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

92%

PURCHASING ROLES

92% OF SUBSCRIBERS ARE INVOLVED IN PURCHASING.**

70%

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.**

83%

RESPONSE RATE

RESPONSE TO ADVERTISING**

Visited advertiser’s website

Discussed ad with others

Passed ad along to others

Filed ad for future reference

Contacted advertiser, dealer or representative

Purchased/ordered a product/service

Recommended a product/service

Returned reader service request

Other action

* 2019 AAM Audit Data

** May 2019 Readex Research Study
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.

GrowerTalks
Magazine
12x per year (January–December)

GrowerTalks 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.

Green Profit
Retail Component to GrowerTalks
12x per year (January–December)

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.

** May 2019 Readex Research Study
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>THE FERTILIZER, IRRIGATION &amp; POTTING MIXES ISSUE</th>
<th>THE LANDSCAPE ISSUE</th>
<th>BONUS DISTRIBUTION:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Choosing &amp; Using Wood Fiber</td>
<td>The Small-Space Landscape Flowering Shrubs Galore Wage &amp; Benefit Survey</td>
<td>Tropical Plant International Expo (TPIE)</td>
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<tr>
<td></td>
<td>Forms of Nitrogen</td>
<td></td>
<td>PERENNIAL PLANT GROWTH REGULATOR GUIDE</td>
</tr>
<tr>
<td></td>
<td>Spring Trials Preview &amp; Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>COLUMN: Corr on Cannabis</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>FEBRUARY</th>
<th>THE PEST MANAGEMENT ISSUE</th>
<th>THE POTS, BASKETS &amp; WINDOW BOXES ISSUE</th>
<th>insideGROWER</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Bio Basics: How to Get Started New Insecticide Classes—What You Need to Know</td>
<td>Patio Pots &amp; Baskets …. … and the Plants to Put in Them</td>
<td>PRINT SUPPLEMENT</td>
</tr>
<tr>
<td></td>
<td>COLUMN: Paul Talks Perennials</td>
<td></td>
<td>CEA GROWING AND GREENHOUSE VEGETABLE PRODUCTION.</td>
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<tr>
<th>MARCH</th>
<th>THE COOL NEW STUFF ISSUE</th>
<th>THE INDUSTRY TRENDS ISSUE</th>
<th>BONUS DISTRIBUTION:</th>
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<tbody>
<tr>
<td></td>
<td>Best of the Best From the Winter Shows</td>
<td>Earth-Friendly Gardening New Products Just in Time for Spring</td>
<td>National Hardware Show</td>
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<tr>
<td></td>
<td>COLUMN: Corr on Cannabis</td>
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<tr>
<th>APRIL</th>
<th>THE STRUCTURES ISSUE</th>
<th>THE PLANT FOOD &amp; PEST CONTROL ISSUE</th>
<th>BONUS DISTRIBUTION:</th>
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<tbody>
<tr>
<td></td>
<td>How to Size Your Facility</td>
<td>What's Your Problem? Resources for Bug &amp; Disease ID Convincing Your Customers to Fertilize</td>
<td>National Hardware Show</td>
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<td></td>
<td>COLUMN: Paul Talks Perennials</td>
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<table>
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<tr>
<th>MAY</th>
<th>THE GROWING HOUSEPLANTS ISSUE</th>
<th>THE SELLING HOUSEPLANTS ISSUE</th>
<th>insideGROWER</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Grow Your Own or Buy ‘Em In The Top 10 Must-Grow Varieties</td>
<td>How to Size Your Houseplant Department Insta-worthy New Varieties</td>
<td>PRINT SUPPLEMENT</td>
</tr>
<tr>
<td></td>
<td>COLUMN: Corr on Cannabis</td>
<td></td>
<td>CEA GROWING AND GREENHOUSE VEGETABLE PRODUCTION.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>JUNE</th>
<th>THE GREENHOUSE TOOLS &amp; EQUIPMENT ISSUE</th>
<th>THE GARDEN DÉCOR ISSUE</th>
<th>BONUS DISTRIBUTION:</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Heating &amp; Cooling Trends Young Grower Award Essays</td>
<td>Fabulous Fountains How to Display Garden Accessories Young Retailer Award Essays</td>
<td>International Floriculture Expo National Lawn &amp; Garden Show</td>
</tr>
<tr>
<td></td>
<td>COLUMN: Paul Talks Perennials</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

**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
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

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
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.

