

GREEN  
INDUSTRY  
**Pros**™

GREEN INDUSTRY  
**Pros.com**™

2013 MEDIA KIT

ONE industry, ONE magazine, ONE digital resource:

**ONE MEDIA BUY** »

# ONE INDUSTRY...

## One magazine: *Green Industry Pros*

Beginning with the 2013 May/June issue, the **NEW** *Green Industry Pros* combines the editorial and distribution strengths of *Green Industry PRO* and *Yard & Garden* magazines to create a new, merged business-to-business landscape publication.

### Take advantage of this one-stop media buy to:

1. **Reach the whole industry** via a magazine that engages the entire communication chain from landscape contractors to equipment dealers and manufacturers.
2. **Bridge the print-to-digital divide**, making it easier for readers who see your product or service in the magazine to research purchase decisions on our online Product Guide and ask you for purchase information.
3. **Drive awareness, engagement and sales leads.**

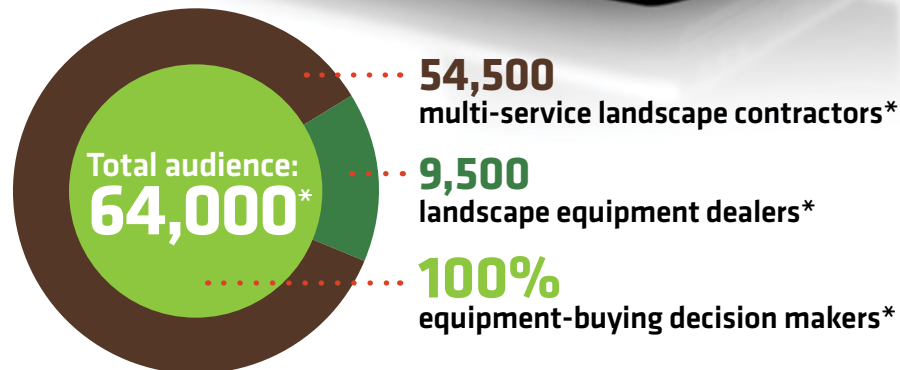
## One digital resource

In addition to *Green Industry Pros* magazine, the Cygnus Landscape Network product suite helps you target your specific audience via:

- *The Pro Report* e-newsletter for landscape contractors
- *Equipment Dealer Digest* e-newsletter for landscape equipment dealers
- [GreenIndustryPros.com](http://GreenIndustryPros.com), the industry's web portal for news, Product Guide, business management and online forums.

## ONE MEDIA BUY

**CHOOSE THE POWER** of our integrated multi-media platform to reach a broad audience or target a specific business type, demographic or geographic area.



Green Industry Pros will follow its predecessors as a BPA-audited publication beginning with the May/June 2013 issue.

\*Publisher's own data



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# PRINT

## Cygnus's enhanced print options:

- Advertorials
- Product Guide promotion
- Cover options (wrap, belly band, gatefold, barn door, corner snipe)
- Magazine inserts
- Polybagging (your print marketing piece packaged in a clear mailing bag with our publication)
- Regional distribution
- Reprints

Ask us for a quote to produce your anniversary or special supplement, custom magazine, direct mail and event promotions.

### Print to digital

Energize your print buy with watermark-embedded photos or "Quick Response" (QR) codes that invite smartphone and tablet users to scan for messages, promotions or a link to your website. Try a custom URL message on a magazine cover to bridge the print and digital divide.

