

THE ONLY MAGAZINE GROWERS AND RETAILERS

FLIP OVER.



GROWERTALKS | **greenPROFIT**
A RETAIL COMPONENT OF GROWERTALKS MAGAZINE

Ball Publishing

WHO WE ARE



A publication is only as good as its editors ... and ours are the best: Ball Publishing's three full-time and seven at-large editors combine for more than 300 years of experience in horticulture and agriculture. Five 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.

ABOUT OUR AUDIENCE

25,386 Total Average Qualified Subscribers*

Decision makers with buying power

Complete industry coverage reaching growers, retailers, nursery and landscape

58% of grower subscribers are also retailers



PURCHASING ROLES

92% OF SUBSCRIBERS ARE INVOLVED IN PURCHASING.**



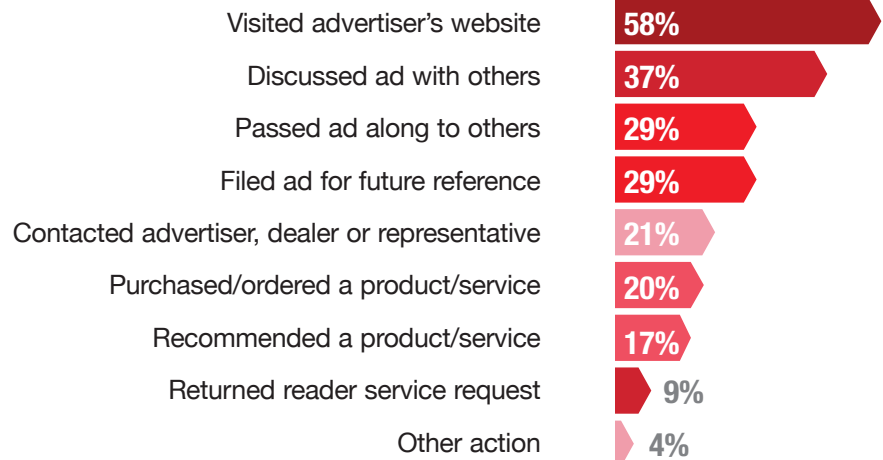
EXTENDED REACH

More than 70% of surveyed subscribers share their copy with their colleagues, giving *GrowerTalks/Green Profit* an estimated reach of more than 60,000.**



RESPONSE RATE

RESPONSE TO ADVERTISING**



* 2019 AAM Audit Data

** May 2019 Readex Research Study

Print Media

Magazine

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.



Digital Component



✉ *Acres Online* e-newsletter

Chris Beytes, *Editor*

See page 9 for e-newsletter information

GrowerTalks'
Acres Online

Retail Component to *GrowerTalks*

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.



Digital Component



✉ *buZZ!* e-newsletter

Ellen C. Wells, *Editor*

See page 9 for e-newsletter information

Green Profit's
buZZ!

YOUR ADS HAVE VALUE**

99% FIND GROWERTALKS/
GREEN PROFIT A USEFUL SOURCE
OF PRODUCT INFORMATION



** May 2019 Readex Research Study

Classifieds

GrowerTalks.com/Classifieds
GreenProfit.com/Classifieds

email: classifieds@ballpublishing.com or call
1.630.588.3352 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!

\$0.99 per word, including company name and address. \$5 upcharge for blind ads requiring a box number, \$25 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: \$133 per column inch (25 mm). No frequency discounts or agency commission.

2020 Editorial Calendar

GROWERTALKS

GREEN PROFIT

EXTRAS

JANUARY

Ad Close: 11-25-19

Material Due: 12-6-19

**BUY ONE—
GET ONE FREE!**

See ad rate page for details

THE FERTILIZER, IRRIGATION & POTTING MIXES ISSUE

Choosing & Using Wood Fiber
Forms of Nitrogen
Spring Trials
Preview & Guide

COLUMN:

Corr on Cannabis

THE LANDSCAPE ISSUE

The Small-Space Landscape
Flowering Shrubs Galore
Wage & Benefit Survey

BONUS DISTRIBUTION:

Tropical Plant International Expo (TPIE)

**PERENNIAL PLANT
GROWTH REGULATOR GUIDE**

FEBRUARY

Ad Close: 12-23-19

Inside Grower Close: 12-20-19

Material Due: 1-6-20

THE PEST MANAGEMENT ISSUE

Bio Basics: How to Get Started
New Insecticide Classes—What You Need to Know

COLUMN:

Paul Talks Perennials

THE POTS, BASKETS & WINDOW BOXES ISSUE

Patio Pots & Baskets
... and the Plants to Put in Them

insideGROWER

PRINT SUPPLEMENT

CEA GROWING AND GREENHOUSE
VEGETABLE PRODUCTION.

