

CONTROLLED ENVIRONMENT AGRICULTURE

# insideGROWER

MAGAZINE | E-NEWSLETTER | WEBSITE



2025  
MEDIA  
PLANNING  
GUIDE

## Editorial Calendar

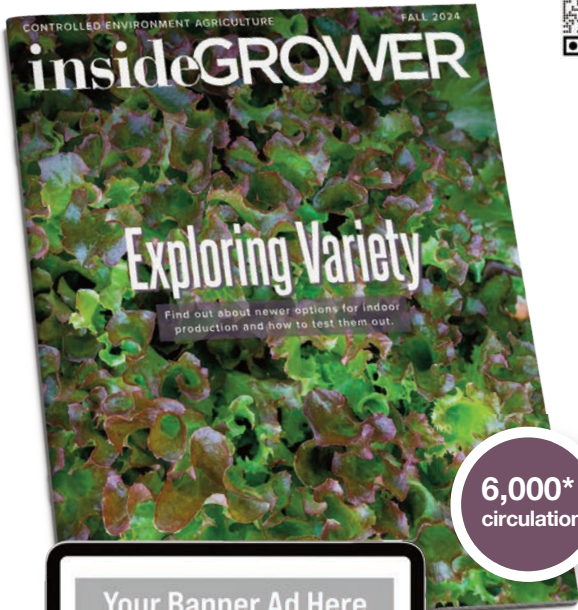
**SPRING ISSUE** (February) Structures & Greenhouse Climate

**SUMMER ISSUE** (May) Technology, Lighting & Efficiency

**AUTUMN ISSUE** (August) Plant Health & Pest Controls

**WINTER ISSUE** (November) Growing Media, Nutrition & Irrigation

IN EVERY ISSUE: Pest Management | Technology | Research Corner



6,000\*  
circulation



# Magazine

Managing Editor: Jennifer Polanz



Inside Grower magazine provides research and data, growing tips, trend information, grower profiles, industry news, analysis, new product coverage and more for the controlled environment agriculture (CEA) industry. Crops covered include leafy greens, herbs, tomatoes, peppers, cucumbers, strawberries, mushrooms and more for greenhouse, vertical farm and other indoor production methods.

4  
issues

**Spring Issue** (February) Structures & Greenhouse Climate

**Summer Issue** (May) Technology, Lighting & Efficiency

**Autumn Issue** (August) Plant Health & Pest Controls

**Winter Issue** (November) Growing Media, Nutrition & Irrigation

Print Advertising Rate:

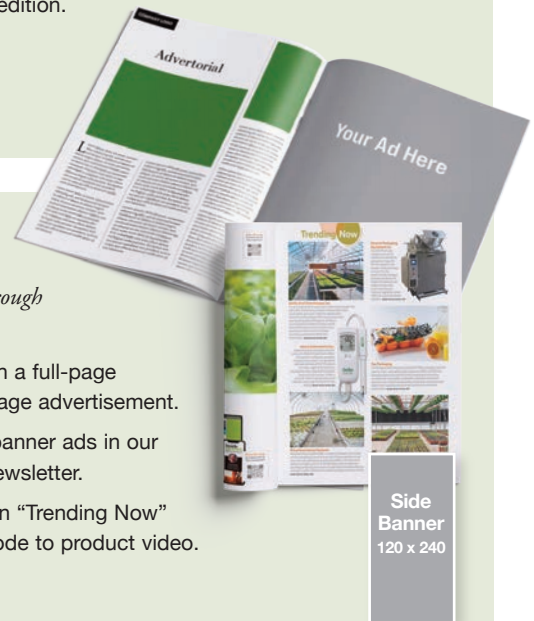
1/2-Page (horizontal)	\$1,900	1/2-Page Spread	\$3,400
Full Page	\$3,100	2-Page Spread	\$5,100



### DIGITAL EDITION E-BLAST

- Large [ 800 x 120 ] exclusive header banner ad in our monthly newsletter announcing the arrival of our digital edition.
- 32,000+ emails—30% open rate.

Cost: \$3,000



### SPONSORED ARTICLE

- 2-page article spread—article will display company logo.
- 1,000-1,200 words with 2-4 photos.
- Article is written by your experts with content focused on industry trends, research data or product case studies.
- Ball Publishing provides the editing, space, design and layout.
- PDF of article will be provided for expanded use.
- Article featured on www.inside-grower.com and in digital edition.

