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

**PLANT** – Readers learn the in-depth details on choosing and growing noteworthy plants

**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 DECEMBER 2021

**GROW Print**
Circulation (quarterly)
12,300

**GROW Digital**
Circulation (quarterly)
13,800

**PHS Online**
[PHSonline.org](http://PHSonline.org)
Monthly page views: 81,000

**Philadelphia Flower Show**
[PHSonline.org](http://PHSonline.org)
Attendance ranges between
112,500 – 225,000

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For all GROW advertising opportunities, please contact: Sonia Leounes | 215.313.9000 | growmagazineads@gmail.com

[PHSonline.org](http://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 December 2021.

### PRINT ADVERTISING OPTIONS

*(All advertising is four color)*

<table>
<thead>
<tr>
<th>Display Ad Types</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>$550</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 (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

<table>
<thead>
<tr>
<th>Rich Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Clip</td>
<td>$100</td>
</tr>
<tr>
<td>Video</td>
<td>$200</td>
</tr>
<tr>
<td>YouTube Embed Code</td>
<td>$75</td>
</tr>
<tr>
<td>Video/Audio Play Button</td>
<td>$50</td>
</tr>
<tr>
<td>Slide Show</td>
<td>$200</td>
</tr>
</tbody>
</table>

### 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

### ONLINE PLACEMENT OPTION

- PHS Website Digital Ad: $400

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PHSonline.org
ARTWORK SUBMISSION
DATES AND AD SPECIFICATIONS

ARTWORK SUBMISSION DATES

GROW – Print Edition 1, 2

<table>
<thead>
<tr>
<th>Space reservations</th>
<th>Materials due</th>
<th>In-home date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022: Jan 14</td>
<td>Jan 28</td>
<td>Feb 28</td>
</tr>
<tr>
<td>Summer 2022: Mar 11</td>
<td>Mar 25</td>
<td>May 28</td>
</tr>
<tr>
<td>Fall 2022: Jul 15</td>
<td>Jul 29</td>
<td>Sep 12</td>
</tr>
<tr>
<td>Winter 2022: Oct 14</td>
<td>Oct 28</td>
<td>Dec 15</td>
</tr>
</tbody>
</table>

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.

PHS – Digital

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

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PHSonline.org