

GREEN INDUSTRY

PRO
Business Strategies For Landscape Contractors

IT'S EVERYTHING YOU NEED TO REACH LANDSCAPE CONTRACTORS.

Green Industry PRO is a national trade publication providing the critical business information landscape contractors need for success. Readership includes the leaders of companies performing landscape installation and maintenance, lawn care and irrigation.

Green Industry PRO covers business topics such as surviving and thriving through the pinch-points of growth, maximizing productivity, matching the right tools and equipment to the application at hand, diversifying and taking advantage of trends, and taking innovative approaches to the marketplace.

Focusing on contractor profiles and best practices, *Green Industry PRO* is the one magazine that is for pros, from pros.

SERVICES OUR READERS OFFER:

86% MOWING + MAINTENANCE

76% LAWN RENOVATION

72% DESIGN + INSTALLATION

55% FERTILIZER +
CHEMICALS

46% SNOW REMOVAL

45% TREE CARE

41% IRRIGATION

Data based on August 2010
internal circulation audit



EDITORIAL CALENDAR

ISSUE	INSTALLATION	MAINTENANCE	LAWN CARE	IRRIGATION	SPECIAL COVERAGE	REGULAR FEATURES	DEADLINES	MAIL DATE
JAN-FEB	Compact Track Loaders	Riding Mowers; String Trimmers	Herbicides; Sprayers & Spreaders	Controllers & Sensors	Financing; Software; Insurance; Business Services	Contractor Profile; Ask a PRO; New Products	CLOSING 1/11/2011	2/10/2011
MARCH-APRIL	Mini Loaders; Tillers	Walk Mowers; Edgers	Insecticides; Hydroseeding	Sprinklers, Nozzles & Valves	Hardscaping; Landscape Lighting; Water Features	Contractor Profile; Ask a PRO; New Products	CLOSING 3/9/2011	4/8/2011
MAY-JUNE	Skid-steer Loaders; Compact Wheel Loaders	Stand-on Mowers; Hedgetrimmers	Fungicides	Trenchers	Attachments; Trucks, Trailers & Accessories; Utility Vehicles	Contractor Profile; Ask a PRO; New Products	CLOSING 5/10/2011	6/10/2011
JULY-AUG	Tractors	Tree Care	Lawn Renovation	Drip	Shop Tools; Replacement Parts; Engines; Safety; Holiday Decorating	Contractor Profile; Ask a PRO; New Products	CLOSING 7/11/2011	8/10/2011
SEPTEMBER	Product Applications Issue: An in-depth look at some of the Green Industry's hottest products that are helping landscape contractors improve productivity and drive sales.						CLOSING 8/9/2011	9/9/2011
OCTOBER	Compact Excavators	Debris-Handling; Blowers	Organic Products		GIE+EXPO Preview - Bonus Show Distribution; SnowPRO	Contractor Profile; Ask a PRO; New Products	CLOSING 9/16/2011	10/18/2011
NOV-DEC	GIE+EXPO Review: A look back at some of the hottest new products introduced at the Green Industry's premier trade show.				SnowPRO	Contractor Profile	CLOSING 11/7/2011	12/9/2011

PRO 2011 RATES

	1x	3x	7x	Color	Per Page	Per Spread
Sprd	\$13,631	\$13,072	\$12,535	4-color	\$1,500	\$2,000
Full page	\$6,820	\$6,544	\$6,275	Matched	\$880	\$1,500
2/3	\$5,855	\$5,122	\$4,783	2-color	\$750	\$1,000
1/2	\$4,956	\$4,519	\$4,218			
1/3	\$4,012	\$3,700	\$3,499			
1/4	\$2,060	\$1,934	\$1,836			

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SNOWPRO

IT'S EVERYTHING YOU NEED TO REACH

*120,000+ SNOW PROS

Performance is critical for snow removal professionals, and our annual supplement gives them everything they need to ensure they're prepared for any situation. From highlighting the latest equipment, accessories and tools to addressing the unique business and safety challenges of the profession, **SnowPRO** gives snow removal professionals everything they need to make smart snow removal choices.