MARCH

Ad Close: 1-24-20

Material Due: 2-6-20

THE COOL NEW STUFF ISSUE

Best of the Best From the Winter Shows

COLUMN:

Corr on Cannabis

THE INDUSTRY TRENDS ISSUE

Earth-Friendly Gardening
New Products Just in Time for Spring

APRIL

Ad Close: 2-24-20

Material Due: 3-6-20

THE STRUCTURES ISSUE

How to Size Your Facility

COLUMN:

Paul Talks Perennials

THE PLANT FOOD & PEST CONTROL ISSUE

What's Your Problem?
Resources for Bug & Disease ID
Convincing Your Customers to Fertilize

BONUS DISTRIBUTION:

National Hardware Show

MAY

Ad Close: 3-25-20

Inside Grower Close: 2-28-20

Material Due: 4-6-20

THE GROWING HOUSEPLANTS ISSUE

Grow Your Own or Buy 'Em In
The Top 10 Must-Grow Varieties

COLUMN:

Corr on Cannabis

THE SELLING HOUSEPLANTS ISSUE

How to Size Your Houseplant Department
Insta-worthy New Varieties

insideGROWER

PRINT SUPPLEMENT

CEA GROWING AND GREENHOUSE
VEGETABLE PRODUCTION.

Your full page ad included in an
On Target® ad effectiveness study by:

 Readex Research

JUNE

Ad Close: 4-24-20

Material Due: 5-6-20

THE GREENHOUSE TOOLS & EQUIPMENT ISSUE

Heating & Cooling Trends
Young Grower Award Essays

COLUMN:

Paul Talks Perennials

THE GARDEN DÉCOR ISSUE

Fabulous Fountains
How to Display Garden Accessories
Young Retailer Award Essays

BONUS DISTRIBUTION:

International Floriculture Expo
National Lawn & Garden Show

GROWERTALKS

GREEN PROFIT

EXTRAS

JULY

Ad Close: 5-22-20

Material Due: 6-5-20

THE @CULTIVATE ISSUE

New Varieties & Spring Trials Highlights

Specialty Cuts That Make the Cut

COLUMN:

Corr on Cannabis

THE NEW VARIETIES ISSUE

The Latest From Spring Trials & Beyond

BONUS DISTRIBUTION:

Ball Seed Field Day and Landscape Day

Cultivate'20

Perennial Plant Symposium

AUGUST

Ad Close: 6-24-20

Inside Grower Close: 5-29-20

Material Due: 7-6-20

THE NURSERY & LANDSCAPE ISSUE

The Latest in Woody Breeding

Spring Trials Part II

COLUMN:

Paul Talks Perennials

THE GIFTS & HOLIDAY ISSUE

Lucrative Gift Categories

Garden Kits for the Holidays

insideGROWER

PRINT SUPPLEMENT

CEA GROWING AND GREENHOUSE VEGETABLE PRODUCTION.

BONUS DISTRIBUTION:

Farwest

IGC Show

SAF Annual Convention

The Garden Center Group Fall Event

SEPTEMBER

Ad Close: 7-24-20

Material Due: 8-6-20

THE PLUG & PROPAGATION ISSUE

Tips for More Turns

Cultivate'20 Highlights

Young Grower Award Winner

COLUMN:

Corr on Cannabis

THE FACILITIES & TECHNOLOGY ISSUE

Curb Appeal:

Traffic-Stopping Color

High-Tech Retailing

Young Retailer Award Winner

BONUS DISTRIBUTION:

