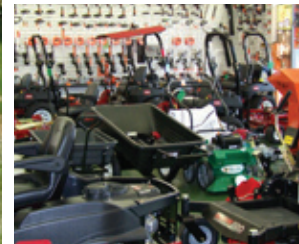
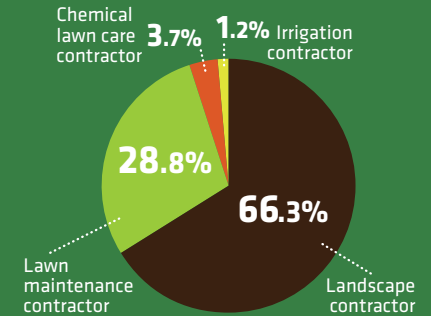


GREEN INDUSTRY

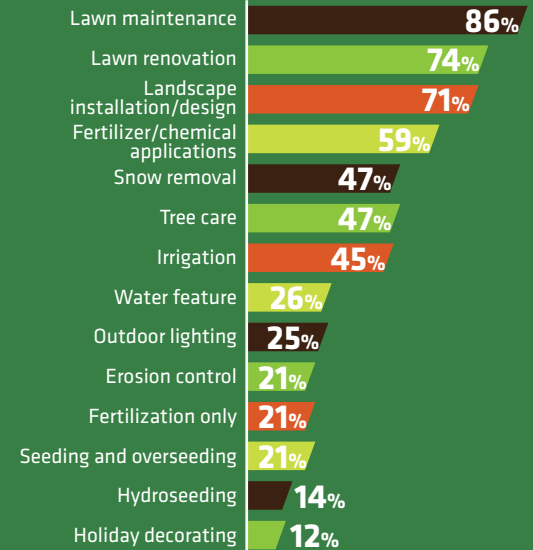
PRO YARD & GARDEN



Audience Profile Green Industry PRO by job title*



Green Industry PRO services offered by subscribers**



Yard & Garden by business and industry*



Reach 57,502* landscape professionals

Green Industry PRO is the go-to publication for professional landscape contractors who want to maximize productivity, select the right tools for the job and learn about landscape trends and business strategies. We deliver your advertising message to contractors performing landscape installation and maintenance, lawn care and irrigation.

Reach 15,602* power equipment retailers/ hardware stores

Yard & Garden is a must-read for independent outdoor power equipment dealers serving both commercial and residential customers. Through our advanced market intelligence and regular polling of the industry, we provide dealers with must-have data to help them survive and thrive.

Why choose Green Industry PRO and Yard & Garden to help you reach the landscape industry?

- **100% individual, qualified subscribers** audited by BPA, the worldwide leader in independent, third-party media auditing; so you know you are reaching your target audience
- **We know the industry!** We've been covering the landscape market for decades
- **Reach more decision makers with purchasing power** – 83.6% of Green Industry PRO subscribers and 79.2% of Yard & Garden subscribers are in corporate management**
- **Access to your target market** through our strategic mix of print, digital, mobile, event and social platforms
- **Extended reach with GreenIndustryPros.com**, the industry's comprehensive source for news, insights and analysis

*Based on June 2011 BPA statement **Publisher's own data

SNOWPRO



Published twice each year, *SnowPRO* is distributed to more than 120,000** snow removal professionals in the snowbelt states. This targeted publication addresses the snow removal industry's critical

success factors: equipment, accessories, tools, business management and safety. Place your advertising message next to our focused editorial in one of the industry's most credible resources.

**Publisher's own data

Industry perspective

We see reason for optimism. First of all, independent research[†] has identified landscaping as one of the average homeowner's top picks when it comes to home improvement projects. Secondly, since many consumers and professional users have opted to repair existing equipment versus purchasing new over the past couple of years, there is considerable pent-up demand in the marketplace.

The economic downturn forced both dealers and contractors to do more with less. As a result, the companies that are still standing are stronger and better managed. Consumers are placing a greater emphasis on value as opposed to simply low price. This creates opportunity for both servicing dealers and professional, multi-service landscape contractors.

[†]Kudzu.com homeowners' study by Ipsos Observer Feb. 2011


























2012 PRO Editorial Calendar

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEPTEMBER	OCTOBER	NOV/DEC
Ad close	1/9/12	3/12/12	5/8/12	7/10/12	8/7/12	9/14/12	11/2/12
Materials due	1/18/12	3/20/12	5/16/12	7/18/12	8/15/12	9/24/12	11/13/12
Special Reports	Spring Product Guide	Truck Selection	Equipment Maintenance and Repair	Growing Your Lawn Renovation Business	Trends in Tree Care	GIE+EXPO Preview	Business Software Roundup
Contractor Profile		🍁	🍁	🍁	🍁	🍁	🍁
Business Tips		🌲	🌲	🌲	🌲	🌲	🌲
Industry News		⚙️	⚙️	⚙️	⚙️	⚙️	⚙️
Featured Product		🍃	🍃	🍃	🍃	🍃	🍃
Installation		Reader Rankings: Track loaders and excavators	Industry outlook	Hardscaping trends	Outdoor lighting and water features		Get more from your compact tractor
Irrigation			Industry outlook		Trencher selection		
Lawn Care		Industry outlook		Reader Rankings: Herbicides			Sprayer selection
Maintenance		Industry outlook	Reader Rankings: Mowers		Reader Rankings: String trimmers	Reader Rankings: Backpack blowers	
Supplements						SNOWPRO	SNOWPRO
Bonus Distribution						GIE+EXPO	

Sustainability topics are covered throughout the year.

