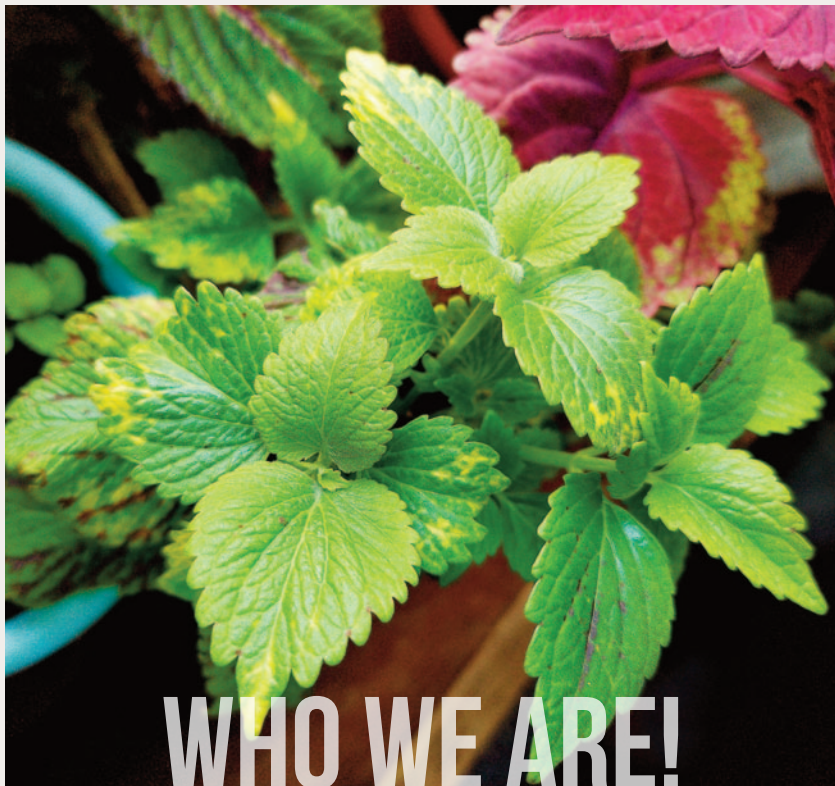


*The only magazine
growers and retailers flip over!*



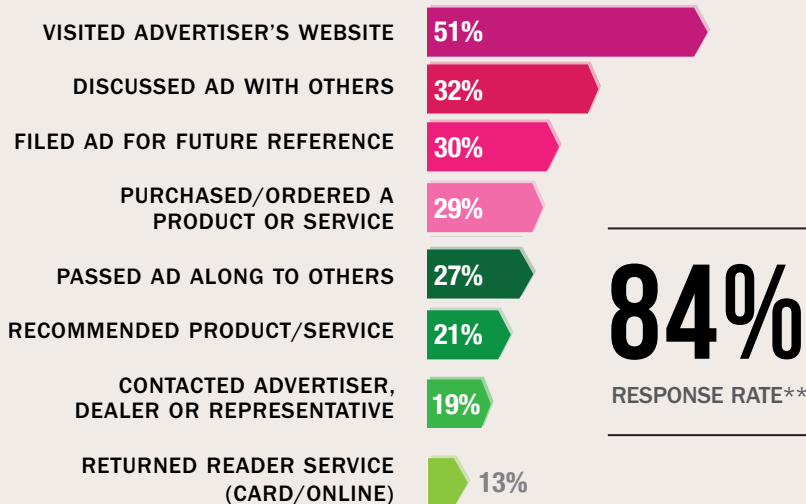
2023
MEDIA
PLANNING
GUIDE



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. 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.

Print Advertising Works!



* As of June 2022 AAM Publisher's Statement

**May 2022 Readex Research Study

25,043

TOTAL QUALIFIED SUBSCRIBERS*

Complete industry coverage reaching growers, retailers, nursery and landscape.

100%

ADVERTISING VALUE

100% of respondents reported *GrowerTalks|Green Profit* a useful source of product information.**

92%

DECISION MAKERS WITH BUYING POWER

92% of respondents are involved with purchasing.**

65K

74% of respondents share their copy with at least one coworker, for an estimated industry reach of more than 65,000.**

60%

60% of grower subscribers are also retailers.*

29%

PROVEN ROI

29% reported purchasing a product as a result of seeing a print ad in *GrowerTalks|Green Profit*.**

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 6 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 6 for e-newsletter information.

