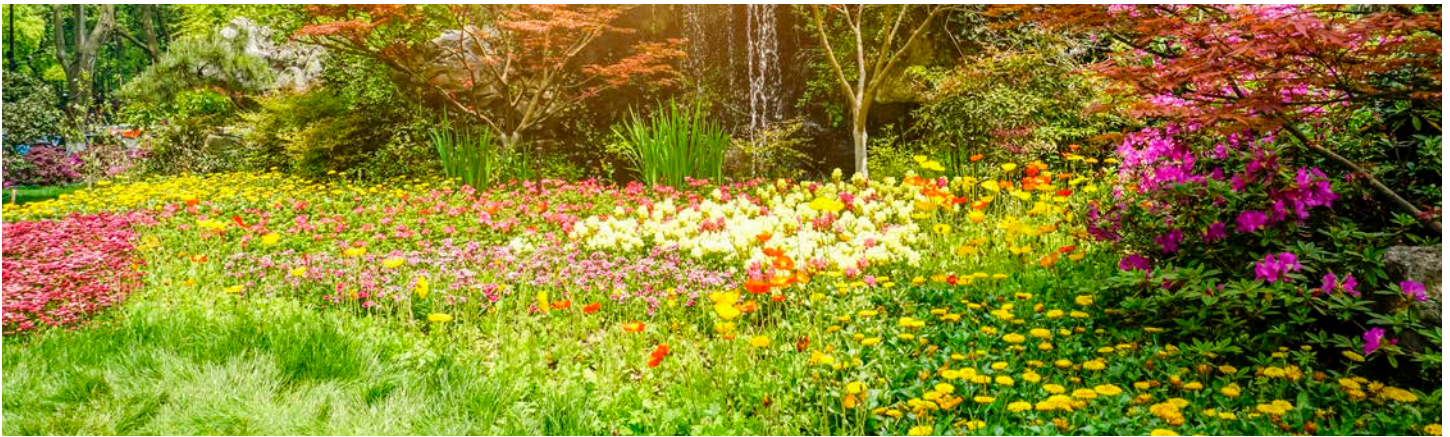




# GROW 2020 MEDIA KIT



# GROW 2020 ADVERTISING

The *GWA: The Association for Garden Communicators* recognized *GROW* in 2019 as the best gardening magazine published in the United States, the third time *GROW* received this honor!

The print edition of this award-winning magazine is an exclusive benefit for the 21,000 member-households of the Pennsylvania Horticultural Society. However, everyone who loves plants and gardens can discover *GROW*'s inspiring and informative content through the digital edition, available on the PHS Website (PHSonline.org).

## AUDIENCE

### GROW Print

#### INCOME

Annual HHI over \$100,000: 57%

#### EDUCATION

Attended four-year college: 43%

Attended graduate/professional school: 53%

#### GENDER

Female/Male: 78%/22%

#### AGE

Younger than 56: 28%

56 or older: 72%

### PHS Online

#### [www.PHSonline.org](http://www.PHSonline.org)

Monthly page views: 65,500

Monthly unique users: 16,600

#### [www.theFlowerShow.com](http://www.theFlowerShow.com)

Monthly page views: 833,340

Monthly unique users: 58,340

### PHS E-News

#### RECIPIENTS

Monthly: 144,250

Open rate: 19%

## DEADLINES

### GROW Print

#### SPRING 2020

Space Reservations: Dec. 6, 2019

Materials Due: Dec. 19, 2019

#### SUMMER 2020

Space Reservations: March 12, 2020

Materials Due: March 26, 2020

#### FALL 2020

Space Reservations: June 4, 2020

Materials Due: June 18, 2020

#### WINTER 2020

Space Reservations: Sept. 3, 2020

Materials Due: Sept. 17, 2020

### PHS Online

Space: the 15th of previous month

Materials: the 20th of previous month

### PHS E-News

Space: 15th of previous month

Materials: the 20th of previous month



# GROW 2020 ADVERTISING



## EDITORIAL CALENDAR

### SUMMER 2020

#### SHARING:

- How to start a community garden.
- Plant societies offer rare varieties and expert information to gardeners.
- Two former corporate executives (and PHS members) raise llamas and distribute homemade compost to their community.

### FALL 2020

#### LEARNING:

- Chipping Hill Micro Farms creates small, portable gardens for kids at schools, day-care centers and community organizations so they can discover the joys of fresh food.
- Master Gardeners learn and teach skills to the public.
  - Expert guidance on composting.

### WINTER 2020

#### WELLNESS:

- Five distinctive gardens at Children's Hospital of Philadelphia are colorful, fragrant and living extensions of CHOP's mission.
- The research findings of UPenn Medicine's Dr. Eugenia South, who studies the impact of urban green spaces on crime and mental health.
- Medicinal plants for home gardens.

# GROW 2020 AD SPECS

## PRINT

### ACCEPTED FORMATS

Press-Ready PDF with resolution of 300 dpi preferred, EPS, JPG and TIFF files accepted.

