

SCRANTON GILLETTE COMMUNICATIONS

gpn

GREENHOUSE PRODUCT NEWS

www.gpnmag.com

MEDIA KIT 2012

the magazine for commercial growers

GPN is the only industry publication that delivers market-driven, award-winning editorial in a format with the greatest impact.

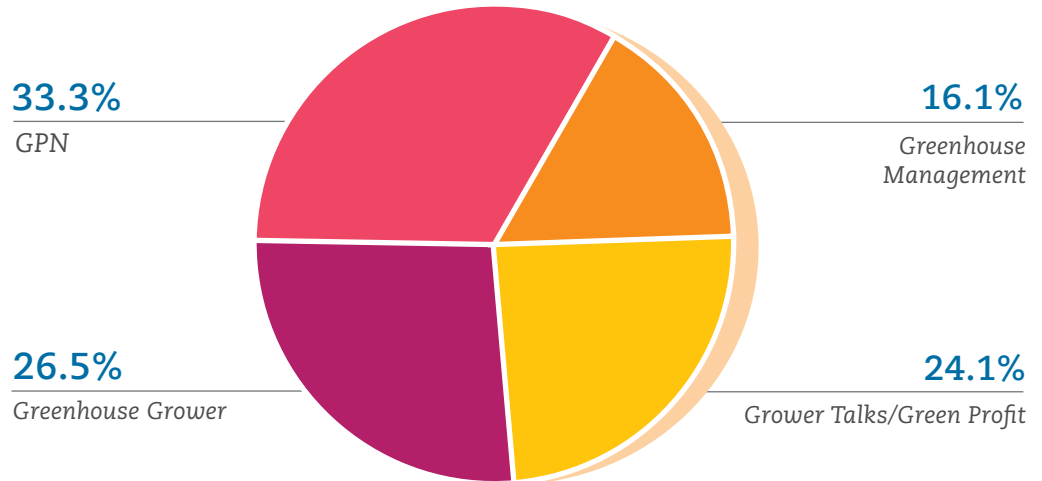
As a result, *GPN* is the best-read magazine in the industry, ranks the most useful and preferred among its 19,500 readers, and reaches a significant number of unique floriculture professionals. More marketers recognize *GPN* as the brand that delivers the greatest ROI — make sure you are among them.

Source: SGC Readership Study, February 2011

Market Leadership

GPN is where more industry marketers invest their dollars.

As the industry publication with the greatest advertising share of market — **33.3%** — *GPN* is the resource more advertisers trust to reach decision-makers and deliver leads.

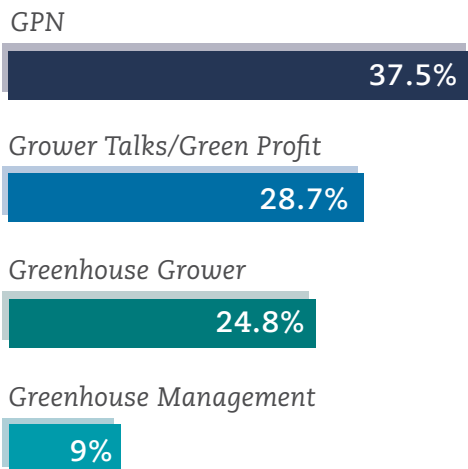


Source: Inquiry Management Systems, 01/11-06/11

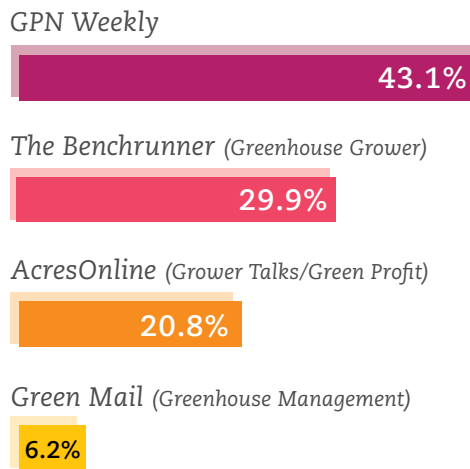
Subscriber Preference

GPN's value to readers is evident in its rankings as the most-useful, most-preferred and best-read print publication and electronic newsletter by floriculture professionals.