EXTENDED VISIBILITY

- Distribution to over *120,000 snow removal professionals
- Inserted in snowbelt states only, ensuring targeted exposure
- Delivered to crossover markets via *Yard & Garden* (equipment dealers), *Green Industry PRO* (landscape contractors), *Pavement Maintenance & Reconstruction* (pavement contractors), *Equipment Today* (construction contractors), and *Rental Product News* (equipment rental center owners)
- Focused editorial captures the reader and puts your message in the midst of one of the industry's most credible resources

*Data based on June 2010 BPA statements



2011 SNOW PRO RATES

SIZE	1x	2x
Spread	\$23,793	\$14,420
Full Page	\$11,685	\$7,596
1/2 page	\$7,596	\$5,067
1/3 page	\$5,258	\$3,507
1/4 page	\$4,089	\$2,729
1/6 page	\$2,925	\$1,951

CLOSING DATES:

SEPTEMBER ISSUE - July 18th, 2011

NOVEMBER ISSUE - September 10, 2011

For increased exposure to snow removal professionals, call your Cygnus Representative today at 800.547.7377.

INFORM ... ENGAGE ... INTERACT

Reach more than *32,400 Green Industry Pros when it matters most

- Research proves that advertisers who combine print and digital media are reaching people who are more likely to ask for more information and/or recommend a brand.
- Reinforcing print with digital gives you immediate, measurable results and provides proven lead generation.
- Digital advertising increases reach, frequency and brand recognition while driving traffic to your website.

GIP Reaches the Pros

- *32,406 opt-in email subscribers
- 45% increase in page views in 2010
- 37% increase in unique monthly visitors in 2010

*Based on number of email subscribers to Yard & Garden and Green Industry PRO

DIGITAL DISPLAY ADS

Rotating, fixed button and banner ads on the website broaden exposure and increase impressions.

ELECTRONIC NEWSLETTER ADVERTISING

An extension of the print publications gives advertisers another opportunity to reach prime prospects—in a more engaging, interactive way.

PRODUCT SHOWCASES

Greenindustrypros.com designs and distributes regularly scheduled product showcases, giving advertisers a powerful vehicle to break through the clutter and put their product in front of thousands of prime prospects.

EQUIPMENT GUIDE

In the past year, our Equipment Guide has generated nearly 2,000 red-hot leads for suppliers, and the most popular products have been viewed more than 2,500 times. Enhanced listings are also available to help push you to the front of the pack and generate even greater exposure.

VIDEO NETWORK

When it comes to investing in new products and equipment, video takes end-users one step closer to their final step in the decision-making process. The Video Network on greenindustrypros.com is a highly effective way to engage, inform and train prospects—creating a very powerful medium to promote your company and products.

PODCASTS

Here's another opportunity for additional brand exposure. Sponsor one of our popular ProCast business podcasts, or even work with greenindustrypros.com editors to create a customized "radio show" just for you. Busy contractors and dealers have quickly come to appreciate this convenient, powerful online tool.

WEBCASTS/WEBINARS

Customized content is delivered directly to decision makers.

SPONSORED CONTENT

Our digital team will customize content to meet your needs while developing microsites and targeted messages to enhance your involvement.

For more information, visit greenindustrypros.com/arc

IT'S EVERYTHING YOU NEED TO REACH OUTDOOR POWER EQUIPMENT DEALERS.