# 2013 Editorial Calendar

	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
<b>Ad close</b>	5-24-2013	7-9-2013	9-10-2013	10-31-2013
<b>Materials due</b>	6-3-2013	7-16-2013	9-17-2013	11-7-2013
<b>Supplements</b>			<b>SNOWPRO</b>	<b>SNOWPRO</b>
<b>Bonus Distribution</b>			<b>GIE+EXPO</b>	
<b>Special Coverage</b>	<b>Spotlight on franchising</b>	<b>Outdoor Living Product Showcase Late-season lawn care</b>	<b>GIE+EXPO Preview</b>	<b>GIE+EXPO Review</b>
<b>Landscape Maintenance Equipment</b>	Stand-on mowers Edgers Handheld blowers Push blowers	Walk mowers Aerators, dethatchers, seeding Debris handling	Tree care + wood handling	Brush cutters
<b>Landscape Construction Equipment</b>	Skid-steer loaders	Hardscaping tools & equipment	Mini loaders Tractors	Compact wheel loaders Trenchers
<b>Equipment Service Tips</b>	🍃	🍃	🍃	🍃
<b>Industry News &amp; Trends</b>	🍁	🍁	🍁	🍁
<b>Business Management Toolbox</b>	🌲	🌲	🌲	🌲
<b>What's On My Trailer?</b>	🚗	🚗	🚗	🚗
<b>Contractor Best Practices</b>	🍂	🍂	🍂	🍂
<b>Spotlight Dealer</b>	🌸	🌸	🌸	🌸
<b>Dealer Best Practices</b>	🍃	🍃	🍃	🍃

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](http://GreenIndustryPros.com/Advertise) or contact your Cygnus Landscape Network consultant.

## Display Ad Rates

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

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

## Ad Sizes / Specifications

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

### Send materials to:

Green Industry Pros  
**Connie Wolf**, MPR  
 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 info, please visit our marketing and advertising online resource at [GreenIndustryPros.com/Advertise](http://GreenIndustryPros.com/Advertise).



**PRINT**  
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 SnowPRO

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# SNOWPRO™

## SnowPRO delivers your ad to 120,000+ potential buyers in the snowbelt states.

As one of the industry's most credible resources, *SnowPRO* highlights the latest equipment, accessories, tools and insights. No other publication serving the snow removal market can offer the reach of *SnowPRO*.

Published twice each fall, *SnowPRO* is distributed as a companion publication with these industry-leading publications:

- *Green Industry Pros* (landscape contractors and power equipment dealers)
- *Equipment Today* (construction contractors)
- *Pavement Maintenance & Reconstruction* (pavement contractors)
- *Rental* (equipment rental center owners)
- *Asphalt Contractor* (asphalt contractors)
- *Concrete Contractor* (concrete professionals)

### Display Ad Rates

	1X	2X
<b>Full page spread</b>	\$23,793	\$14,420
<b>Full Page</b>	11,685	7,596
<b>1/2 Page</b>	7,596	5,067
<b>1/3 Page</b>	5,258	3,507
<b>1/4 Page</b>	4,089	2,729
<b>1/6 Page</b>	2,925	1,951

### Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
<b>Full Page Spread</b>	14.25" x 10.25"	15" x 11"	14.75" x 10.75"
<b>Full Page</b>	7.125" x 10.25"	7.625" x 11"	7.375" x 10.75"
<b>1/2 Page Horiz.</b>	7" x 4.875"		
<b>1/2 Page Vert.</b>	3.375" x 10"		
<b>1/3 Page Std.</b>	4.5625" x 4.875"		
<b>1/4 Page</b>	3.375" x 4.875"		
<b>1/6 Page</b>	2.1875" x 4.875"		

Materials are sent to the same contact as *Green Industry Pros*



**PRINT**  
Editorial Calendar  
*SnowPRO*

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# DIGITAL

**GreenIndustryPros.com is the definitive, comprehensive resource for the landscape industry's news, information, video commentary, product data and analysis.**

## Banner (Display) Advertising

Grab web visitors' attention and get measurable results with banner advertising, including static, rich media (animated), wallpaper and more. Position your ad adjacent to relevant, customer-requested content.

## Product Guide

Don't just tell, show the features, benefits and advantages of your products with photos, video, and descriptions on our expansive directory for the landscape industry.