### AD SUBMISSION

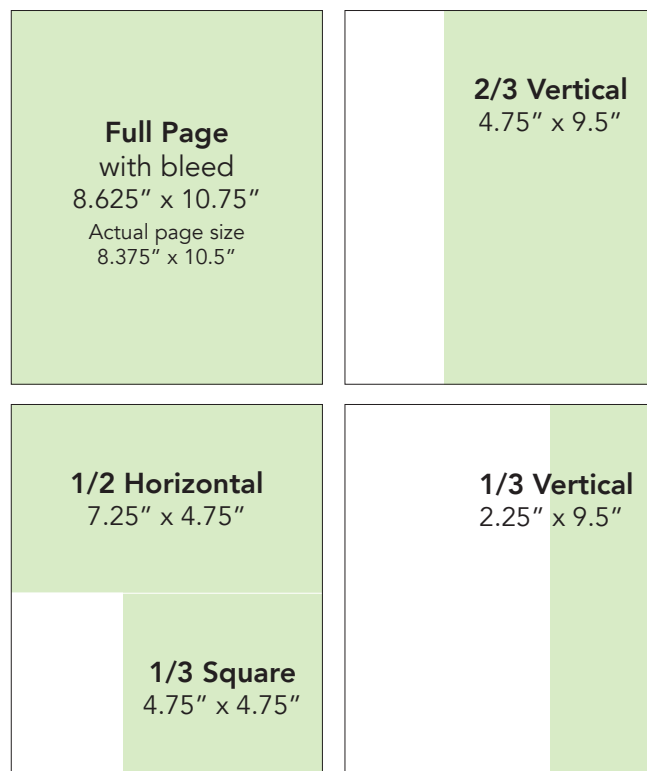
Ads may be sent to Kim Richards:

E: krichards@manzomediagroup.com

P: 610-527-7047; F: 610-527-7048

### ADVERTISING RATES (All advertising is four color)

Display Ad	1 Time	2 Times	4 Times
Full Page	\$1,899	\$1,804	\$1,424
2/3 Vertical	\$1,520	\$1,444	\$1,140
1/2 Horizontal	\$1,330	\$1,264	\$998
1/3 Vertical	\$944	\$897	\$708
1/3 Square	\$944	\$897	\$708
Premium Location Ad	1 Time	2 Times	4 Times
Back Cover	\$3,232	\$3,070	\$2,424
Inside Front Cover	\$3,008	\$2,858	\$2,256
Page One	\$2,838	\$2,696	\$2,129
Inside Back Cover	\$2,551	\$2,423	\$1,913
Marketplace Ad	1 Time	2 Times	4 Times
1/8 page 3.625" x 1.875"	\$300	\$275	\$250
1/4 page 3.625" x 3.875"	\$600	\$550	\$500



## DIGITAL

### PHS Online

Display Ad	1 Time	4 Times
Horizontal 728 pixels wide x 90 pixels tall	\$500	\$450
Square 300 pixels wide x 250 pixels tall	\$500	\$450

### PHS E-News

Sent the first Wednesday of every month. Banner Ad dimensions:  
180 pixels wide x 200 pixels tall

**December - March (Flower Show Premium)**  
1 time: \$995 4 times: \$895

**April - November**  
1 time: \$695 4 times: \$625

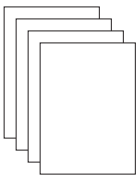
## DISCOUNTS

Receive 5% total rate for any order of two or more ad types (Print, Online, E-News).

# GROW 2020 PACKAGES

## PACKAGE A

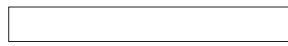
**PRINT**  
4x Issues  
Full Page



\$5,696

+

**ONLINE**  
4x months  
Horizontal or Square



- or -



\$2,000

+

**E-NEWS**  
4x months - Premium  
December - March



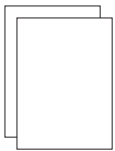
\$3,580

**TOTAL**  
\$11,276  
- 20% for  
Combo package

**PACKAGE  
TOTAL**  
\$9,000

## PACKAGE B

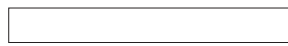
**PRINT**  
2x Issues  
Full Page



\$3,608

+

**ONLINE**  
2x months  
Horizontal or Square



- or -



\$1,000

+

**E-NEWS**  
2x months - Premium  
December - March



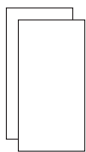
\$1,990

**TOTAL**  
\$6,598  
- 20% for  
Combo package

**PACKAGE  
TOTAL**  
\$5,275

## PACKAGE C

**PRINT**  
2x Issues  
2/3 Page



\$2,888

+

**ONLINE**  
2x months  
Horizontal or Square



- or -



\$1,000

+

**E-NEWS**  
2x months  
April - November



\$1,390

**TOTAL**  
\$5,278  
- 20% for  
Combo package

**PACKAGE  
TOTAL**  
\$4,200