

THE ONLY MAGAZINE
GROWERS AND RETAILERS **FLIP OVER.**



2021 MEDIA PLANNING GUIDE

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 10 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.

ABOUT OUR AUDIENCE

24,459

**TOTAL AVERAGE
QUALIFIED SUBSCRIBERS***



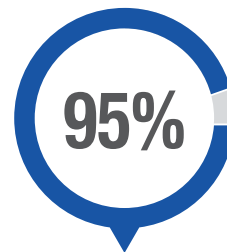
**DECISION MAKERS WITH BUYING
POWER**



**COMPLETE INDUSTRY COVERAGE
REACHING GROWERS, RETAILERS,
NURSERY AND LANDSCAPE**



**52% OF GROWER SUBSCRIBERS
ARE ALSO RETAILERS**



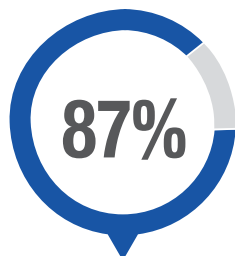
**PURCHASING
ROLES**

**95% OF
SUBSCRIBERS ARE
INVOLVED WITH
PURCHASING.****



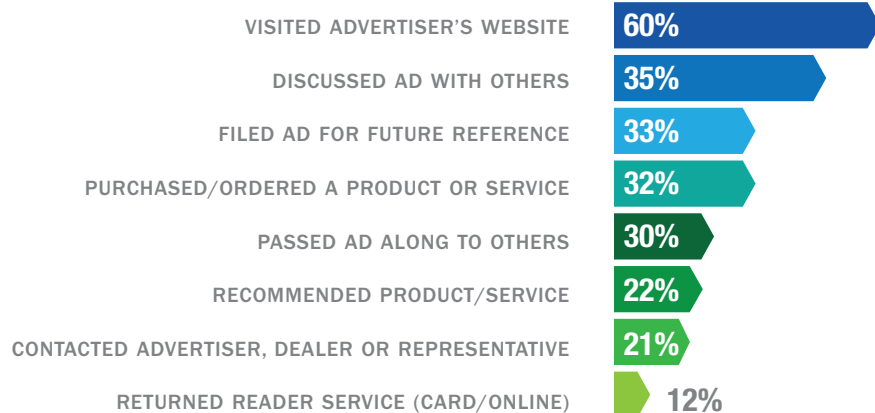
60k

**MORE THAN 66% OF
SUBSCRIBERS SHARE
THEIR COPY WITH
COWORKERS,
TRANSLATING TO AN
ESTIMATED INDUSTRY
REACH OF MORE THAN
60,000.****



**RESPONSE
RATE**

ADVERTISING WORKS! **



* 2020 AAM Audit Data in progress

** May 2020 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!

ADVERTISING VALUE**

99%

OF RESPONDENTS FIND
GROWERTALKS/GREEN PROFIT
A USEFUL SOURCE OF PRODUCT
INFORMATION.



** May 2020 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 are \$133 per column inch (25 mm).

No frequency discounts or agency commission.

2021 Editorial Calendar

GROWERTALKS

GREEN PROFIT

EXTRAS

JANUARY

Ad Close: 11-24-20

Material Due: 12-7-20

**BUY ONE—
GET ONE FREE!**
See ad rate page for details

THE FERTILIZER, IRRIGATION & POTTING MIXES ISSUE

The Current State of Substrates

Top 10 Fertigation Considerations

COLUMN:
CORR ON CANNABIS

THE LANDSCAPE ISSUE

Creating a Profitable Irrigation Department
Replacing the American Lawn
Wage & Benefit Survey

BONUS DISTRIBUTION:

Tropical Plant International Expo (TPIE)

FEBRUARY

Ad Close: 12-23-20

Inside Grower Close:
12-21-20

Material Due: 1-6-21

THE PEST MANAGEMENT ISSUE

Bio Basics Part 2: You're in It—Now What?