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise or contact your Cygnus Landscape Network consultant.

2012 **YARD & GARDEN** Editorial Calendar

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEP/OCT	NOV/DEC
Ad close	12/29/11	3/2/12	5/2/12	7/2/12	8/30/12	10/29/12
Materials due	1/10/12	3/12/12	5/10/12	7/11/12	9/10/12	11/6/12
Special Report	Spring Product Guide	Choosing the Right Business Management System	Shop Tools	Mid-Year Review	GIE+EXPO Preview	Most-Requested Products of the Year
Dealer Profile						
Business Tips						
Supplier Spotlight						
Industry News						
Featured Products						
Market Watch		Commercial mowers, trimmers	Consumer mowers, blowers	Chainsaws	Tractors	
Business Builders		Lawn care equipment	Attachments and construction equipment	Trenchers and tillers	Debris handling	Wood handling
Supplements					SNOWPRO	SNOWPRO
Bonus Distribution					GIE+EXPO	

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From the editor



After sitting at a computer all week, Saturday is my day to “get a little dirty.” That simple pleasure is the reason many of our readers started their companies. But as their companies matured, our subscribers learned that it’s critically important to spend as much time “at a computer” as it is “on a mower” or “selling and servicing mowers.” Running a competitive, profitable company in the Green Industry is serious business these days.

In the 14 years that I’ve covered this market, I’ve visited dealers and contractors from New Hampshire to San Diego, profiling more than 100 for our magazines. Some were big, others were small. Each firm was independently owned, which made every visit memorable.

To meet the landscape industry’s needs, our editorial team will continue to highlight the latest industry news and trends, management best practices, new products and equipment, dealer and contractor success stories, and our unique view of top suppliers in the Green Industry.

Join the discussion at GreenIndustryPros.com or through our Twitter feed (twitter.com/#!/YG_PRO) and Facebook page (facebook.com/GreenIndustryPros) to keep up on what’s happening in the landscape industry.

Gregg Wartgow
Associate Publisher/Editor-in-Chief
Gregg.Wartgow@GreenIndustryPros.com



2012 Display Ad Rates

Green Industry PRO

	1X	3X	7X
Full page spread	\$13,631	\$13,072	\$12,535
Full Page	6,820	6,544	6,275
2/3 Page	5,855	5,122	4,783
1/2 Page	4,956	4,519	4,218
1/3 Page	4,012	3,700	3,499
1/4 Page	2,060	1,934	1,836

Color Rates: Four-color process \$1,500

Yard & Garden

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

Color Rates: Four-color process \$1,010

SnowPRO

	1X	2X
Full page 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

52% of business-to-business print magazine subscribers say print-only is their preferred format.

Signet Research AdStudies

*Don't miss out on half of your market.
Ask us about a strategic mix of print and digital solutions to reach your entire target market.*

Ad Sizes / Specifications

Green Industry PRO and Yard & Garden

	LIVE AREA	BLEED	TRIM
Full Page Spread	14.75" x 10.25"	16" x 11"	15.75" x 10.75"
Full Page	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

SnowPRO

	LIVE AREA	BLEED	TRIM
Full Page Spread	14.25" x 10.25"	15" x 11"	14.75" x 10.75"
Full Page	7.125" x 10.25"	7.625" x 11"	7.375" x 10.75"
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/4 Page	3.375" x 4.875"		
1/6 Page	2.1875" x 4.875"		

Send materials to:

Green Industry PRO or Yard & Garden

Connie Wolf, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1679 / Connie.Wolf@Cygnus.com

FTP: (If files are larger than 10MB) <http://webftp.cygnuspub.com>

PDF is the preferred format for file submission.

For additional information, please visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise.

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Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise.



GREEN INDUSTRY
PRO YARD & GARDEN

CYGNUS LANDSCAPE NETWORK
RESOURCES FOR GREEN INDUSTRY PROFESSIONALS

A CYGNUS BUSINESS MEDIA BRAND

REACH THE ENTIRE LANDSCAPE INDUSTRY – from landscape contractors to lawn and garden equipment dealers – or target a specific segment through the Cygnus Landscape Network's nationally recognized trade publications, *Green Industry PRO* and *Yard & Garden*, and web portal, GreenIndustryPros.com.

More information is available at GreenIndustryPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

Rick Monogue, Publisher
Rick.Monogue@Cygnus.com
800-547-7377 ext. 1662

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