Cost: \$3,500



### PRODUCT FEATURE PACKAGE

Promote your product through print, digital and video.

- 2-page spread with a full-page advertorial + full-page advertisement.
- 2 months of side banner ads in our Inside Grower e-newsletter.
- 1 product feature in “Trending Now” section with QR code to product video.

Cost: \$4,500

## Discounted Packages

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

**PACKAGE #1** **\$6,500**

**Print:** 4x-1/2 Page  
**Website:** 1 Month Article Banner  
**E-news:** 2 Months Side Banner  
**Bonus:** 1 Product Feature  
**12 Months of Sales Leads**

**PACKAGE #2** **\$9,000**

**Print:** 2x-1/2 Page, 2x-Full Page  
**Website:** 2 Months Article Banner  
**E-news:** 4 Months Side Banner  
**Bonus:** 1 Product Feature  
**12 Months of Sales Leads**

**PACKAGE #3** **\$11,600**

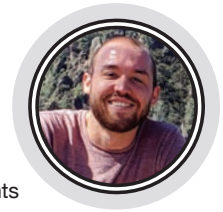
**Print:** 4x-Full Page  
**Website:** 3 Months Block Banner  
**E-news:** 4 Months Content Banner  
**Bonus:** 1 Product Feature  
**Direct Mail List:** 1x Usage  
**12 Months of Sales Leads**

\* Publisher's own data.





# E-newsletter



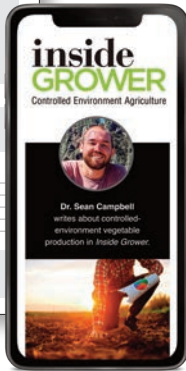
**Editor-at-Large:** *Dr. Sean Campbell*  
**2 emails sent per month**

Dr. Sean Campbell writes about news and advancements in indoor agriculture production with the *Inside Grower* e-newsletter, keeping you informed about the latest in CEA crops, new research and events, industry shifts, new products, and more.

**34% open rate | 31,000+ recipients/send | 21,000+ ad views**

### Monthly Advertising Rate:

<b>Header Banner</b> [ 730 x 120 ]	<b>\$2,400</b>	<b>Footer Banner</b> [ 555 x 100 ]	<b>\$1,225</b>
<b>TOC Banner</b> [ 360 x 180 ]	<b>\$1,900</b>	<b>Side Banner</b> [ 120 x 240 ]	<b>\$1,000</b>
<b>Content Banner</b> [ 560 x 75 ]	<b>\$1,350</b>		



## TECH ON DEMAND PODCASTS

- Sponsor an existing podcast, or work with our team for a more product-specific message.
- 26,000+ downloads—138 episodes to date (August '24).
- Your podcast promoted via print, e-news, website and social media channels, including more than 5,900 members of the Greenhouse Tech Team's Facebook group.

**Cost: \$5,500**



## PROFESSIONAL VIDEO SERVICES

*Studies show videos generate up to 300% higher engagement compared to static content on social media platforms.*

- **Simple Process:** We understand the CEA industry and will guide you through the entire process.
- **Increase Brand Awareness:** Showcase your product to a wider audience through online marketing and social media channels.
- **Improve Lead Generation:** Attract potential customers with compelling video driving engagement and inquiries.

**Cost: \$2,000+**

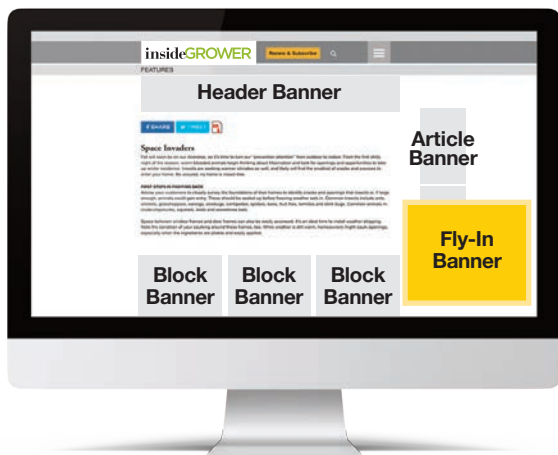


## LIVE WEBINARS

*Educate your audience on product features and enhancements.*

- **Boost Brand Authority:** Host webinars that showcase your expertise, attract industry professionals and build trust with your target audience.
- **Generate Quality Leads:** Engage with potential customers, capture valuable contact information and build relationships by addressing customer pain points.
- **Cost-Effective Marketing:** Reach a global audience efficiently while offering sales content you can repurpose.

