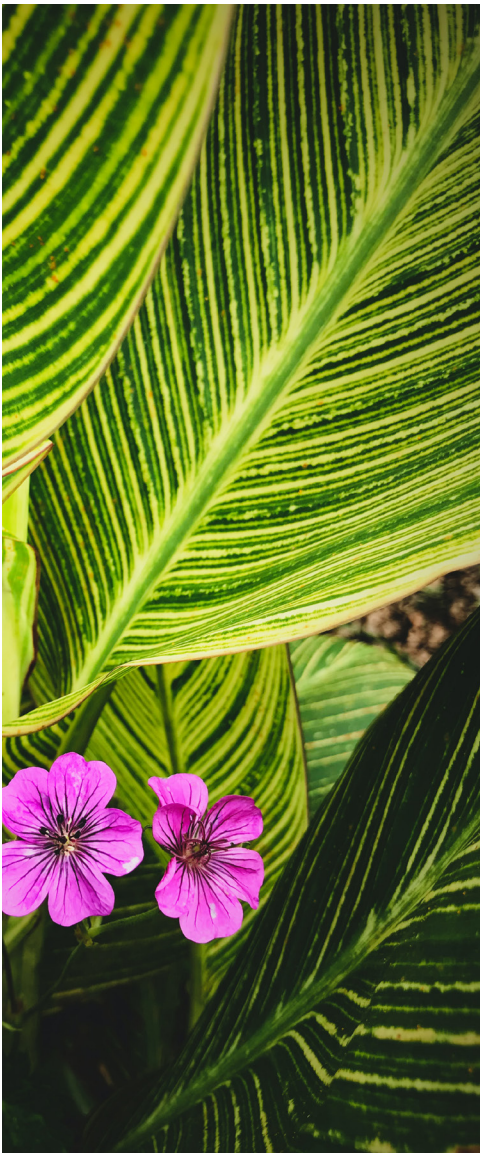




GROW MEDIA KIT

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

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 2022

GROW Print
Circulation (quarterly)
13,000

GROW Print/digital & digital-only circulation
Circulation (quarterly)
14,500

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

Philadelphia Flower Show
Attendance ranges between
112,500 – 225,000



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 December 2022.

PRINT ADVERTISING OPTIONS (All advertising is four color)				DIGITAL AD OPTIONS	
Display Ad Types	1 Time	2 Times	4 Times		
Full Page	\$1,900	\$1,700	\$1,400	Rich Media	
2/3 Vertical	\$1,650	\$1,450	\$1,150	Audio Clip	\$100
1/3 Square or Vertical	\$950	\$800	\$650	Video	\$200
1/6 Vertical or Horizontal (must buy 2 consecutive issues or 4 consecutive issues)	\$750	\$550	\$350	YouTube Embed Code	\$75
Premium Placement				Video/Audio Play Button	\$50
Back Cover	\$3,500	\$3,000	\$2,450	Slide Show	\$200
Inside Front Cover/Page 1	\$3,000	\$2,500	\$2,000	Banners/Sponsorships/Logos	
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	Logo on Navigation Bar with Link to Advertiser Website	\$75
Sponsored Content				Landing Page Banner Ad	\$100
Full Page	\$2,300			Ad Opposite Cover (Facing Page)	\$150
Two-Page Spread	\$4,000			Skyscraper (both RH/LH available)	\$150
				ONLINE PLACEMENT OPTION	
				PHS Website Digital Ad	\$400



ARTWORK SUBMISSION DATES AND AD SPECIFICATIONS

ARTWORK SUBMISSION DATES

GROW – Print Edition ^{1, 2}

Space reservations	Materials due	In-home date
Spring 2022: Dec 23	Jan 6	Feb 15

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

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 eNews Digital Ad
- PHS Website Digital Ad

<p>Full Page with 1/8" bleed 8.625" x 10.75" Actual page size 8.375" x 10.5"</p>	<p>2/3 Vertical 4.75" x 9.5"</p>
<p>1/6 Vertical 2.25" x 4.67"</p>	<p>1/3 Square 4.67" x 4.67"</p>
<p>1/3 Vertical 2.25" x 9.5"</p>	<p>1/6 Horizontal 4.67" x 2.25"</p>

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