Rotating Broad-Spectrum Insecticides

COLUMN:
PAUL TALKS PERENNIALS

THE POTS, BASKETS & WINDOW BOXES ISSUE

The Best Containers for Edibles

Deck the Walls—Hanging Containers

**inside
GROWER**
Controlled Environment Agriculture

PRINT SUPPLEMENT

MARCH

Ad Close: 1-25-21

Material Due: 2-5-21

THE COOL NEW STUFF ISSUE

"Trending Now": New Products for 2021

California Trials Preview & Guide

COLUMN:
CORR ON CANNABIS

THE INDUSTRY TRENDS ISSUE

Bringing New Gardeners Back In

"Trending Now" for Retail 2021

APRIL

Ad Close: 2-24-21

Material Due: 3-5-21

THE STRUCTURES ISSUE

How to Keep Your Current Greenhouse Current

COLUMN:
PAUL TALKS PERENNIALS

THE PLANT FOOD & PEST CONTROL ISSUE

Answering the Most Commonly Asked Fertilizer Questions
Making Pest Control Easy for the Home Garden

BONUS DISTRIBUTION:

National Hardware Show

MAY

Ad Close: 3-24-21

Inside Grower Close:
3-1-21

Material Due: 4-6-21

THE POINSETTIA PRODUCTION ISSUE

New Varieties for the Holidays

Poinsettia Tech—From Stick to Pinch

COLUMN:
CORR ON CANNABIS

THE SELLING HOUSEPLANTS ISSUE

The Best Multi-Use Houseplants

Tropicals for Outdoor Combos

Pest Control for Houseplants

**inside
GROWER**
Controlled Environment Agriculture

PRINT SUPPLEMENT

Your full page ad in *GrowerTalks/*
Green Profit provides a free
On Target® ad effectiveness study by:

 Readex Research

JUNE

Ad Close: 4-23-21

Material Due: 5-6-21

THE GREENHOUSE TOOLS & EQUIPMENT ISSUE

Smart Technology in the Greenhouse

Young Grower Award Essays

COLUMN:
PAUL TALKS PERENNIALS

THE GARDEN DÉCOR ISSUE

Fabulous Fountains & Statuary

Garden Art & Accessories

Young Retailer Award Essays

BONUS DISTRIBUTION:

International Floriculture Expo
National Lawn & Garden Show

GROWERTALKS

GREEN PROFIT

EXTRAS

JULY

Ad Close: 5-24-21

Material Due: 6-7-21

THE @CULTIVATE ISSUE

Sanitation—Between-Season Cleanup

COLUMN:
CORR ON CANNABIS

THE FACILITIES & TECHNOLOGY ISSUE

The Latest Cloud-Based Technology

Figuring Your Cash-Wrap Needs

BONUS DISTRIBUTION:

Ball Seed Field Day and Landscape Day

Cultivate'21

Perennial Plant Symposium

AUGUST

Ad Close: 6-24-21

Inside Grower Close:
5-28-21

Material Due: 7-6-21

THE NURSERY & LANDSCAPE ISSUE

The Latest in Ornamentals Breeding

New Perennials & Shrubs from California Trials

The Best Perennials for the Fall Season

COLUMN:
PAUL TALKS PERENNIALS

THE GIFTS & HOLIDAY ISSUE

New Potted & Gift Plants from California Trials

How to Set Up Your Online Gift Store

inside GROWER
Controlled Environment Agriculture

PRINT SUPPLEMENT

BONUS DISTRIBUTION:

Farwest

IGC Show

SAF Annual Convention

The Garden Center Group Fall Event

SEPTEMBER

Ad Close: 7-23-21

Material Due: 8-6-21

THE NEW VARIETIES ISSUE

The Best Annuals from California Trials

Cultivate'21 Highlights for Growers

Young Grower Award Winner

COLUMN:
CORR ON CANNABIS

THE NEW VARIETIES ISSUE

New Annuals for Indies

Cultivate'21 Highlights for Retailers

Young Retailer Award Winner

BONUS DISTRIBUTION:

National FFA Convention & Expo

OCTOBER

Ad Close: 8-24-21

Material Due: 9-7-21

THE GREENHOUSE EFFICIENCY ISSUE

Processes & Tools That Drive Efficiency

COLUMN:
PAUL TALKS PERENNIALS

THE FRESH NEW PRODUCTS ISSUE

Hot Picks from the Summer Shows

How to Market the Newest Plants

NOVEMBER

Ad Close: 9-24-21

Inside Grower Close:
8-27-21

Material Due: 10-6-21

THE PLUG & PROPAGATION ISSUE

Exploring Rooting Media Options

Automated Rooting Technology Update

COLUMN:
CORR ON CANNABIS

THE EDIBLES ISSUE

New Edible Varieties from California Trials

Products for Growing Vertical Veggies

inside GROWER
Controlled Environment Agriculture

PRINT SUPPLEMENT

BONUS DISTRIBUTION:

Great Lakes Expo

DECEMBER

Ad Close: 10-25-21

Material Due: 11-5-21

THE BUSINESS ISSUE

The Importance of Worker Safety

Wage & Benefit Survey

COLUMN:
PAUL TALKS PERENNIALS

THE STYLE ISSUE

Top Color Trends for 2022

BONUS DISTRIBUTION:

Mid-Atlantic Nursery Trade Show (MANTS)



SPONSOR THE 2022 INDUSTRY WALL CALENDAR

See page 11 for more opportunities!

Inside Grower



Print Supplement

Inside Grower

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

The *Inside Grower* print supplement focuses on controlled environment agriculture (CEA), which is the growing of plants such as vegetables, microgreens, herbs and Cannabis inside controlled environment structures such as greenhouses, vertical farms and growth chambers, as well as related CEA products. 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**
Controlled Environment Agriculture



Live Webinars

Sponsored/Custom

Your promotions include:

- Print and digital advertising, editorial mentions, direct emails and more.
- 180 to 500 average registrations per webinar.
- 45 to 60 minutes.
- Feature your expert or sponsor existing content.
- Ball Publishing editorial team moderator.

COST \$6,000



Digital Edition Email (Exclusive)

With an open rate of 25%, your exclusive header ad is sent to more than 19,500 recipients as the sponsor of the "Digital Edition" of GrowerTalks/Green Profit magazine.

COST \$2,100



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.

Custom Publishing

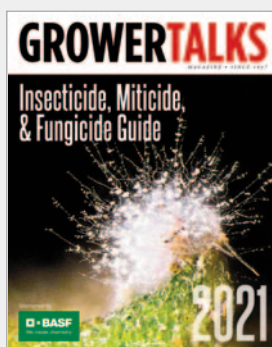
Partnered Publications

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



Impactful digital solutions for your brand.



Tech On Demand Podcasts

Production/Hosting



Podcasts provide a convenient way for growers and retailers to get critical business information. Sponsor existing podcasts or work with us to create custom content based on your objectives.

- Your podcast will be promoted in print and digital format.
- Editorial mentions in print and/or digital.
- Hosted on our website's Tech On Demand podcast page.
- Available on iTunes, Spotify, TuneIn, Stitcher and Google Podcasts.

COST \$3,500



The Goods Videos

Sponsored/Custom



Market your products effectively and broadly with our custom video series. These interview-style videos, with one of our editors as the host, provide a virtual presentation of supplier products and include marketing elements.

Your segment includes:

- A GrowerTalks/Green Profit editor as moderator.
- Finished segment provided for your own use.
- More than 5,000 YouTube subscribers.
- 35,000+ e-newsletter subscribers.
- 24,459 print subscribers.
- Popular social media channels including LinkedIn and Facebook.

COST \$1,200



GrowerTalks Channel



- More than 1.6 million video views
- GrowerTalks YouTube hosting with more than 5,000 subscribers
- Ball Publishing has produced more than 700 videos since May 2007



Custom Videos

Production/Hosting

We will create a custom video to help promote your products and brand.

- Custom video production may include video, still shots, time lapse or drone footage.
- Optional "brainstorm" session with Ball Publishing editor.
- Finished files provided for your own use.
- Promote video through video links in Ball Publishing e-newsletters.