Arett Sales Open House

National FFA Convention & Expo

INSECTICIDE, MITICIDE & FUNGICIDE GUIDE

OCTOBER

Ad Close: 8-24-20

Material Due: 9-7-20

THE CULTURE NOTES ISSUE

How to Grow the Latest Intros

COLUMN:

Paul Talks Perennials

THE BEST NEW PLANTS & PRODUCTS ISSUE

Summer Shows Slam-dunks

Behind the Variety

NOVEMBER

Ad Close: 9-24-20

Inside Grower Close: 8-28-20

Material Due: 10-6-20

THE GREENHOUSE EFFICIENCY ISSUE

Improving Your Existing Layout

Baby, It's Cold Outside: Heating Efficiency

COLUMN:

Corr on Cannabis

THE EDIBLES ISSUE

Peppers on Parade

Spicing Up Your Herb Sales

insideGROWER

PRINT SUPPLEMENT

CEA GROWING AND GREENHOUSE VEGETABLE PRODUCTION.

BONUS DISTRIBUTION:

Michigan Greenhouse Growers Expo

DECEMBER

Ad Close: 10-23-20

Material Due: 11-6-20

THE BUSINESS ISSUE

The Pros & Cons of Venture Capital

Ways to Tackle Increasing Wages

Wage & Benefit Survey

COLUMN:

Paul Talks Perennials

THE STYLE ISSUE

What We Can Learn From Fashion Week

Sharper Images: How to Improve Your Photography

BONUS DISTRIBUTION:

Mid-Atlantic Nursery Trade Show (MANTS)

The Western



SPONSOR THE 2021 WALL CALENDAR

See page 11 for more opportunities

Inside Grower



(4x per year: February, May, August, November)

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



Digital Component



✉ *Inside Grower* e-newsletter

Jennifer Polanz, *Editor*

See page 9 for e-newsletter information

Inside
GROWER

Sponsored Custom Publications

Build your company’s image in the industry as a thought leader by partnering with us to sponsor an exclusive custom publication.

Our team of experts will provide project management, editorial, design layout, printing and distribution.



Annual/Perennial Plant Growth Regulator Guides

January



Insecticide, Miticide & Fungicide Guide

September

Digital Media

Custom Marketing Solutions

Powerful Ways to Engage Your Audience Online

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.



Live Webinars

Sponsored

Sponsored webinars are promoted via print, website and personally by our editors in their e-newsletters and in conjunction with an e-blast.

Based on previous webinars, you can expect to receive approximately 150-400 registrants per webinar with between 100-250 live participants and more views throughout the year of the archived version depending on the topic.

Ball Publishing will work with the sponsor to determine the focus and outline of the webinar with Chris Beytes as a moderator.

Webinars are generally 45-60 minutes long with the last 15 minutes optionally dedicated to Q&A audience participation.

Cost \$6,000



Custom Videos

Production/Hosting

Have us create a custom video to promote your product, educate your audience or provide information to clients. Whatever your goal, Ball Publishing can help create and promote your video. Cost includes brainstorm session to determine the scope and cost of your project. Additional costs for extra editing time and travel.

- Custom video production may include video, still shots, time lapse or drone footage.
- Promote video through video links in Ball Publishing e-newsletters.
- Video link housed on GrowerTalks YouTube page and provided for your website.

Cost \$2,000+



Digital Edition Email (exclusive)

With an open rate of 25%, your ad is sent to more than 18,000 recipients as the sponsor of each month's "Digital Edition" of GrowerTalks/Green Profit magazine.



Targeted Email Blasts

We will send your advertising message directly to all our available emails.

\$300 per a targeted audience or thousand emails sent + \$100 setup.

\$500 minimum.