Which magazine do you find most useful?



Which e-mail newsletter do you most prefer?



Unique Reach

More than one-quarter of GPN's decision-makers (**27.7%**) receive no other industry magazines.

This unduplicated receivership provides your brand with a unique opportunity to influence purchasing decisions.

- Only **72.3%** of *GPN* subscribers receive *Greenhouse Grower*
- Only **60.7%** of *GPN* subscribers receive *Grower Talks/Green Profit*
- Only **49.9%** of *GPN* subscribers receive *Greenhouse Management*

Source: SGC Readership Study, February 2011

Source: SGC Readership Study, February 2011

EDITORIAL *quality*

Impact

According to the American Business Press, "Next to color, size affects readership more significantly than any other variable."

As the only large-format magazine in the market, *GPN* does the best job of delivering your message with impact — 150% more impact.

GPN retains its high-caliber subscribers through quality, market-driven editorial. As the recipient of **2009 and 2010 Tabbie awards** for best single issue and **Folio's 2009 Gold Eddie Award** for overall

editorial excellence, *GPN* provides the best vehicle for your message.

GPN continues to serve as the floriculture industry's leading technical magazine. Our experienced editorial staff and contributors provide the information growers need to succeed in today's incredibly demanding and challenging marketplace.



UNIQUE *solutions*

Innovation

GPN leads the commercial greenhouse industry with innovative new platforms for building brands and engaging decision-makers.

Our custom media experts can help you identify the appropriate solution for your objectives to achieve measurable results.



For example, *GPN's* custom-branded digital magazines drive website traffic, deliver valuable educational content and demonstrate our clients' commitment to sustainable practices.

The continued success of www.californiaspringtrials.com makes *GPN* the one-stop online resource for the Spring Trials event. *GPN* delivers sponsored pages, showcased new varieties and other valuable information to floriculture professionals throughout the year.



at your SERVICE

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INTEGRATED *marketing*

Why Use Integrated Marketing?

Integrated marketing ensures that your message reaches all marketplace decision-makers in every searchable resource. GPN can help you design and execute integrated campaigns that generate leads, reinforce brand preference and increase sales efficiency.

In addition to producing the leading publication serving the commercial floriculture market, **GPN** offers its business partners:

Print

- Display advertising (*GPN*, *Big Grower*, *California Spring Trials Companion*)
- Inserts, bellybands and cover tips
- Custom magazines and newsletters
- Reprints
- Direct mail



Print

Make an impact in print with the *Big Grower* supplement — the only publication specifically focused on large commercial growers.

Face-to-Face

As an invitation-only event, the *Big Grower* Executive Summit brings together an exclusive group of 30-40 CEOs, COOs and other senior-level management of the largest commercial growers.

Digital

Showcase your brand on the *Big Grower* microsite or through sponsorship of an e-newsletter to enhance the visibility of your brand.

Electronic

- www.gpnmag.com
 - Hort TV
 - Website Ads
 - Online Buyer's Guide
 - Company Showcase
 - Product Spotlight
- www.californiaspringtrials.com
 - Customized Landing Pages
- Webinars
- Video
- Digital Buyer's Guide & monthly editions
- GPN Weekly sponsorships
- Custom e-mail newsletters, videos and promotions

Sell Big?

GPN's *Big Grower* supplement, www.biggrower.com and the twice-monthly *Bottom Line* e-newsletter provide access to more than 2,000 commercial growers with growing areas of 250,000 square feet or more.

Use integrated marketing to target the largest growers in America:

Inside Big Grower:

- Hear from a Big Grower
- Inside the Box
- Management Issues
- Green Industry Economics

Events

- *Big Grower* Executive Summit sponsorships
- Hotel keycard advertising
- Hort TV @ OFA Short Course in-room sponsorships
- 40 Under 40 sponsorships

Client Services

- Research
- Focus groups
- Surveys
- List rental
- Advertising layout services
- Website design
- Custom publishing opportunities

BIG GROWER Executive Summit

The *Big Grower* Executive Summit is an exclusive annual event for the industry's largest and most influential commercial growers. Integrated marketing engages decision-makers through:

- Face-to-face interaction
- Sponsor logos on all promotional materials, including website
- Sponsor participation in all sessions and activities
- Sponsor access to attendee roster
- **NEW!** Quarterly Executive Briefing Webinars addressing the industry's hottest topics and trends

For more details about this exclusive opportunity, contact **Harry Urban** at hrurban@sgcmail.com or 847.954.7928

INTEGRATED marketing



Related Opportunities

Sell Retail?

