

	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/supplies	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

<b>Size</b> .....	<b>Rates</b>
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)

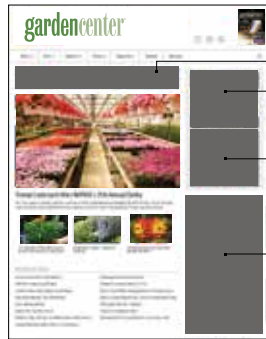
<b>Specifications</b> .....	<b>Width</b> .....	<b>Depth</b>
Full Page (non-bleed).....	7"	10"
2/3 Page.....	4 1/2"	10"
1/2 Page Island.....	4 1/2"	7 1/2"
1/2 Page Horizontal.....	7"	4 1/2"
1/2 Page Vertical.....	3 3/4"	10"

### 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