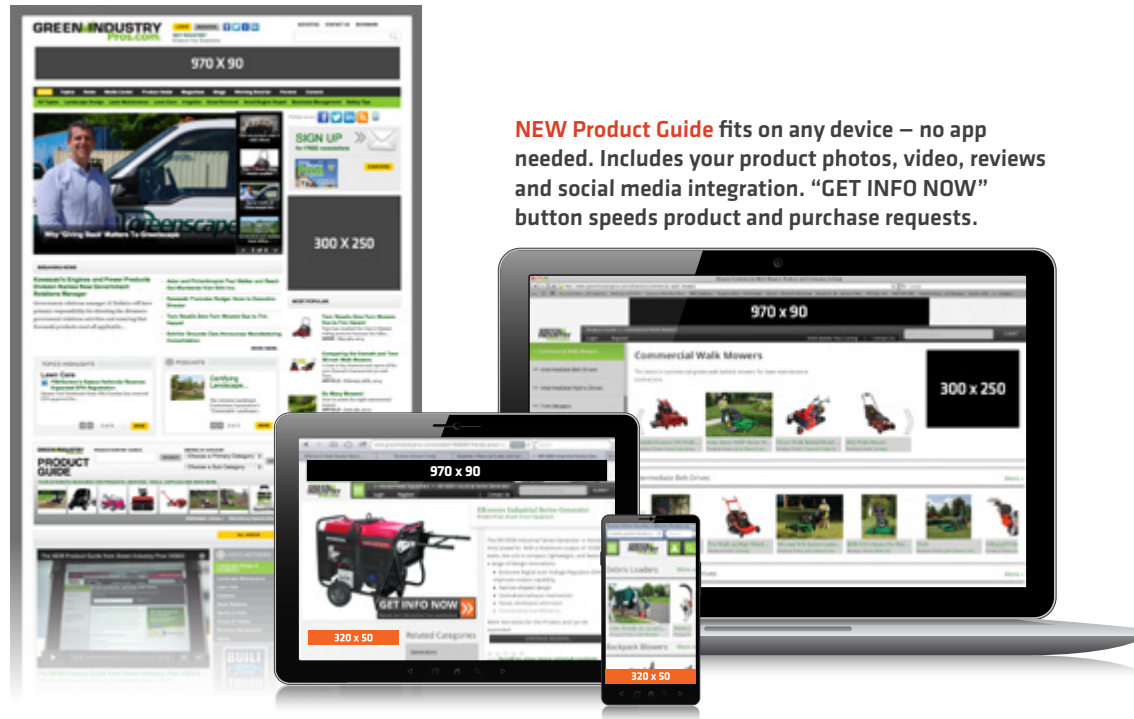
[Click here to take a 2-minute tour.](#)

## Product Guide Sponsorship

Boost your visibility with a category sponsorship that combines ad placement for products specifically used by landscape professions. We employ **contextual advertising** to place your message in front of viewers based on specific keyword search terms.

## Media Center

Capture reader attention and generate leads with your custom video on [GreenIndustryPros.com](#). Bring your product to life by incorporating video in your online ad, e-product showcase, e-blast or posting on our Media Center. No video? Our talented video production team can create a custom, full-feature video for you. We can even create a video channel for your company on [GreenIndustryPros.com](#).



**NEW Product Guide** fits on any device – no app needed. Includes your product photos, video, reviews and social media integration. “GET INFO NOW” button speeds product and purchase requests.

## Specifications / Rates

BANNERS & BUTTON ADS	SPECS	RATES
<b>Leaderboard</b>	970 x 90 or 728 x 90 pixels	\$1,200
<b>Skyscraper</b>	160 x 600 pixels	\$1,200
<b>Rectangle</b>	300 x 250 pixels	\$1,200
<b>Button</b>	120 x 90 pixels	\$250
<b>Contextual Advertising</b>		Request proposal
<b>Wallpaper, Take-Over and Welcome Ads – Rich Media</b>		\$2,500/week
VIDEO		
<b>Media Center (Video Network)</b>	480 x 360	\$150 / 3 months \$300 / 6 months \$500 / 12 months
<b>Video E-Showcase</b>		\$935
<b>Print Plus Video E-Showcase</b> with purchase of print ad		\$300
<b>Dedicated Video Channel – Unlimited videos</b>		\$6,000
<b>Video Newscast</b>		Request proposal
PRODUCT GUIDE PROGRAMS		
<b>Product Guide Exclusive Sponsorship</b>	970 x 90 Pixels	\$1,000/month
• 3 ad positions: Leaderboard, Medium Rectangle, Mobile-only sizes	300 x 250 Pixels	
• Contextual Advertising	320 x 50 Pixels	
• 12-month commitment		



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# DIGITAL

## Go directly to our subscribers' inbox

### Email Blasts

Sponsored exclusively by YOU, e-blasts feature your content and branding. Use an e-blast to secure instant purchases, drive traffic to your website and build your brand.

