**GrowerTalks**
12x per year (January - December)

No other magazine has enjoyed the respect of the industry like GrowerTalks. Founded in 1937 by George J. Ball, who also founded Ball Seed Company (now Ball Horticultural Company), GrowerTalks covers the production and business side of the flower and plant industry with unrivaled focus and dedication. Together with sister publication Green Profit, we bring the world of growing and retailing to our readers.

**Green Profit**
12x per year (January - December)

Green Profit delivers the technology, consumer trends and eye-popping inspiration retail garden center owners and managers need to help them survive and thrive in today’s ever-changing retail environment. Combined with sister publication GrowerTalks, we cover it all, from must-have new varieties to consumer shopping habits.

**Inside Grower**
3x per year (February, June and October)

The Inside Grower print supplement focuses on CEA (Controlled Environment Agriculture) growing and greenhouse vegetable production. It mails with our GrowerTalks magazine in February, June and October, and provides cross-platform integration of your marketing efforts when paired with digital ads in our monthly Inside Grower e-newsletter.

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**About Our Audience**
- **26,613** Total Average Qualified Subscribers*
- Decision makers with substantial buying power
- Complete coverage reaching both growers and retailers

They have purchasing roles**

- 89% of subscribers are involved in purchasing.

They respond to advertising**

- 81% have taken action as a result of seeing ads in GrowerTalks/Green Profit.

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**Print Media**

**Digital Media**

Ball Publishing is a pioneer and leader in the digital realm, having launched our first website in 1996 and our first e-newsletter, Acres Online, in 2003. We currently publish 10 different topic-specific e-newsletters, have produced more than 700 videos, and each year create and host a variety of educational webinars. With these digital tools, the industry accesses our educational and inspirational content globally 24 hours a day via the best platform for their needs, which means they’ll be viewing your product and brand advertising messages in the same convenient ways.

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**Extended reach**

More than 64% of surveyed subscribers share their copy with their colleagues, giving GrowerTalks/Green Profit an approximate reach of more than 60,000.

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*2018 Alliance for Audited Media. 12 months ended June, 2018
**May 2018 Readex Research survey
Ball Publishing Knows Newsletters!

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements.

- Your ad included on every send
- Delivered in entirety to recipient inboxes (no redirecting)
- Targeting 10 specific markets/segments
- Full of insightful commentary - not simple press releases

**Acres Online**

**Chris Beytes’ e-newsletter Acres Online** is the complement to GrowerTalks magazine for growers, owners and production staff.

- Audience: Commercial greenhouse growers
- Four e-newsletters sent/month
- 23,000+ recipients/send
- 22,000+ ad impressions/month

**buzz**

**Ellen C. Wells** is the editor of buzZ!, the e-newsletter complement to Green Profit magazine for retailers, owners and managers.

- Audience: Retail garden centers
- Four e-newsletters sent/month
- 21,000+ recipients/send
- 15,000+ ad impressions/month

**Acres of buzz!** connects growers and retailers with flower breeders and related suppliers through one of the most anticipated events of the year – the California Spring Trials. Written by **Chris Beytes** and **Ellen C. Wells**.

- Audience: Growers and retail garden centers
- Six e-newsletters sent during Spring Trials
- 27,000+ recipients/send
- 35,000+ ad impressions

**Perennial Pulse**

Paul Pilon’s e-newsletter Perennial Pulse looks at the broad spectrum of plant forms, genera and cultivars, hardness zones, propagation and production methods, and garden uses. For more than 16 years, Paul has been an author and consultant.

- Audience: Perennial growers and retailers
- Two e-newsletters sent/month
- 33,000+ recipients/send
- 11,000+ ad impressions/month

**Nursery & Landscape INSIDER**

An associate professor of horticulture at the University of Georgia, **Dr. Matthew Chappell** covers the inner workings of the nursery and landscape industry.

- Audience: Nursery and landscape professionals
- Two e-newsletters sent/month
- 30,000+ recipients/send
- 11,000+ ad impressions/month

**Pest Talks**

Pest expert **Dr. Juang-Horng “JC” Chong**, associate professor of entomology at Clemson University, offers growers tips, tricks, research and news on the latest pest management techniques, from traditional chemistries to biological controls.

- Audience: Commercial greenhouse, nursery and landscape
- Two e-newsletters sent/month
- 24,000+ recipients/send
- 9,000+ ad impressions/month

**Controlled Environment Agriculture and Vegetable Production e-newsletter**

**Inside Grower** delivers critical information to vegetable and hydroponic growers. Industry expert **Jennifer Polanz** provides trends and the latest news from this side of the industry. This e-newsletter provides a digital compliment to the Inside Grower print supplement.

- Audience: Indoor agriculture growers
- Two e-newsletters sent/month
- 26,000+ recipients/send
- 10,000+ ad impressions/month
Tropical Topics covers the world of foliage and tropical plants, as they pertain to breeders, producers, retailers and the end consumer. Ellen C. Wells focuses on interior, patio and landscape uses of tropical and exotic plants.