Green Profit's
buZZ!

CEA Print Supplement



Inside Grower

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

16,960 Circulation*

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 providing 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 6 for e-newsletter information.

**inside
GROWER**
Controlled Environment Agriculture

2023 Editorial Calendar

JANUARY

Ad Close: 11-23-22

Material Due: 12-6-22

SPECIAL OFFER
BUY ONE—GET ONE FREE!
See ad rate page for details.

FEBRUARY

Ad Close: 12-23-22

Inside Grower Close:
12-21-22

Material Due: 1-6-23

MARCH

Ad Close: 1-24-23

Material Due: 2-6-23

APRIL

Ad Close: 2-24-23

Material Due: 3-6-23

MAY

Ad Close: 3-24-23

Inside Grower Close:
3-1-23

Material Due: 4-6-23

JUNE

Ad Close: 4-24-23

Material Due: 5-5-23

GROWERTALKS

THE FERTILIZER, IRRIGATION & POTTING MIXES ISSUE

Adapting Your Media to the New Normal

Fertilizer—Conventional or Custom?

California Trials Preview & Guide

THE CHEMICALS & BIOCONTROLS ISSUE

The Latest Research on Biocontrols

Does Your Environment Impact Your Biocontrols?

THE “TRENDING NOW” NEW PRODUCTS ISSUE

Our Favorite Products From the Winter Shows

THE STRUCTURES ISSUE

New Technology in Greenhouse Structures

THE POINSETTIA PRODUCTION ISSUE

Cool Production Strategies for Poinsettias

Top New Intros for the Holidays
Biocontrols for Poinsettias

THE GREENHOUSE TOOLS & EQUIPMENT ISSUE

An Update on LEDs
Optimizing Your Square Footage

YOUNG GROWER AWARD ESSAYS

GREEN PROFIT

THE GIFTS & HOLIDAY ISSUE

Gift & Holiday Trends for 2023

O Tannebaum!—The State of the Christmas Tree Market

Wage & Benefit Survey

THE CONTAINER GARDENING PRODUCTS ISSUE

Container SKU Management
Strategies to Sell More Soil

THE “TRENDING NOW” NEW PRODUCTS ISSUE

Fill Their Carts With New Products

THE PLANT HEALTH PRODUCTS ISSUE

Biocontrols for the Home Gardener

Products to Grow Better Veggie Gardens

THE HOUSEPLANTS & HOME DÉCOR PRODUCTS ISSUE

Must-Have Houseplant Accessories

Biocontrols for Houseplants

THE GARDEN DÉCOR PRODUCTS ISSUE

Selling a Garden Oasis
Outdoor Furniture Trends for 2024

YOUNG RETAILER AWARD ESSAYS

EXTRAS

BONUS DISTRIBUTION:

National Hardware Show

Tropical Plant International Exhibition (TPIE)

PRINT SUPPLEMENT **inside GROWER**
Controlled Environment Agriculture

DISTRIBUTION: INDOOR AG-CON

BONUS DISTRIBUTION:

