial Pulse Nursery & Landscape Insider Tropical Topics Bloom Beat GreenTalks SPONSORED Digital Edition E-blast Targeted Email E-blast	x x x x x x x x x x x x x x x x	x x x x x x x x x x x x x x x x x x x
other	EDUCATIONAL Livestream Podcast VIDEOS Trending Now Custom Video California Trials	x x x x	x x x x

niche audiences

Perennial Grower Products

Perennial Pulse Perennial Guide

Biosolutions Products

Biosolutions Guide

Nursery & Landscape Grower Products

Nursery & Landscape Insider

Tropical & Houseplant Products

Tropical Topics

Cut Flower Products

Bloom Beat

Sustainable Products

GreenTalks



Material and Design Specifications

Print & Digital

Publication Trim Size

9 x 10.875 in. (229 x 276 mm)

Printing

Cover, half-web offset; body, web offset

Binding

Perfect bound, $\frac{1}{8}$ in. (4 mm) grind at spine

Screen

150 line (60 lines per centimeter)

Bleed Page Size

9.25 x 11.125 in. (235 x 286 mm)

There is no extra charge for a bleed page.

*See ad template for additional detailed bleed instructions: www.ballpublishing.com/ productionguidelines

EMAIL ALL PRINT ADVERTISING MATERIALS to:

Jackie Batson

Production Specialist

ph 1.630.277.9823

email jbatson@ballpublishing.com

FTP upload available. Please call for instructions to verify your upload with Jackie.

Preferred medium for advertiser-supplied printed ad materials is high-resolution (minimum resolution 300 dpi), press-ready PDFs.

EMAIL ALL DIGITAL ADVERTISING MATERIALS to:

Denielle Noe

Publishing Assistant

ph 1.630.588.3233

email dnoe@ballpublishing.com

Exact dimensions (pixels); jpg or gif; file size ≤100kb; URL is requested for each ad. Animation allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID TO:

Schumann Printers, Inc.,

Attn: Insert Warehouse Building #2, 200 Swarthout Road, Fall River, WI 53932



2-Page Spread

Live Area: 17 in. x 9.875 in. Trim: 18 in. x 10.875 in. Bleed: 18.25 in. x 11.125 in.



1/2-Page (horizontal) Live Area: 7.5 in. x 4.625 in. Bleed option available*



Live Area: 8 in x 9 875 in Trim: 9 in. x 10.875 in. Bleed: 9.25 in. x 11.125 in.



1/3-Page (square) 4 875 in x 4 625 in



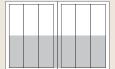
2/3-Page (vertical)

Live Area: 4.875 in. x 9.375 in. Bleed option available*



1/3-Page (vertical)

Live Area: 2.375 in. x 9.375 in. Bleed option available*



1/2-Page Spread

Live Area: 16.5 in x 4.625 in Bleed: 18.25 in. x 5.5 in.



1/6-Page (vertical)

2.375 in. x 4.625 in.



1/2-Page Island

Live Area: 4.875 in. x 6.875 in. Bleed option available*



For additional print and digital instructions, visit: ballpublishing.com/productionguidelines

ADVERTIS	MATERIAL DUE	
GrowerTalks	Green Profit	Print & Digital
January	11-24-25	12-5-25
February	12-22-25	1-8-26
March	1-26-26	2-5-26
April	2-23-26	3-5-26
May	3-23-26	4-6-26
June	4-23-26	5-5-26
July	5-26-26	6-5-26
August	6-23-26	7-6-26
September	7-23-26	8-5-26
October	8-25-26	9-8-26
November	9-24-26	10-5-26
December	10-26-26	11-5-26

Enhancements

Custom pieces, polybag inserts, gate fold, bind-in cards, heavy stock, metallic ink, and PMS match colors are available. Contact your account manager for information and pricing.

Pricing for maximum full page 2-sided insert, does not include additional postage or poly-bagging charges. Charges depend on quantity specified by customer. No postage fee for inserts that conform to Media Kit specs.

Interested in Advertising?

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)



NORTH AMERICA-WEST
PAUL BLACK

1.630.588.3301 pblack@ballpublishing.com



NORTH AMERICA-EAST

KIM R.L. BROWN

1.630.588.3433 kbrown@ballpublishing.com



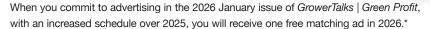
SALES COORDINATOR

ADRIANA HEIKKILA

1.630.588.3106 aheikkila@ballpublishing.com

JANUARY BUY ONE-GET ONE FREE!

Ad Close: 11-24-25 | Material Due: 12-5-25



*Buy One–Get One Free offer may not be combined with customized advertising programs. Contact your account manager for details.

MAY FREE AD EFFECTIVENESS STUDY

Ad Close: 3-23-26 | Material Due: 4-6-26

Your full page ad in GrowerTalks | Green Profit provides a free ad effectiveness study.

ADDED VALUE

FREE READER SERVICE LEADS

Print advertisements receive leads from each placement.



Drive AD RATES 2026

712 1211 20 2020						
	12x	9x	6x	3x	1x	
1/6 Page	\$785	\$820	\$850	\$940	\$975	
1/3 Page	\$2,175	\$2,250	\$2,310	\$2,460	\$2,525	
1/2 Page	\$2,550	\$2,685	\$2,795	\$2,900	\$2,990	
1/2-Page Island*	\$2,685	\$2,830	\$2,955	\$3,065	\$3,165	
2/3 Page	\$2,900	\$3,060	\$3,210	\$3,330	\$3,445	
Full Page	\$3,610	\$3,840	\$4,000	\$4,185	\$4,345	
Product Feature	\$500	\$500	\$500	\$500	\$500	
Insert Rate per Page	\$2,530	\$2,770	\$2,915	\$3,080	\$3,540	
Postcard**	\$1,110	\$1,140	\$1,245	\$1,310	\$1,590	

*1/2-Page Island premium makes advertiser only ad on page.

** 3.5 in. x 5 in. up to 4 in. x 7 in. preprinted on both sides, plus tipping charges.

DISCOUNTED PACKAGES

Make the most of your marketing dollars with one of these conveniently bundled multi-platform marketing opportunities.



Print: 6x-1/6 Page
Website: 1 Month Banner
Bonus: 1 Product Feature
Direct Mail List: 1x Usage

9 Months of Sales Leads

TOTAL COST

\$4.000



Print: 6x-1/3 Page
Website: 1 Month Banner
Bonus: 1 Product Feature
Direct Mail List: 1x Usage

9 Months of Sales Leads

TOTAL COST

\$9,900



Print: 6x−1/2 Page

Website: 2 Months Banner Bonus: 2 Product Features Direct Mail List: 1x Usage 10 Months of Sales Leads

TOTAL COST

\$11.900



CLASSIFIEDS

GrowerTalks.com/Classifieds GreenProfit.com/Classifieds

Email classifieds@ballpublishing.com or call 1.630.277.9823 to place a classified.

Our classified pages are a cost-effective way to sell a variety of products or offer services on a budget. Just use our simple online submission forms to get started!

\$1.50 per word, including company name and address. \$10 upcharge for blind ads requiring a box number, \$30 upcharge for white knockout option. To calculate the number of words, use our simple online form or use the word count feature in Microsoft Word. Display Ads are \$150 per column inch (25 mm).

No frequency discounts or agency commission.