GROW 2020 MEDIA KIT
THE MAGAZINE OF THE PENNSYLVANIA HORTICULTURAL SOCIETY

3X WINNER
BEST U.S. GARDENING MAGAZINE
Association for Gardening Communicators

PHSonline.org
GROW is the magazine of the Pennsylvania Horticultural Society, a leading nonprofit organization founded in 1827 that creates enormous impact in the Greater Philadelphia region around health and wellness. PHS’s vast audience of members and attendees to its programs – including its famed Philadelphia Flower Show – offers advertisers an exciting opportunity in which to cultivate their growing interests.

Readers enjoy GROW in print and digital platforms. In total, the combined reach for GROW advertisers is in excess of half a million people with a passion for gardening and horticulture.

GROW subscribers have discretionary income and are avid gardeners. More than 85 percent of GROW readers are Pennsylvania and New Jersey residents.

GROW has been consistently recognized by the GWA: The Association for Garden Communicators as the best gardening magazine published in the United States. 2019 was the third year GROW received this honor!

GROW readers appreciate the wide variety of thoughtful, compelling, interesting, and always detailed stories about gardening in the publication.

We invite all interested advertisers to connect with our GROW audience today!

Several feature articles grace the pages of GROW each quarter, and each issue include the following elements:

**VIEW** – The landscapes we love are showcased over a 2-page photo spread with editorial content

**KNOW** – This section includes gardening hints, tips and news you can use

**MEET** – GROW readers can meet others who share their passions

**DISCOVER** – Our region’s hidden pockets of green are highlighted

**ASK** – Q&A with PHS team members from around the Greater Philadelphia region

**LEARN** – Readers learn how to get more from their garden

**DIG** – GROW Editor Adam Levine shares his gardening thoughts of the season

PHS plays an essential role in the vitality of the Philadelphia region by creating healthier living environments, increasing access to fresh food, growing economic opportunity, and building deeper social connections between people.

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**AUDIENCE - AS OF JULY 2020**

<table>
<thead>
<tr>
<th>GROW Print</th>
<th>PHS E-News</th>
<th>Philadelphia Flower Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation (quarterly)</td>
<td>Monthly e-newsletter for PHS audiences, including members</td>
<td>Audience (annually) 250,000</td>
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<tr>
<td>19,000</td>
<td>207,000; Open rate approx. 18%</td>
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<table>
<thead>
<tr>
<th>GROW Digital</th>
<th>PHS Online</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation (quarterly)</td>
<td>PHSonline.org</td>
<td></td>
</tr>
<tr>
<td>13,000</td>
<td>Monthly page views: 81,000</td>
<td></td>
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</tbody>
</table>

GROW advertising sales representative: Laura Burkhardt 267.975.5534 or GROWSalesLaura@gmail.com

PHSonline.org
GROW ADVERTISING RATES

NOTE: All rates are NET. Pricing listed is for 1, 2, or 4 issues, except as indicated. Pricing current as of July 2020.

<table>
<thead>
<tr>
<th>PRINT ADVERTISING OPTIONS</th>
<th>1 Time</th>
<th>2 Times</th>
<th>4 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,400</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$1,650</td>
<td>$1,450</td>
<td>$1,150</td>
</tr>
<tr>
<td>1/3 Square or Vertical</td>
<td>$950</td>
<td>$800</td>
<td>$650</td>
</tr>
<tr>
<td>1/6 Vertical or Horizontal</td>
<td>$750</td>
<td></td>
<td>$350</td>
</tr>
</tbody>
</table>

| Premium Placement         |        |         |         |
| Back Cover                | $3,500 | $3,000  | $2,450  |
| Inside Front Cover/Page 1 | $3,000 | $2,500  | $2,000  |
| Inside Back Cover/Guaranteed Placement | $2,500 | $2,100 | $1,975 |

| Sponsored Content         |        |         |         |
| Full Page                 | $2,300 |         |         |
| Two-Page Spread           | $4,000 |         |         |

| DIGITAL AD OPTIONS        |         |         |
| Rich Media               |         |         |
| Audio Clip               | $100    |         |
| Video                    | $200    |         |
| YouTube Embed Code       | $75     |         |
| Video/Audio Play Button  | $50     |         |
| Slide Show               | $200    |         |

| Banners/Sponsorships/Logos|         |         |
| Logo on Navigation Bar with Link to Advertiser Website | $75 |
| Landing Page Banner Ad   | $100    |         |
| Ad Opposite Cover (Facing Page) | $150 |
| Skyscraper (both RH/LH available) | $150 |

| ADDITIONAL PLACEMENT OPTIONS |         |
| PHS eNews Digital Ad        | $100    |
| PHS Website Digital Ad      | $200    |
ARTWORK SUBMISSION DATES

GROW – Print Edition ¹, ²

FALL 2020
Space Reservations: July 9, 2020
Materials Due: July 23, 2020

WINTER 2020
Space Reservations: Oct. 1, 2020
Materials Due: Oct. 15, 2020

SPRING 2021
Space Reservations: Jan. 7, 2021
Materials Due: Jan. 21, 2021

SUMMER 2021
Space Reservations: April 8, 2021
Materials Due: April 22, 2021

¹ Special inserts will follow the dates listed above, depending on season.

² Digital advertising artwork can be submitted at the same time as a print ad, but can also be added to the digital version at any time. Please contact your GROW advertising representative to discuss timing for your ad in a specific digital issue.

PHS – Digital

PHS WEBSITE: PHSonline.org
Space: the 1st of each month
Materials: the 10th of each month

PHS E-NEWS
Space: the 15th of previous month
Materials: the 20th of previous month

AD SPECIFICATIONS

PRINT ADVERTISING OPTIONS
(All advertising is four color)
Display Ad Types
Full Page
2/3 Vertical
1/3 Square or Vertical
1/6 Vertical or Horizontal*
*(must buy 2 consecutive issues or 4 consecutive issues)
Premium Placement
Back Cover
Inside Front Cover/Page 1
Inside Back Cover/Guaranteed Placement (first 10 pages)
*Any guaranteed placement on full or fractional ads
Sponsored Content

DIGITAL AD OPTIONS
Rich Media
Audio Clip
Video
YouTube Embed Code
Video/Audio Play Button
Slide Show
Banners/Sponsorships/Logos
Logo on Navigation Bar
with Link to Advertiser Website
Landing Page Banner Ad
Ad Opposite Cover (Facing Page)
Skyscraper (both RH/LH available)

Additional Placement Options
PHS eNews Digital Ad
PHS Website Digital Ad

ACCEPTED FORMATS FOR PRINT
Press-Ready PDF with resolution of 300 dpi preferred; EPS, JPG and TIFF files accepted.

FORMATS FOR DIGITAL AND OTHER PLACEMENTS
Available upon request

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