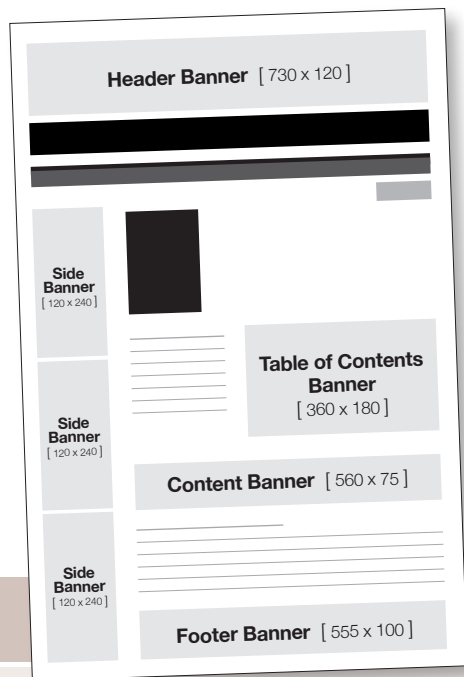
Floriexpo

PRINT SUPPLEMENT **inside GROWER**
Controlled Environment Agriculture

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

 **ReadexResearch**

	GROWERTALKS	GREEN PROFIT	EXTRAS
JULY Ad Close: 5-24-23 Material Due: 6-6-23	THE @CULTIVATE ISSUE Highlights From the California Trials	THE NEW VARIETIES ISSUE California Trials Intros for Indies	BONUS DISTRIBUTION: Ball Seed Customer Days Cultivate'23
AUGUST Ad Close: 6-23-23 <i>Inside Grower Close:</i> 5-26-23 Material Due: 7-6-23	THE NURSERY & LANDSCAPE ISSUE The Latest in Nursery Stock Breeding New Shrubs & Perennials from California Trials All You Need to Know About First-Year Flowering Perennials	THE PREP FOR NEXT YEAR ISSUE What's Trending in Displays & Merchandising Better Carts = More Sales	BONUS DISTRIBUTION: Farwest SAF Annual Convention The Garden Center Show PRINT SUPPLEMENT inside GROWER <small>Controlled Environment Agriculture</small>
SEPTEMBER Ad Close: 7-24-23 Material Due: 8-7-23	THE CULTURE NOTES ISSUE Production Tips for Patterned Petunias Cultivate'23 Highlights for Growers YOUNG GROWER AWARD  WINNER	THE FACILITIES & TECHNOLOGY ISSUE Mobile Retail Tech Speedy Checkout Strategies Cultivate'23 Highlights for Retailers YOUNG RETAILER AWARD  WINNER	BONUS DISTRIBUTION: The Garden Center Group Fall Event
OCTOBER Ad Close: 8-24-23 Material Due: 9-6-23	THE GREENHOUSE EFFICIENCY ISSUE The Mechanics of Greenhouse Efficiency The Efficiency Tool You Can't Live Without Creating Digital Production Plans	THE SOIL & AMENDMENT PRODUCTS ISSUE What's Good for Your Soil? The Scoop on Wood Fiber	BONUS DISTRIBUTION: National FFA Convention & Expo
NOVEMBER Ad Close: 9-25-23 <i>Inside Grower Close:</i> 8-29-23 Material Due: 10-6-23	THE PLUG & PROPAGATION ISSUE A Primer on Rooting Hormones & Stimulants The Clock is Ticking—Receiving URCs	THE FRESH NEW PRODUCTS ISSUE Hot New Picks for 2024	BONUS DISTRIBUTION: Great Lakes Expo PRINT SUPPLEMENT inside GROWER <small>Controlled Environment Agriculture</small>
DECEMBER Ad Close: 10-24-23 Material Due: 11-6-23	THE BUSINESS ISSUE H-2A for Ornamentals Growers Wage & Benefit Survey	THE NATIVE PLANTS & NATURAL PRODUCTS ISSUE Positioning Natives for Better Sales What <i>IS</i> a Native? Selling More Natural Pest Controls	BONUS DISTRIBUTION: Mid-Atlantic Nursery Trade Show (MANTS)



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.