If your company sells products or services to retail outlets, you'll find *GPN's* sister publication, *Lawn & Garden Retailer* contains the perfect blend of high-end editorial and extensive product coverage that independent garden center professionals rely upon to remain competitive. *Lawn & Garden Retailer* offers its own unique solutions — in colorful, large-format print and digital editions — for generating leads and building your brand.

Electronic Opportunities

GPN Weekly

Sponsor *GPN Weekly* for exclusive access to 10,900 floriculture industry professionals who have elected to receive this informative e-newsletter.



Product Spotlights

Affordably distribute your product photos and information via e-mail to 8,500 recipients and thousands of additional website visitors with *GPN* product spotlights.

Digital Buyer's Guide

Drive engaged decision-makers to your website, online videos or marketing collateral — directly from your ads in this interactive 24/7 resource.

Online Buyer's Guide

Enhance your listing in this valuable industry resource with logos, links, profiles and more.

Marketing Partner Program

Announce your company's product launches, trade show information and other updates to select groups of e-mail subscribers.

Case of the Month

Position your company as a thought-leader on a specific topic through an exclusive case-of-the-month sponsorship. Present the successful solutions implemented by an industry peer to engage thousands of decision-makers looking for answers.

Website Ads

Reach professionals any time during business searches in a number of locations on the *GPN* website, www.gpnmag.com.

Company Showcases

Gain extra attention by enhancing your company's listing on www.gpnmag.com with images, a corporate profile, case studies and other information.



Hort TV

Hort TV is an online video network hosted on www.gpnmag.com that provides increased exposure for your company-produced videos. Stay top-of-mind at major industry events through Hort TV's unique installments:

- Hort TV @ Spring Trials
- Hort TV In-Room @ OFA Short Course
- Hort TV @ OFA Short Course

Webinars

Communicate your company's solutions to common industry issues via webinars, and establish your company as an effective go-to resource. Editorially focused webinars and manufacturer's technical presentations both deliver proven ROI.

Other Opportunities

- White Papers
- Custom Media
- 40 Under 40 Sponsorship



2012 editorial calendar

month	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close & Materials Due	Nov. 22, 2011	Dec. 28, 2011	January 27	March 5	April 2	April 30
EDITORIAL TOPICS	<p>Intern of the Year</p> <hr/> <p>Automation & Controls</p> <hr/> <p>Pots & Containers</p>	<p>National Poinsettia Trials</p> <hr/> <p>Greenhouse Controls & Related Products</p> <hr/> <p>Greenhouse Structures, Equipment & Components</p>	<p>Consumer Poinsettia Preference Report</p> <hr/> <p>Water/Irrigation</p> <hr/> <p>Automation & Controls</p>	<p>Pest Management</p> <hr/> <p>Media & Fertilizer</p> <hr/> <p>Greenhouse Controls & Related Products</p>	<p>Winner's Circle Varieties</p> <hr/> <p>Pots & Containers</p> <hr/> <p>Tags, Labels & Branding</p>	<p>2012 California Spring Trials Coverage</p> <hr/> <p>Greenhouse Structures, Equipment & Components</p> <hr/> <p>Media & Fertilizer</p>
FEATURES in EVERY ISSUE	Varieties & Crop Cultivation Pest & Disease					
BONUS DISTRIBUTION	<p>TPIE</p> <p>Mid-Am Show</p>					
SPECIALS	<i>Big Grower</i>	<i>California Spring Trials Companion</i>	<i>Big Grower</i>		40 under 40	<i>Big Grower</i>

Upload editorial submissions to: www.scrantongillette.com/PR

Regular Editorial Contributors

Jim Barrett, professor of floriculture, University of Florida.

Specialty: leading expert in plant growth regulators and poinsettias.

Jim Bethke, entomology staff research associate, University of California.