COST \$2,000+

Website Banners



GROWERTALKS

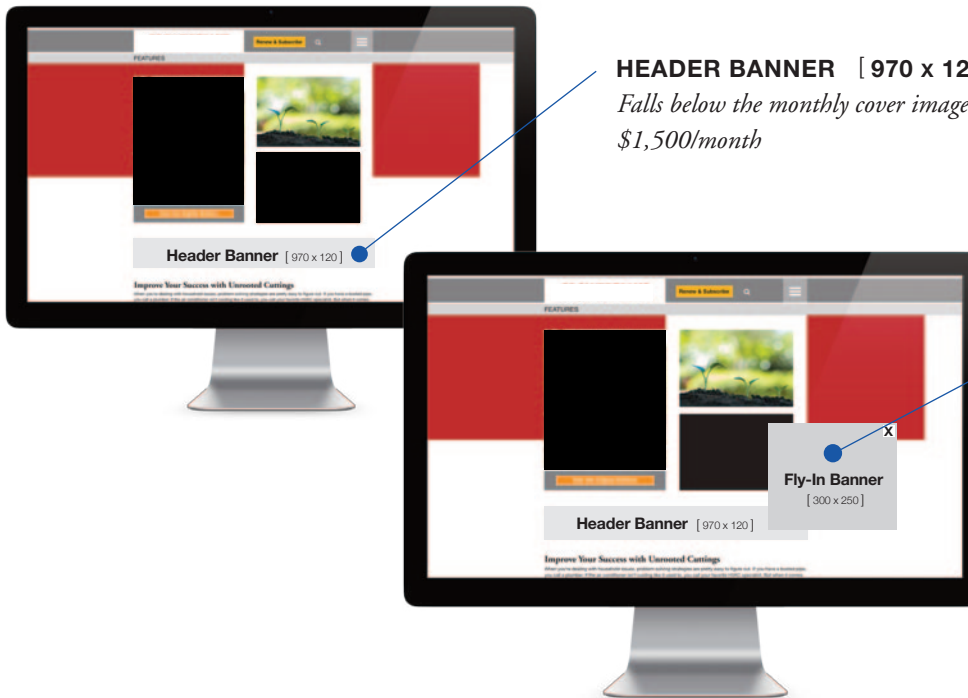


GREEN PROFIT



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 for the month.
\$800/month*

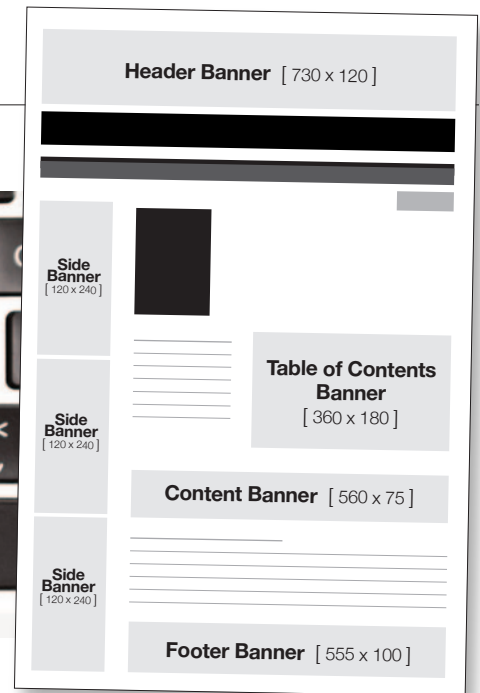
BLOCK BANNERS [300 x 250]

*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.



Acres Online

For Growers

4 emails sent/mo. | 22,000+ recipients/send | 28,000+ ad impressions/mo.

34%

HEADER TOC CONTENT FOOTER SIDE

\$3,280 \$2,060 \$1,660 \$1,560 \$1,200

buZZ!

For Retailers

4 emails sent/mo. | 20,000+ recipients/send | 18,000+ ad impressions/mo.