BANNER AD RATES 2023



BLOOM BEAT | Cut Flower Growers
2 emails sent/mo. | 4,700+ recipients/send

Acres Online | Growers

4 emails sent/mo. | 25,000+ recipients/send

buZZ! | Retailers

4 emails sent/mo. | 24,000+ recipients/send

Acres of buZZ! (California Trials) | Growers & Retailers

6 emails sent | 31,000+ recipients/send

Tech On Demand | Growers

4 emails sent/mo. | 25,000+ recipients/send

Perennial Pulse | Perennial Growers

2 emails sent/mo. | 34,000+ recipients/send

Nursery & Landscape Insider | Nursery & Landscape Growers

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

Tropical Topics (Tropicals & Houseplants) | Growers & Retailers

2 emails sent/mo. | 29,000+ recipients/send

PestTalks (Insect & Disease Management) | Growers

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

Inside Grower

(CEA, Vegetables, Microgreens, Herbs & Cannabis) | Growers

2 emails sent/mo. | 28,000+ recipients/send

GreenTalks (Sustainability) | Growers

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

OPEN
RATE

AD
VIEWS

HEADER

TOC

CONTENT

FOOTER

SIDE

67%

5,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830

38%

29,000+

\$3,445

\$2,165

\$1,740

\$1,640

\$1,260

31%

23,000+

\$2,980

\$1,875

\$1,640

\$1,540

\$1,105

37%

55,000+

\$3,095

\$2,425

\$1,925

\$1,825

\$1,150

32%

25,000+

\$3,150

\$1,995

\$1,680

\$1,575

\$1,155

31%

18,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830

31%

18,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830

29%

14,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830

31%

14,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830

29%

16,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830

30%

14,000+

\$2,100

\$1,660

\$1,255

\$1,150

\$830



Live Webinars



Sponsored/Custom

Your promotions include:

- Print and digital advertising, editorial mentions, direct emails and more.
- Up to 500 registrants.
- 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 30%, your exclusive header ad is sent to more than 23,000 recipients as the sponsor of the "Digital Edition" of GrowerTalks/Green Profit magazine.

COST \$3,000



Targeted Email Blasts

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

**\$350 PER THOUSAND EMAILS SENT.
\$500 MINIMUM.**

Custom Videos

PRODUCTION/HOSTING

Our professional full-time videographer creates your video masterpiece.

- Options include video, still shots, drone footage and more.
- Finished files provided for your own use.

COST \$2,000+



GrowerTalks Channel



- More than 1.9 million views.
- GrowerTalks YouTube hosting with more than 6,000 subscribers.
- Ball Publishing has produced more than 700 videos since May 2007.



Trending Now Videos



Production/Hosting

Your product featured in video (and print).

- Ball Publishing-produced video segment about your product (6-8 minutes).
- YouTube hosted for our more than 6,000 subscribers!
- Print promotion in our "Trending Now" section of the magazine for one month (*includes QR code to video*).

COST \$2,000



Tech On Demand Podcasts



Production/Hosting

Sponsor existing podcasts or we can help create custom content based on your objectives.

- We have more than 8,000 downloads of our 39 episodes to date (August 2022).
- Multi-channel promotions including print, e-news, website, and more.
- Available on iTunes, Spotify, TuneIn, Stitcher, Google Podcasts and on our websites.

COST \$4,000

Websites



GROWERTALKS



greenPROFIT



**inside
GROWER**



TAKE OVER BANNER [640 x 480]

Opening ad to the website, then reduces in size and stays on the page. \$2,300/month

FLY-IN BANNER [300 x 250]

When scrolling down, the ad appears at "Features" and stays on the page until it's closed. \$1,700/month

HEADER BANNER [970 x 120]

Falls below the monthly cover image on the opening page and is run of site. Artwork required [300 x 250]. \$1,700/month

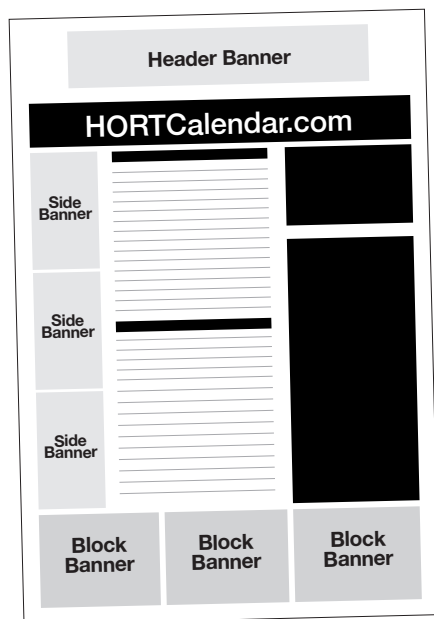
ARTICLE SIDE BANNERS [120 x 240]

Appear on every page with articles including cover story for the month. \$900/month

BLOCK BANNERS [300 x 250]