Website & Article Banners



TAKE OVER BANNER [640 x 480]

*Opening ad to the website, then reduces in size and stays on the page.
\$2,000/month*



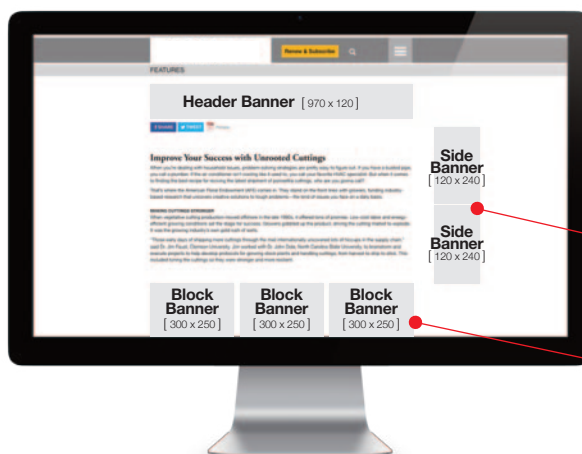
HEADER BANNER [970 x 120]

*Falls below the monthly cover image on the opening page and is run of site.
\$1,500/month*



FLY-IN BANNER [300 x 250]

*When scrolling down, the ad appears at "Features" and stays on the page until it's closed.
\$1,500/month*



ARTICLE SIDE BANNERS [120 x 240]

*Appear on every page with articles including cover story.
\$800/month*

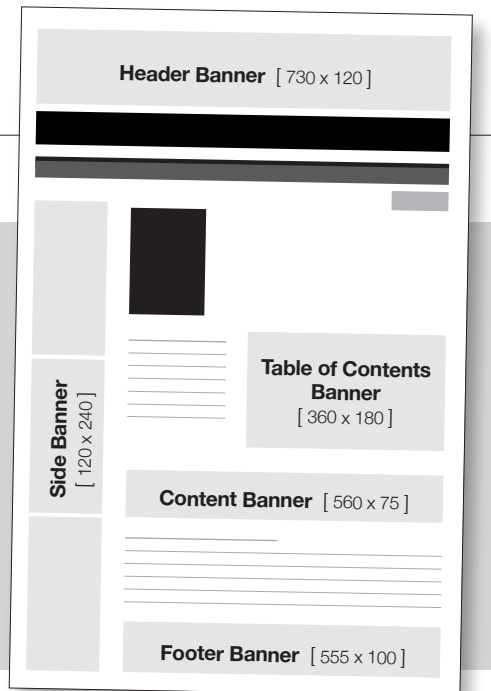
SIDE BANNERS APPEAR ON EVERY ARTICLE FOR ONE FULL MONTH

BLOCK BANNERS [300 x 250]

*Run of site.
\$1,000/month*

E-newsletters

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements. Topical formats ensure your ad is displayed with relevant content on a regular basis.



OPEN
RATE

Acres Online

For Growers

4 emails sent/mo. | 20,800+ recipients/send | 22,000+ ad impressions/mo.

28%

HEADER

TOC

CONTENT

FOOTER

SIDE

\$3,280

\$2,060

\$1,660

\$1,560

\$1,200

buZZ!

For Retailers

4 emails sent/mo. | 19,200+ recipients/send | 15,000+ ad impressions/mo.

21%

\$2,835

\$1,785

\$1,560

\$1,460

\$1,050

Acres of buZZ! (California Spring Trials)

For Growers and Retailers

6 emails sent | 25,700+ recipients/send | 35,000+ ad impressions/mo.

26%

\$2,950

\$2,310

\$1,835

\$1,735

\$1,095

Perennial Pulse

For Perennial Growers

2 emails sent/mo. | 29,800+ recipients/send | 11,000+ ad impressions/mo.

21%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

Nursery & Landscape Insider

For Nursery and Landscape Growers

2 emails sent/mo. | 26,900+ recipients/send | 11,000+ ad impressions/mo.

21%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

Tropical Topics (Tropicals and Houseplants)

For Growers and Retailers

2 emails sent/mo. | 24,400+ recipients/send | 9,000+ ad impressions/mo.

20%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

PestTalks (Insect and Disease Management)

For Growers

2 emails sent/mo. | 22,100+ recipients/send | 9,000+ ad impressions/mo.

22%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

Inside Grower (CEA, Vegetables and Cannabis)

For Growers

2 emails sent/mo. | 23,700+ recipients/send | 10,000+ ad impressions/mo.

21%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

GreenTalks (Sustainability)

For Growers

2 emails sent/mo. | 22,100+ recipients/send | 9,000+ ad impressions/mo.