Specialty: one of the few dedicated insecticide screeners in the country.

Ann Chase, president and pathologist, Chase Horticultural Research.

Specialty: leading authority on diseases and one of the few dedicated fungicide screeners in the country.

John Dole, professor of floriculture, North Carolina State University.

Specialty: expert on cut flower production and general horticulture.

Jim Faust, associate professor of horticulture, Clemson University.

Specialty: leading researcher on light and general plant production.

Joyce Latimer, cooperative extension horticulturist, Virginia Tech University.

Specialty: leading researcher on plant growth regulator use on perennials.

Erik Runkle, associate professor of floriculture, Michigan State University.

Specialty: up-and-coming researcher in a variety of topics including temperature, perennials and light.

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	month
June 1	July 3	August 1	August 30	October 1	November 2	Ad Close & Materials Due
2012 California Spring Trials Coverage	All About PGRs	What's New in Perennials	Dealing with Plant Disease	What's New in Potted Plants	Mixed Combinations	EDITORIAL TOPICS
Tags, Labels & Branding	Media & Fertilizer	Greenhouse Structures, Equipment & Components	Media & Fertilizer	Pots & Containers	Greenhouse Controls & Related Products	
Greenhouse Structures, Equipment & Components	Pots & Containers	Automation & Controls	Greenhouse Controls & Related Products	Tags, Labels & Branding	Automation & Controls	
Greenhouse Technology Hort TV						FEATURES in EVERY ISSUE
OFA Short Course	FarWest Show		Northeast Greenhouse Conference			BONUS DISTRIBUTION
		<i>Big Grower</i>		<i>Big Grower</i>		SPECIALS

A Scranton Gillette Communications Publication

Our mission is to provide effective communication channels for clients and audiences in business-to-business markets through superior integrated media solutions.

We strive to be recognized as an innovative, well-managed and profitable company that serves its markets, employees and communities with integrity, honesty and professionalism.

Editorial Mission Statement

GPN's editorial mission is to provide subscribers with cutting-edge, as well as practical, information to help them succeed in the changing world of floriculture.

GPN's editorial coverage examines the critical issues facing the industry today and includes the latest applied and scientific research, crop culture data, business management topics, industry news and application stories so subscribers can apply this information to their growing operations and succeed in today's competitive marketplace.

2012 rate card

rates effective with January 2012 issue

GPN 4-Color Rates

Space Unit	1x	3x	6x	9x	12x	18x
Tabloid	\$5,140	\$5,080	\$4,850	\$4,670	\$4,450	\$4,140
Jr. Page	\$4,190	\$4,090	\$3,950	\$3,820	\$3,670	\$3,440
½ Tabloid	\$3,500	\$3,410	\$3,320	\$3,220	\$3,110	\$3,000
⅓ Tabloid	\$2,800	\$2,710	\$2,600	\$2,510	\$2,420	\$2,350
⅔ Page	\$3,400	\$3,290	\$3,180	\$3,080	\$2,930	\$2,700
½ Page Island	\$3,045	\$3,000	\$2,950	\$2,880	\$2,810	\$2,670
½ Page	\$2,810	\$2,710	\$2,620	\$2,520	\$2,450	\$2,335
⅓ Page	\$2,365	\$2,315	\$2,245	\$2,190	\$2,125	\$1,995
¼ Page	\$1,965	\$1,935	\$1,900	\$1,845	\$1,795	\$1,735
⅙ Page	\$1,775	\$1,725	\$1,695	\$1,680	\$1,645	\$1,580
Showcase	\$875					
2-Color, std.	\$460					
Matched Color	\$755					
Metallic Color	\$890					

Premium charges, add 15% back cover; 10% inside front cover and inside back cover; 5% premium positions.

General Instructions

Terms and Agency Commission: 15% of gross billing for display advertising space, color, special position premium, provided account is paid within 30 days of invoice date. 1½% charge per month on accounts 30 days or more in arrears. No cash discount. Commission is not allowed on mechanical or special charges including those for artwork, photos, printing, reprints, backup of inserts, tip-ins, and all other special handling requirements. In the event of nonpayment publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Agency commission will not be paid if the submitted ad material requires additional work by the publisher.

