



GROW 2021 MEDIA KIT

THE MAGAZINE OF THE PENNSYLVANIA HORTICULTURAL SOCIETY





GROW AUDIENCE DETAILS



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 includes 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 – We profile gardeners who share our readers' 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.

AUDIENCE - AS OF JULY 2021

GROW Print
Circulation (quarterly)
18,000

GROW Digital
Circulation (quarterly)
17,000

PHS E-News
Monthly e-newsletter for PHS audiences, including members 207,000; Open rate approx. 18%

PHS Online
PHSonline.org
Monthly page views: 81,000

Philadelphia Flower Show
Audience (annually)
250,000

GROW ADVERTISING RATE CARD

GROW ADVERTISING RATES

NOTE: All rates are NET. Pricing listed is for 1, 2, or 4 issues, except as indicated. Pricing current as of March 1, 2021.

| PRINT ADVERTISING OPTIONS (All advertising is four color) | | | |
|--|---------------|----------------|----------------|
| Display Ad Types | 1 Time | 2 Times | 4 Times |
| Full Page | \$1,900 | \$1,700 | \$1,400 |
| 2/3 Vertical | \$1,650 | \$1,450 | \$1,150 |
| 1/3 Square or Vertical | \$950 | \$800 | \$650 |
| 1/6 Vertical or Horizontal (must buy 2 consecutive issues or 4 consecutive issues) | | \$750 | \$350 |
| 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 (first 10 pages) Any guaranteed placement on full or fractional ads. Rates as listed above +25%. | \$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 | \$850 |
| PHS Website Digital Ad | \$400 |



ARTWORK SUBMISSION DATES AND AD SPECIFICATIONS

ARTWORK SUBMISSION DATES

GROW – Print Edition ^{1, 2}

Fall 2021 – space reservations Jul 12, materials due Jul 26;
Winter 2021 – space reservations Oct 4, materials due Oct 18

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

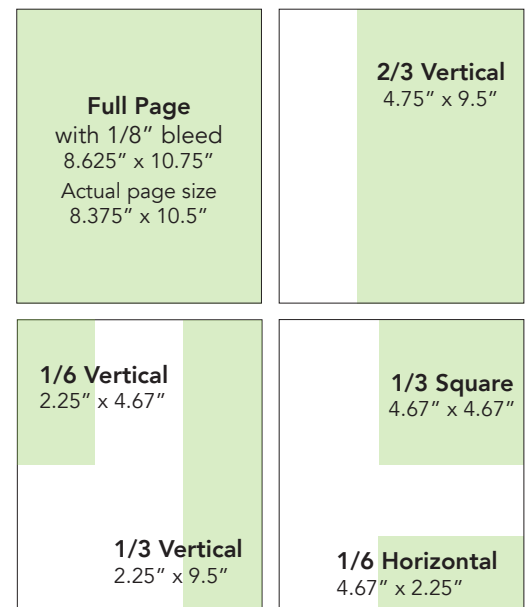
Ad Opposite Cover (Facing Page)

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. All embedded images should be CMYK and 300dpi. All fonts should be embedded. All files should include crop marks, offset at least 1/8" from final ad size. Keep critical images and any type 1/4" from trim.

FORMATS FOR DIGITAL AND OTHER PLACEMENTS

Available upon request