23%

\$2,835 \$1,785 \$1,560 \$1,460 \$1,050

Acres of buZZ! (California Trials)

For Growers and Retailers

6 emails sent | 26,000+ recipients/send | 50,000+ ad impressions/mo.

30%

\$2,950 \$2,310 \$1,835 \$1,735 \$1,095

Perennial Pulse

For Perennial Growers

2 emails sent/mo. | 30,000+ recipients/send | 14,000+ ad impressions/mo.

23%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

Nursery & Landscape Insider

For Nursery and Landscape Growers

2 emails sent/mo. | 27,000+ recipients/send | 13,000+ ad impressions/mo.

25%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

Tropical Topics (Tropicals and Houseplants)

For Growers and Retailers

2 emails sent/mo. | 25,000+ recipients/send | 11,000+ ad impressions/mo.

22%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

PestTalks (Insect and Disease Management)

For Growers

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

23%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

Inside Grower (CEA, Vegetables, Microgreens, Herbs and Cannabis)

For Growers

2 emails sent/mo. | 24,000+ recipients/send | 11,000+ ad impressions/mo.

22%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

GreenTalks (Sustainability)

For Growers

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

22%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

HORTCalendar.com Highlights (Industry Events)

For Growers and Retailers

2 emails sent/mo. | 31,000+ recipients/send | 11,000+ ad impressions/mo.

18%

\$2,000 \$1,580 \$1,195 \$1,095 \$790

California Trials



California Trials is one of our industry's most important yearly events. The format of the event, taking place in multiple locations, allows breeders to display all of their new genetics to important brokers, growers and retailers in a unique and engaging way. This summer, Chris and Ellen will hit the road again to cover all the important stops. With all the industry following this event, it's important to consider promoting your products to the engaged audience.



E-newsletter

Acres of buZZ!

Chris Beytes & Ellen C. Wells, *Editors*

MORE THAN
50,000
IMPRESSIONS

Acres of buZZ! presents a recap of editors Chris Beytes', Ellen C. Wells', Jennifer Zurko's and Bill Calkins', travels along the California coast for the Trials. This product connects growers and retailers with 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

**Acres of
buzz!**
from California Trials



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 California 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 including 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 California Trials web page, our dedicated California Trials webinar page and our California Trials Facebook page.



Website

CaliforniaTrials.com



Advertising Rate

Header Banner [970 x 120] \$2,100
Block Banner [300 x 250] \$800

FOR THE
YEAR!

Young Grower & Retailer Awards

HORTCalendar



Print

2022 Industry Wall Calendar

Inserted in the December 2021 issue of GrowerTalks/Green Profit with additional distribution at TPIE and MANTS. Options include exclusive or shared sponsorships.



Sponsorship Opportunity

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

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'21 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 banner ads promoting awards.
- Banner ads in GrowerTalks and Green Profit Advertiser emails 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'21 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.

EXCLUSIVE SPONSOR

COST \$6,500

- All advertising space dedicated to your company.
- 500 copies of the calendar.
- January 2022 Header banner—HORTCalendar.com website.
- January 2022 Header banner—HORTCalendar.com Highlights e-newsletter.

LEAD SPONSOR

COST \$4,000

- Two larger areas for your company's message.
- 350 copies of the calendar.
- January 2022 Header banner—HORTCalendar.com website.
- January 2022 Content banner—HORTCalendar.com Highlights e-newsletter.

FEATURE SPONSOR

COST \$1,000

- Two smaller areas for your company logo and description.
- 100 copies of the calendar.
- January 2022 Side banner—HORTCalendar.com website.
- January 2022 Side banner—HORTCalendar.com Highlights e-newsletter.



E-newsletter

HORTCalendar.com Highlights

Twice monthly e-newsletter on industry events.



Allison Westbrook, Editor

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 2021

	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 2021 January issue of *GrowerTalks/Green Profit*, with an increased schedule over 2020, you will receive one free matching ad in 2021.*

*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 and 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 R.L. 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
email kwootton@ballpublishing.com

Ship all inserts prepaid to:

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