**Cost: \$6,500**



# inside-grower.com

### Monthly Advertising Rate:

<b>Take-Over Banner</b> [ 640 x 480 ] <i>Opening ad to the website, then reduces in size and stays on the page.</i> <b>\$1,800</b>	<b>Header Banner</b> [ 970 x 120 ] <i>Falls below the monthly cover image on the opening page and is run of site. Additional artwork required [ 300 x 250 ].</i> <b>\$1,600</b>
<b>Fly-In Banner</b> [ 300 x 250 ] <i>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.</i> <b>\$1,600</b>	<b>Article Banner</b> [ 120 x 240 ] <i>Appear on every page with articles, including cover story for the month.</i> <b>\$800</b>
	<b>Block Banner</b> [ 300 x 250 ] <i>Run of site.</i> <b>\$900</b>



# Production Dates

## PRINT

### FEBRUARY SPRING ISSUE

Structures & Greenhouse Climate

Ad Close: 12-20-24

Print Material Due: 1-6-25

Bonus Distribution: Indoor Ag-Con

### MAY SUMMER ISSUE

Technology, Lighting & Efficiency

Ad Close: 3-3-25

Print Material Due: 4-7-25

Bonus Distribution: Cultivate'25

### AUGUST AUTUMN ISSUE

Plant Health & Pest Controls

Ad Close: 5-23-25

Print Material Due: 7-7-25

Bonus Distribution: CEA Summit East

### NOVEMBER WINTER ISSUE

Growing Media, Nutrition & Irrigation

Ad Close: 8-29-25

Print Material Due: 10-6-25

## DIGITAL

### Material Due Dates

**JANUARY** Due: 12-6-24

**FEBRUARY** Due: 1-6-25

**MARCH** Due: 2-6-25

**APRIL** Due: 3-6-25

**MAY** Due: 4-7-25

**JUNE** Due: 5-6-25

**JULY** Due: 6-6-25

**AUGUST** Due: 7-7-25

**SEPTEMBER** Due: 8-6-25

**OCTOBER** Due: 9-5-25

**NOVEMBER** Due: 10-6-25

**DECEMBER** Due: 11-6-25

# Interested in Advertising?

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)



NORTH AMERICA-WEST  
**PAUL BLACK**

1.630.588.3301  
[pblack@ballpublishing.com](mailto:pblack@ballpublishing.com)



NORTH AMERICA-EAST  
**KIM R.L. BROWN**

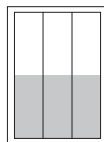
1.630.588.3433  
[kbrown@ballpublishing.com](mailto:kbrown@ballpublishing.com)



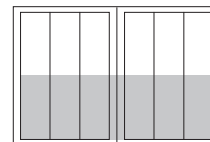
SALES COORDINATOR  
**ADRIANA HEIKKILA**

1.630.588.3106  
[abeikkila@ballpublishing.com](mailto:abeikkila@ballpublishing.com)

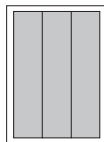
## Material & Design Specifications



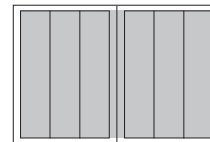
**1/2-Page (horizontal)**  
**Live Area:** 7.5 in. x 4.625 in.  
Bleed option available\*



**1/2-Page Spread**  
**Live Area:** 16.5 in. x 4.625 in.  
Bleed: 18.25 in. x 5.5 in.



**Full Page**  
**Live Area:** 8 in. x 9.875 in.  
Trim: 9 in. x 10.875 in.  
Bleed: 9.25 in. x 11.125 in.



**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.

### EMAIL ALL PRINT ADVERTISING MATERIALS to:

**Kathy Wootton**—Production Manager

ph 1.630.588.3352 | email [kwootton@ballpublishing.com](mailto:kwootton@ballpublishing.com)

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

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](mailto: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



For additional print and digital instructions, visit:

[ballpublishing.com/IGproductionguidelines](http://ballpublishing.com/IGproductionguidelines)