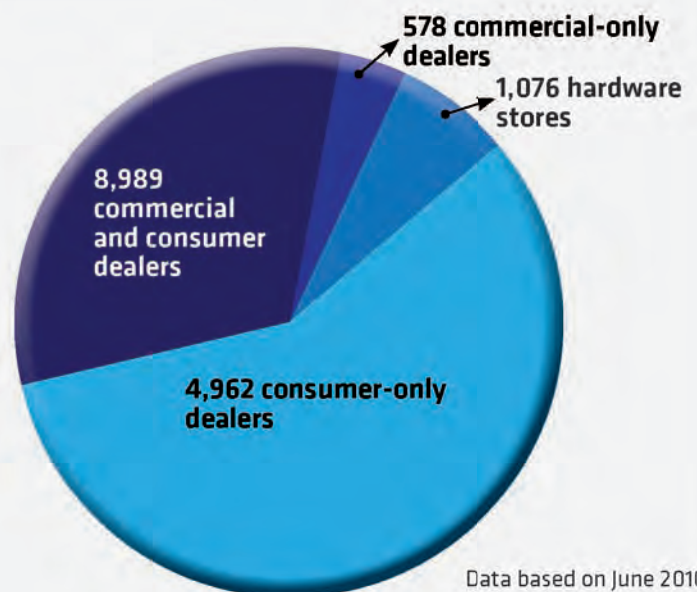


Yard & Garden is a national trade publication providing the critical business information independent outdoor power equipment servicing dealers need for success.

Yard & Garden readership includes the owners and managers of full-service outdoor power equipment dealerships serving both commercial and residential customers.

Yard & Garden focuses on retail trends, management strategies, dealer best practices, supplier news, and the latest products and services to hit the lawn and garden marketplace.

AUDIENCE BREAKDOWN:



Data based on June 2010 BPA statement

YARD & GARDEN

Market Insights for Equipment Dealers

EDITORIAL CALENDAR

ISSUE	SHOWROOM STAPLES	BUSINESS BUILDERS	SPECIAL COVERAGE	REGULAR FEATURES	DEADLINES	MAIL DATE
Jan-Feb	Commercial Riding Mowers; Trimmers & Brushcutters	Trenchers; Tillers	Financing; Software; Business Services	Dealer Profile; Dealer Pulse; Profit in Parts; Market Watch	CLOSING 1/4/2011	2/3/2011
March-April	Consumer Mowers; Edgers	Attachments; Compact Construction; Tractors; Generators	Engines	Dealer Profile; Dealer Pulse; Profit in Parts; Market Watch	CLOSING 3/2/2011	4/1/2011
Summer	Commercial Walk Mowers; Hedgetrimmers	Sprayers & Spreaders; Lawn Renovation	Shop Tools & Equipment	Dealer Profile; Dealer Pulse; Profit in Parts; Market Watch	CLOSING 6/1/2011	7/1/2011
Aug-Sep	Supplier Spotlight Issue: An in-depth look at some of the Green Industry's leading manufacturers, distributors and suppliers who are helping dealers grow sales, profits and market share.				CLOSING 8/3/2011	9/2/2011
October	Debris-Handling & Blowers; Wood-Handling & Tree Care	Powersports; Utility Vehicles; Trucks, Trailers & Accessories	GIE+EXPO Preview - Bonus Show Distribution; SnowPRO	Dealer Profile; Dealer Pulse; Profit in Parts; Market Watch	CLOSING 8/31/2011	10/3/2011
Nov/Dec	GIE+EXPO Review: A look back at some of the hottest new products introduced at the Green Industry's premier trade show.		SnowPRO	Dealer Profile	CLOSING 10/31/2011	12/2/2011

YARD & GARDEN 2011 RATES

	1x	3x	6x
Sprd	\$6,361	\$6,142	\$5,967
Full page	\$3,188	\$3,071	\$2,983
2/3	\$3,105	\$2,958	\$2,874
1/2	\$2,295	\$2,145	\$2,056
1/3	\$1,817	\$1,696	\$1,620
1/4	\$1,096	\$1,038	\$1,021

Color	Per Page	Per Spread
4-color	\$1,010	\$1,510
Matched	\$850	\$1,250
2-color	\$405	\$750

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