21%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

HORTCalendar.com Highlights (Industry Events)

For Growers and Retailers

2 emails sent/mo. | 30,900+ recipients/send | 10,000+ ad impressions/mo.

17%

\$2,000

\$1,580

\$1,195

\$1,095

\$790

Spring Trials 2020



Chris and Ellen will hit the road again in 2020 to cover all the important trial stops. We will wrap up the event with a two-part webinar series covering their visits. Our sponsorship program is a unique opportunity to display and reinforce your brand and product messages to the industry.



E-newsletter

Acres of buZZ!

Chris Beytes & Ellen C. Wells, Editors

MORE THAN
35,000
IMPRESSIONS

Acres of buZZ! presents a recap of editors Chris Beytes', Ellen C. Wells' and Jennifer Zurko's travels along the California coast for Spring Trials. This product connects growers and retailers with flower breeders and related suppliers through one of the most anticipated events of the year. Coverage is included from nearly all stops, with video links to many of the trial stops.

See page 9 for pricing



Video

Exclusive Sponsorship

Promote your company brand and products by sponsoring this popular video series.

Your sponsorship includes:

- Sole sponsor recognition at "intro" and "conclusion" of each video.
- May include URL, logo, and/or other artistic elements.
- 36 videos and over 52,700 views in 2019.

Promotional elements:

- Daily editorial promotions of video series in *Acres of buZZ!* e-newsletter.
- Editorial promotions of video series during and after event through both *Acres Online* and *buZZ!* e-newsletters.
- *Green Profit's* Facebook page promotion by Ellen C. Wells.
- Mention of videos in January issue outlining the Spring Trials stops.



Webinar Series

Exclusive Sponsorship

Your sponsorship includes:

- Pre-webinar print advertising in magazine; Full page ad in the issue prior to the event.
- Post-webinar print advertising in magazine; listed on dedicated webinar archive page includes logo and brief description.
- Sponsor supplied with attendee contact information and demographics after the events.
- Webinars archive hosting and logo/mention for future viewing and promotion.

Promotional elements:

- Sponsor recognition on email sign up and notification/reminders for the webinars.
- Editorial promotions.
- Sponsor recognition within the webinars, on intro and thank you slides.
- Direct links to our Spring Trials page, our dedicated Spring Trials webinar page and our Spring Trials Facebook page.



Website

SpringTrials.com



Advertising Rate

Fly Across Banner [970 x 120] \$2,000

Block Banner [300 x 250] \$800

FOR THE
YEAR!

Young Grower & Retailer Awards

Sponsorship Opportunity

Your sponsorship includes company logo/mention with each of the below:

PRINT

- Print nomination requests in December, January and February issues.
- House ads promoting award in December, January, February, June and July issues.
- Award presentation event ad in Cultivate'20 Onsite Show Guide if space is available.
- June article with finalists' essays.
- September cover story article with winner announcement.

DIGITAL

- Our website from December to July.
- *Acres Online*, *buZZ!* and *HORTCalendar.com* site banner ads promoting awards.
- Banner ads in *GrowerTalks* and *Green Profit* Advertiser e-mails promoting awards.
- All social media and video produced featuring winners.

ADDITIONAL BENEFITS

- Awards presentation invitation and judge packet.
- Banners at *GrowerTalks/Green Profit's* Cultivate'20 booth recognizing finalists.
- AmericanHort's banner at awards event.
- When introducing finalists and winners at awards event.
- A representative from your company has the opportunity to present an appropriate gift to the finalists and winners.
- Partner can attend awards event.

📍 HORTCalendar



Print

2021 Wall Calendar

Inserted in the December 2020 issue of GrowerTalks/ Green Profit with additional distribution at TPIE and MANTS. Options include exclusive or shared sponsorships.



EXCLUSIVE SPONSOR

- All advertising space dedicated to your company.
- 500 copies of the calendar.
- January 2021 Header banner — *HORTCalendar.com* website.
- January 2021 Header banner — *HORTCalendar.com Highlights* e-newsletter.

Cost \$6,500

LEAD SPONSOR

- Two larger areas for your company's message.
- 350 copies of the calendar.
- January 2021 Header banner — *HORTCalendar.com* website.
- January 2021 Content banner — *HORTCalendar.com Highlights* e-newsletter.