Run of site. \$1,150/month

Industry Events



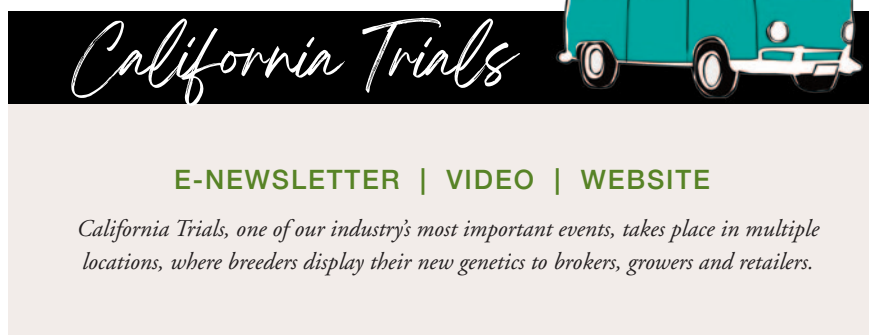
Website

[HORTCalendar.com](https://hortcalendar.com)

Industry events website.

Monthly Rate

Header Banner [728 x 90]	\$900
Block Banner [300 x 250]	\$700
Side Banner [120 x 240]	\$600



E-newsletter

MORE THAN 55K AD VIEWS

Acres of buZZ!

Chris Beytes & Bill Calkins, *Editors*

Acres of buZZ! is the daily e-newsletter sent by our editors covering the trial stops through editorial and video.

See page 6 for e-newsletter 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.

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.
- Promoted across our social media platforms.
- Mention of videos in January issue outlining the California Trials stops.



Website

[CaliforniaTrials.com](https://californiatrials.com)



FOR THE YEAR!

Advertising Rate

Header Banner [970 x 120]	\$2,400
<i>Artwork required [300 x 250].</i>	
Block Banner [300 x 250]	\$900

Advertising Roadmap

To your
target audience

		Ornamental Growers	CEA Growers	Garden Center Retailers
print	GrowerTalks	x		
	Inside Grower		x	
	Green Profit			x
	Classified Section	x		x
	Partnered Publications	x	x	x
digital	WEBSITES			
	GrowerTalks	x		
	Inside Grower		x	
	Green Profit			x
	California Trials	x		
	HORTCalendar	x	x	x
	E-NEWSLETTERS			
	Tech On Demand	x		
	Acres Online	x		
	buZZ!			x
	Acres of buZZ!	x		x
	Inside Grower		x	
	PestTalks	x		
	Perennial Pulse	x		
	Nursery & Landscape Insider	x		
	Tropical Topics			x
	Bloom Beat			x
	GreenTalks	x	x	x
	SPONSORED			
	Digital Edition Email	x		x
	Targeted Email E-blast	x	x	x
other	EDUCATIONAL			
	Webinars	x	x	x
	Podcasts	x	x	x
	VIDEOS			
	Trending Now	x	x	x
	Custom Video	x	x	x
	California Trials	x	x	



niche audiences

Perennial Pulse

Perennial Grower Products

Nursery & Landscape Insider

Nursery & Landscape Grower Products

Tropical Topics

Tropical & Houseplant Products

Bloom Beat

Cut Flower Products

GreenTalks

Sustainable Products

Material and Design Specifications

Print & Digital

Publication Trim Size
9 x 10.875 in. (229 x 276 mm)

Printing
Cover, half-web offset;
body, web offset

Binding
Perfect bound,
1/8 in. (4 mm) grind at spine

Screen
150 line (60 lines per centimeter)

Bleed Page Size
9.25 x 11.125 in. (235 x 286 mm)

There is no extra charge for a bleed page.

*See ad template for additional
detailed bleed instructions:
[www.ballpublishing.com/
productionguidelines](http://www.ballpublishing.com/productionguidelines)

**EMAIL ALL PRINT
ADVERTISING MATERIALS
(with exception of inserts) to:**

Kathy Wootton
Production Manager

ph 1.630.588.3352
email 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:**

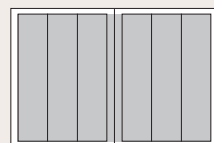
Denielle Noe
Publishing Assistant

ph 1.630.588.3233
email dnoe@ballpublishing.com

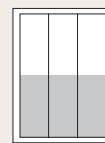
Exact dimensions (pixels); jpg or gif; file size
≤100kb; URL is requested for each ad. Animation
allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID TO:

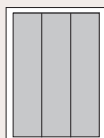
Schumann Printers, Inc.,
Attn: Insert Warehouse Building #2,
200 Swarthout Road, Fall River,
WI 53932



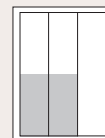
2 Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.



