

	Hard Goods	Green Goods	Décor/Gifts	Products	Supplements	Close Date	Materials Due
January	Plastic pots	Annuals, Edibles	Miniature & fairy gardening, Holiday décor	Tools, carts & equipment	Spring Profit Centers	12/15/17	12/22/17
February	Spring Survival Guide	Spring Survival Guide	Spring Survival Guide	Spring Survival Guide	GCP&S	1/15/18	1/22/18
March	Patio furniture	Ornamental grasses, Branded plants	Wind chimes	Birding	New Product Introductions	2/15/18	2/22/18
					Spring Trials Special Section		
April	Fire pits/grills	Perennials, Roses	Pottery & containers	Watering tools & accessories	Trade Show Guide	3/15/18	3/22/18
May	Software	Trees/shrubs	Garden ornaments	Control products	Miniature/Fairy Gardening Report	4/13/18	4/20/18
					Social Media Report		
June	Water features	Fall plants	Gardener gear	Growing media & soil amendments	Increasing Profits Supplement	5/15/18	5/22/18
					GCP&S		
July	Fertilizers/ growth products, Statuary	Poinsettias/ holiday plants	Animal-themed décor	Hydroponics	Grower-Retailer Report	6/15/18	6/22/18
August	Urban gardening, Signs, labels & tags	Seeds, Bulbs	Fountains	Organics	Ask The Experts	7/13/18	7/20/18
September	Top 100 Independent Garden Centers	Top 100 Independent Garden Centers	Top 100 Independent Garden Centers	Top 100 Independent Garden Centers	Top 100 Independent Garden Centers	8/15/18	8/22/18
October	Plant care products	Natives, Succulents, Drought-tolerant plants	Bird feeders & houses	Plant stakes/ supports	GCP&S	9/14/18	9/21/18
November	State of the Industry	State of the Industry	State of the Industry	State of the Industry	State of the Industry	10/16/18	10/23/18
December	Water gardening, Bulk/bagged goods	Veggies, herb starts & seeds, Container plants & combinations	Indoor decor, Made in the USA	Indoor growing supplies	Variety Guide	11/15/18	11/20/18
					GCP&S		

2018 PRINT

Size	Rates
Full Page	\$1,180
1/2 Standard	\$660

DIGITAL EDITION: Print + 8% premium

MECHANICAL REQUIREMENTS: Saddle stitched, three columns to a page.
Paper stock: Machine coated, 50-lb. body with 100-lb. cover.
Colors available: matched, four-color process (AAAA-MPA).
Trim size: 7 7/8" x 10 1/2".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES (NON-BLEED)

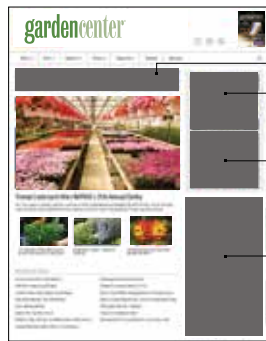
Specifications	Width	Depth
Full Page (non-bleed).....	7"	10"
2/3 Page.....	4 1/2"	10"
1/2 Page Island.....	4 1/2"	7 1/2"
1/2 Page Horizontal.....	7"	4 1/2"
1/2 Page Vertical.....	3 3/4"	10"

MARKETPLACE (PRINT AND ONLINE):

\$107 per column inch
Two-color \$35.00
Four-color \$60.00
Word only: \$8.15 per line, \$35.75 minimum, 1/6 Page Display \$275

2018 INTERACTIVE

WEBSITE ADS (HOME PAGE)



LEADERBOARD AD

728x90
\$650
6 units available

PRIME-PLUS SQUARE ADS

300x250
\$480
10 units available

PRIME TOWER AD

300x600
\$1,250
5 units available



LIGHTBOX

500x500
\$3,500
Exclusive

(INTERNAL PAGE)



CATEGORY IN-LINE AD

300x250
\$1,250
Exclusive

E-NEWSLETTER ADS



PRIME-PLUS SQUARE ADS (TOP)

300x250
1x..... 12x..... 24x..... 52x
\$535..... \$506..... \$477..... \$460

PRIME-PLUS SQUARE ADS (MIDDLE)

300x250
1x..... 12x..... 24x..... 52x
\$523..... \$483..... \$460..... \$437

SPONSORED FEATURE

Image
(360x180 pixels)

Bold Headline
Hendit, te veliquat volutatem necumet
suscipue et et qui illum rem quas
et quibus sit in hui qui con portus
mod et velignisum aut lam eum, qui
in neciam di necta con, orisitas idet
dolorem modicam sitis dui ma.

SPONSORED FEATURE

360x180
\$1,035

LEADERBOARD AD

728x90
1x..... 12x..... 24x..... 52x
\$460..... \$437..... \$414..... \$385