Cost \$4,000

FEATURE SPONSOR

- Two smaller areas for your company logo and description.
- 100 copies of the calendar.
- January 2021 Side banner — *HORTCalendar.com* website.
- January 2021 Side banner — *HORTCalendar.com Highlights* e-newsletter.

Cost \$1,000



E-newsletter

HORTCalendar.com Highlights

Allison Westbrook, *Editor*

Twice monthly e-newsletter on industry events.

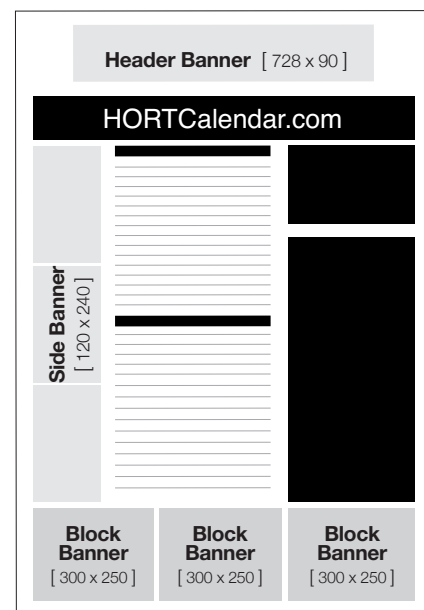
See page 9 for e-newsletter information



Website

HORTCalendar.com

Industry events website.



Monthly Rate

Header Banner [728 x 90] \$800
 Block Banner [300 x 250] \$600
 Side Banner [120 x 240] \$500

Print Ad Rates 2020

	12x	9x	6x	3x	1x
1/6 Page	709	741	773	846	881
1/3 Page	1,972	2,034	2,096	2,229	2,293
1/2 Page	2,310	2,433	2,534	2,629	2,708
1/2 Page Island*	2,436	2,566	2,682	2,781	2,873
2/3 Page	2,629	2,776	2,905	3,020	3,125
Full Page	3,271	3,481	3,635	3,795	3,939
Product Feature	357	357	357	357	357
Insert Rate per Page	2,298	2,508	2,644	2,792	3,211
Postcard**	1,003	1,035	1,130	1,188	1,446

* 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.

JANUARY SPECIAL

BUY ONE—GET ONE FREE!

When you commit to advertising in the 2020 January issue of *GrowerTalks/Green Profit*, with an increased schedule over 2019, you will receive one free matching ad in 2020.*

*Buy One—Get One Free offer may not be combined with customized advertising programs.

Contact your account manager for details.

Bundles

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



Print: 6x—1/6 Page

Online: 1 Month Banner

Bonus: 1 Product Feature

Direct Mail List: 1x use

9 Months of Sales Leads

TOTAL COST **\$3,595**



Print: 6x—1/3 Page

Online: 1 Month Banner

Bonus: 1 Product Feature

Direct Mail List: 1x use

9 Months of Sales Leads

TOTAL COST **\$9,195**



Print: 6x—1/2 Page

Online: 2 Months Banner

Bonus: 2 Product Feature

Direct Mail List: 1x use

9 Months of Sales Leads

TOTAL COST **\$11,095**

Direct Contact

An individual advertiser may expect between 40-200 leads per month on average.

Direct Lead Program

You can receive direct requests specific to your product each month.

Category Lead Program

Our subscribers indicate which product categories they want more information on and we pass this on to you for follow-up.

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



SALES COORDINATOR

ADRIANA HEIKKILA

1.630.588.3106

abeikkila@ballpublishing.com

Materials and Design Specifications

Download ad template at

www.ballpublishing.com/adtemplates

Email all advertising materials (with exception of inserts) to:

Kathy Wootton, Production Manager
GrowerTalks/Green Profit magazine.
 622 Town Road, West Chicago, IL 60185
ph 1.630.588.3352 | **fax** 1.630.562.7984
email kwootton@ballpublishing.com

Ship all inserts prepaid to:

Schumann Printers, Inc.
 Attn: Insert Warehouse Building #2
 200 Swarthout Road, Fall River, WI 53932