Short Rates and Rebates: Advertisers will be short-rated if within the 12-month period from date of first insertion they do not use the number of insertions contracted for upon which their billings have been based. Advertisers will be rebated if within the 12-month period they have used sufficient additional insertions to earn a lower rate than that at which they have been billed.

Rate Protective Clause: Rates are subject to change on notice and become effective for all advertisers with the stated specific issue and all issues thereafter. However, advertisers may cancel or amend their contracts without incurring short rate adjustment if they have fulfilled their contract terms through the issue preceding that with which the new rates are effective.

Publisher's Copy Protective Clause: In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in this rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the publisher, its agents, assigns and successors against any claim, demand, costs, expenses and damages, including reasonable attorneys fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing.

Advertising That Simulates Editorial Content: Advertisements that in the opinion of the publisher resemble editorial material or the publication's editorial format will carry the word "Advertisement" in at least 10 pt. type at the top or bottom.

Regulations Not Stated Elsewhere in Rate Card: See specific and detailed reference in item No. 14 of this publication's listing in Standard Rate and Data Service (SRDS).

Cancellation of Orders: Cancellation of space orders must be in writing and will not be accepted after closing dates.

Frequency Determination: To select the proper frequency for calculating your basic advertising rate for GPN, add together total number of insertions of one-sixth page or more in size that you plan to schedule in GPN and Lawn & Garden Retailer magazines within a 12-month period.

Big Grower 4-Color Rates

Space Unit	Advertiser Rate (net)
Full-Page Tabloid	\$2,350
½ Page Tabloid	\$1,450
⅓ Page Tabloid (vertical)	\$1,200
Junior Page	\$1,930

Premium positions, add 15%. Check with publisher for availability.

Mailing Instructions

Advertising material, space contracts, insertion orders, correspondence and copy should be addressed to:

GPN, 3030 W. Salt Creek Ln., Suite 201, Arlington Heights, IL 60005-5025; Attn: Lynnette Hennessy, 847.391.7968

Ad Art Upload Instructions

To upload ad art and additional ad information, go to

www.scrantongillette.com/adart.

Accepted Digital Ad Formats

Press-optimized PDF using Acrobat Distiller's PDF/X-1a job option is the required format (300 dpi resolution, CMYK color). PDFs prepared for use on the Web are unacceptable. Any other type of file may require the use of an outside vendor and will result in additional charges. Unless a SWOP proof ad is submitted, the publisher will not accept responsibility for the integrity of the ad.

Mechanical Data

Publication trim size: 10¾" x 13½" (Achieved by trimming ⅛" off the head, face and foot. Live matter should be kept at least ⅜" from the trimmed sides.)

Printing: Web offset. Printing is wet, all colors going down simultaneously with one impression

Binding: Saddle stitch (with the exception of the July perfect-bound issue)

Mechanical requirements: SWOP specifications apply.

Standard Unit Size in Inches: Spaces to be charged at standard unit rate can be used only in the forms and dimensions shown below. Unit exceeding size in any dimension is considered bleed and oversize, except for gutter bleed on two-page spread. See Bleed Sizes.

Space Unit	Non-Bleed	Bleed
Tabloid	9¾" x 13"	11" x 13¾"
Tabloid Spread		21¾" x 13¾"
Junior Spread		15½" x 11"
½ Tabloid Vertical	4⅝" x 13"	5⅝" x 13¾"
½ Tabloid Horizontal	9¾" x 6⅜"	11" x 6¾"
⅓ Tabloid Vertical	3⅜" x 13"	3¾" x 13¾"
Jr. Page	7" x 10"	7¾" x 11"
⅔ Page	4⅝" x 10"	
½ Page Vertical	3⅜" x 10"	
½ Page Horizontal	7" x 4⅞"	
½ Page Island	4⅝" x 7⅜"	
⅓ Page Vertical	2⅞" x 10"	
⅓ Page Square	4⅝" x 4⅞"	
¼ Page	3⅜" x 4⅞"	
⅙ Page Vertical	2⅞" x 4⅞"	
⅙ Page Horizontal	4⅞" x 2⅞"	
Showcase	4½" x 3½"	