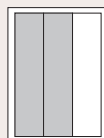
1/2 Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



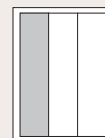
Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



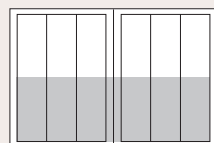
1/3 Page (square)
4.875 in. x 4.625 in.



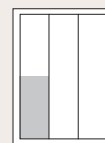
2/3 Page (vertical)
Live Area: 4.875 in. x 9.375 in.
Bleed option available*



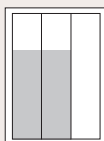
1/3 Page (vertical)
Live Area: 2.375 in. x 9.375 in.
Bleed option available*



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



1/6 Page (vertical)
2.375 in. x 4.625 in.



1/2 Page Island
Live Area: 4.875 in. x 6.875 in.
Bleed option available*

ballpublishing.com/productionguidelines

ADVERTISING CLOSE			MATERIAL DUE
GrowerTalks/Green Profit		Inside Grower	Print & Digital
January	11-23-22		12-6-22
February	12-23-22	12-21-22	1-6-23
March	1-24-23		2-6-23
April	2-24-23		3-6-23
May	3-24-23	3-1-23	4-6-23
June	4-24-23		5-5-23
July	5-24-23		6-6-23
August	6-23-23	5-26-23	7-6-23
September	7-24-23		8-7-23
October	8-24-23		9-6-23
November	9-25-23	8-29-23	10-6-23
December	10-24-23		11-6-23

Enhancements

Custom pieces, polybag inserts, gate fold,
bind-in cards, heavy stock, metallic ink, and
PMS match colors are available. Contact
your account manager for information
and pricing.

Pricing for maximum full page 2-sided
insert, does not include additional postage
or poly-bagging charges. Charges depend
on quantity specified by customer. No
postage fee for inserts that conform to
Media Kit specs.

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

**SPECIAL
OFFER**

JANUARY PRINT SPECIAL

Ad Close: 11-23-22 | Material Due: 12-6-22

BUY ONE—GET ONE FREE!

When you commit to advertising in the 2023 January issue of *GrowerTalks/Green Profit*, with an increased schedule over 2022, you will receive one free matching ad in 2023.*

*Buy One—Get One Free offer may not be combined with customized advertising programs. Contact your account manager for details.

Print AD RATES 2023

	12x	9x	6x	3x	1x
1/6 Page	\$745	\$780	\$810	\$890	\$925
1/3 Page	\$2,070	\$2,135	\$2,200	\$2,340	\$2,405
1/2 Page	\$2,425	\$2,555	\$2,660	\$2,760	\$2,845
1/2 Page Island*	\$2,555	\$2,695	\$2,815	\$2,920	\$3,015
2/3 Page	\$2,760	\$2,915	\$3,050	\$3,170	\$3,280
Full Page	\$3,435	\$3,655	\$3,815	\$3,985	\$4,135
Product Feature	\$375	\$375	\$375	\$375	\$375
Insert Rate per Page	\$2,410	\$2,635	\$2,775	\$2,930	\$3,370
Postcard**	\$1,055	\$1,085	\$1,185	\$1,245	\$1,515

*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.

ADVERTISEMENT 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 \$4,000



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 \$9,900



Print: 6x—1/2 Page
Online: 2 Months Banner
Bonus: 2 Product Features
Direct Mail List: 1x use
10 Months of Sales Leads

TOTAL COST \$11,900



CLASSIFIEDS

[GrowerTalks.com/Classifieds](https://www.growertalks.com/classifieds)
[GreenProfit.com/Classifieds](https://www.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!

\$1.50 per word, including company name and address. \$10 upcharge for blind ads requiring a box number, \$30 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 \$150 per column inch (25 mm).

No frequency discounts or agency commission.