- **Audience**: Tropical/Foliage plant producers and retailers
- **Two e-newsletters sent/month**
- **27,000+ recipients/send**
- **9,000+ ad impressions/month**

**greenTalks**

For growers and retailers interested in sustainability, our resident expert on all things sustainable, Jennifer Duffield White, brings industry news and trends on the topics of organic growing, integrated pest management, renewable energy and more.

- **Audience**: Growers and retail garden centers
- **Two e-newsletters sent/month**
- **24,000+ recipients/send**
- **9,000+ ad impressions/month**

**TROPICAL TopiCS**

Plant lover and horticulturist, Allison Westbrook brings you in-depth information on industry shows and an up-to-date schedule of what’s going on in horticulture.

- **Audience**: Growers, retailers, landscape and nursery
- **Two e-newsletters sent/month**
- **34,000+ recipients/send**
- **10,000+ ad impressions/month**
Digital Media

Home Page Banners for GrowerTalks and Green Profit Websites

- **TAKEOVER** 640 x 480
- **HEADER** 970 x 120

Articles Page Banners for GrowerTalks and Green Profit Websites

- **FLY-IN** 300 x 250
- **HEADER** 970 x 120
- **BLOCK** 300 x 250

*Note:* Banners transform to home page placement when used for this purpose.

*Note:* For full details on the available banners, visit [Digital Media](#) or contact the provider for more information.
### January

**Growertalks**
- The Cool New Stuff Issue
  - Feature: Greenhouse Essentials for 2019
  - Feature: The Latest in Breeding Technology
  - Feature: Spring Trials Preview & Guide

**GreenProfit**
- The Landscape Issue
  - Feature: Partners in Landscape Profit
  - Feature: New Shrubs & Trees, Please!
  - Feature: Wage & Benefit Survey

**Bonus Distribution**
- Tropical Plant International Expo (TPIE)

### February

**Growertalks**
- The Fertilizer, Irrigation & Potting Mixes Issue
  - Feature: Injector Tune-Up Time
  - Feature: Must-Have Meters

**Growertalks**
- The Greenhouse Issue
  - Feature: Is it Time to Upgrade Your Greenhouse?
  - Feature: Planning For Expansion—Avoiding the Frankenstein Greenhouse

**GreenProfit**
- The Pots, Baskets & Window Boxes Issue
  - Feature: Should You Offer Seasonal Combo Switch-outs?
  - Feature: Pots—What’s Trending Indoors?

### March

**Growertalks**
- The Industry Trends Issue
  - Feature: New Payment Options for Retailers
  - Feature: Winter Shows, Hot Products

**GreenProfit**
- The Plant Food & Pest Controls Issue
  - Feature: Positioning Plant Food as an Add-On Sale
  - Feature: Winter Shows, Hot Products

**Bonus Distribution**
- National Hardware Show

### April

**Growertalks**
- The Pest Management Issue
  - Feature: Opposites Attract—Using Biologicals & Chemicals Together
  - Feature: Planning For Expansion—Avoiding the Frankenstein Greenhouse

**GreenProfit**
- The Money-Making Issue
  - Feature: The Buying Groups Buyers’ Guide
  - Feature: What Amazon Doesn’t Do—Services to Make Money

### May

**Growertalks**
- The Money-Saving Issue
  - Feature: Back to Basics—Ways to Save Money on Water, Heating, Plants & Labor
  - Feature: Improve Your Pesticide Application

**GreenProfit**
- The Outdoor Room Issue
  - Feature: Niche Outdoor Cooking
  - Feature: Plants to use in the Outdoor Room
  - Feature: Young Retailer Award Essays

### June

**Growertalks**
- The Greenhouse Tools & Equipment Issue
  - Feature: Automation—Cutting Sticker Update
  - Feature: Improve Your Pesticide Application

**GreenProfit**
- The Outdoor Room Issue
  - Feature: Niche Outdoor Cooking
  - Feature: Plants to use in the Outdoor Room
  - Feature: Young Retailer Award Essays
Your ads have value*

98% find GrowerTalks/Green Profit a useful source of product information.

*May 2018 Readers Research survey

Useful 98%
## 2019 Advertising Rates

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### Sales Sizzlers

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

#### A

Print (4-color): 6x 1/6 Page
Online (GT or GP): 1 Month Banner
Bonus: 1 Product Feature
Direct Mail List: 1x use
9 Months of Sales Leads **TOTAL COST $3,585**

#### B

Print (4-color): 6x 1/3 Page
Online (GT or GP): 1 Month Banner
Bonus: 1 Product Feature
Direct Mail List: 1x use
9 Months of Sales Leads **TOTAL COST $9,195**

#### C

Print (4-color): 6x 1/2 Page
Online (GT or GP): 2 Months Banner
Bonus: 2 Product Features
Direct Mail List: 1x use
9 Months of Sales Leads **TOTAL COST $11,095**

---

### 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 Brown
1.630.588.3433
kbrown@ballpublishing.com

Adriana Heikkila (Sales Coordinator)
1.866.888.3106
aheikkila@ballpublishing.com

Ball Publishing
PO Box 1660
West Chicago, IL 60186 United States
tel 1.630.231.3675
direct mail list 1x use
9 months of sales leads

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*Standard red, green, blue or yellow. **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.