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 targeted audience or thousand emails sent + $100 setup. $500 minimum.

Custom Marketing Solutions

Powerful Ways to Engage Your Audience Online

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+
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.

<table>
<thead>
<tr>
<th>E-newsletter</th>
<th>Audience</th>
<th>Emails/Send</th>
<th>Recipients/Send</th>
<th>Impressions/Mo.</th>
<th>Open Rate</th>
<th>Clicks/1K Impressions</th>
<th>Ad Impressions/Mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acres Online</td>
<td>For Growers</td>
<td>4</td>
<td>20,800+</td>
<td>22,000+</td>
<td>28%</td>
<td>$3,280</td>
<td>$2,060</td>
</tr>
<tr>
<td>buZZ!</td>
<td>For Retailers</td>
<td>4</td>
<td>19,200+</td>
<td>15,000+</td>
<td>21%</td>
<td>$2,835</td>
<td>$1,785</td>
</tr>
<tr>
<td>Acres of buZZ! (California Spring Trials)</td>
<td>For Growers and Retailers</td>
<td>6</td>
<td>25,700+</td>
<td>35,000+</td>
<td>26%</td>
<td>$2,950</td>
<td>$2,310</td>
</tr>
<tr>
<td>Perennial Pulse</td>
<td>For Perennial Growers</td>
<td>2</td>
<td>29,800+</td>
<td>11,000+</td>
<td>21%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
<tr>
<td>Nursery &amp; Landscape Insider</td>
<td>For Nursery and Landscape Growers</td>
<td>2</td>
<td>26,900+</td>
<td>11,000+</td>
<td>21%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
<tr>
<td>Tropical Topics (Tropicals and Houseplants)</td>
<td>For Growers and Retailers</td>
<td>2</td>
<td>24,400+</td>
<td>9,000+</td>
<td>20%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
<tr>
<td>PestTalks (Insect and Disease Management)</td>
<td>For Growers</td>
<td>2</td>
<td>22,100+</td>
<td>9,000+</td>
<td>22%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
<tr>
<td>Inside Grower (CEA, Vegetables and Cannabis)</td>
<td>For Growers</td>
<td>2</td>
<td>23,700+</td>
<td>10,000+</td>
<td>21%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
<tr>
<td>GreenTalks (Sustainability)</td>
<td>For Growers</td>
<td>2</td>
<td>22,100+</td>
<td>9,000+</td>
<td>21%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
<tr>
<td>HORTCalendar.com Highlights</td>
<td>For Growers and Retailers</td>
<td>2</td>
<td>30,900+</td>
<td>10,000+</td>
<td>17%</td>
<td>$2,000</td>
<td>$1,580</td>
</tr>
</tbody>
</table>
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.

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.

See page 9 for pricing

Website

SpringTrials.com

Advertising Rate

Fly Across Banner [ 970 x 120 ] . . . . . . . . $2,000
Block Banner [ 300 x 250 ] . . . . . . . . . . . . $800
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.

**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.

**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.

**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.

**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.

**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.

**PRINT**

**Website**

**Industry events website.**

**E-newsletter**

HORTCalendar.com Highlights

Allison Westbrook, Editor

Twice monthly e-newsletter on industry events.

See page 9 for e-newsletter information

**Monthly Rate**

<table>
<thead>
<tr>
<th>Banner</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Header Banner</td>
<td>$800</td>
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<tr>
<td>Block Banner</td>
<td>$600</td>
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<td>Side Banner</td>
<td>$500</td>
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**Cost $4,000**
Print Ad Rates

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<th>6x</th>
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<tr>
<td>1/6 Page</td>
<td>709</td>
<td>741</td>
<td>773</td>
<td>846</td>
<td>881</td>
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<td>2,096</td>
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<td>2,534</td>
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<tr>
<td>1/2 Page Island*</td>
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<td>Insert Rate per Page</td>
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<td>2,792</td>
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<tr>
<td>Postcard**</td>
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<td>1,035</td>
<td>1,130</td>
<td>1,188</td>
<td>1,446</td>
</tr>
</tbody>
</table>

* 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.

1. 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

2. 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

3. 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
aheikkila@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
e-mail kwootton@ballpublishing.com

Ship all inserts prepaid to:
Schumann Printers, Inc.
Attn: Insert Warehouse Building #2
200 Swarthout Road, Fall River, WI 53932