### E-Newsletter Sponsorships

Sponsor one of our e-newsletters, produced by our industry-leading editors.

### E-Product Showcase

Send your product or service promotion directly to subscribers' inboxes with an E-Product Showcase. Add video to really grab attention and generate response.

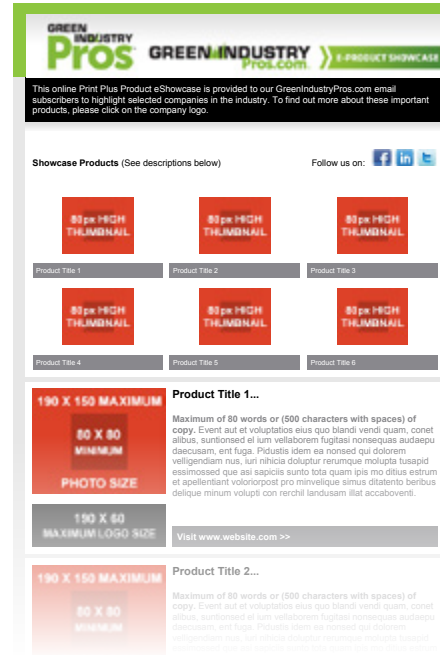
### Event Marketing

Extend the life of your trade show or event participation with pre-show and post-show promotions, a booth or demonstration video, iPad app sponsorship, online advertising or e-newsletter sponsorship, advertisements on the web portal event page or event product showcase.

### Webinars/Webcasts

Speak directly to customers and prospects with this online, show-and-tell format. Sponsor a webinar and get the entire lead list, as well as responses to your company-specific questions.

**ASK ABOUT**  
list rentals, custom  
e-newsletters and  
custom webinars



## Specifications / Rates

EMAIL	SPECS	RATES
<b>E-Blasts</b>		0.35/name
<b>Product E-Showcase</b> – without a print ad		\$935
<b>PRINT PLUS PROGRAM</b> – Product E-Showcase with a print ad		\$300
<b>CONTENT E-NEWSLETTERS</b>		
<b>The Pro Report</b>	120 x 90 Button 120 x 600 Skyscraper 468 x 60 Banner Hot Product	\$500 \$725 \$675 \$600
<b>Equipment Dealer Digest</b>	120 x 90 Button 120 x 600 Skyscraper 468 x 60 Banner Hot Product	\$500 \$725 \$675 \$600
<b>Custom Branded E-Newsletter</b> – Sent to up to 10,000 names		\$5,000
<b>WEBINARS/WEBCASTS</b>		
<b>Webinar/Webcast Sponsorship</b>		Exclusive Sponsor \$8,500 Co-Sponsor \$4,500



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# MOBILE



## Take your message mobile with

our tablet applications and sponsorships to get in front of busy, on-the-go landscape professionals. Be available when they make job-site purchase decisions to keep their projects on budget and on time.

### Mobile Site Sponsorship

With half of contractors using smartphones and other mobile devices for their jobs, sponsorship of the [GreenIndustryPros.com](http://GreenIndustryPros.com) mobile site gives your company front-row privileges.

### Tablet Edition Sponsorship

Create a big buzz on a compact device with sponsorship of a tablet edition of *Green Industry Pros*. Get significant branding and advertising visibility on the app and in all promotions.

### Custom Tablet Publications & E-Books

Become a publisher! We can help you create your own custom tablet publications and e-books for internal use, sales or customers.

### Custom Mobile App

Request a custom app to deliver your exclusive message to our inclusive marketplace or your company database.

# EVENTS

## High-touch lead generation

You know the critical value of meeting your customers, prospects and industry leaders face-to-face. Ask us how to enhance your results from in-person and virtual events.

### GoPro® Cam

Attending a trade show and want to create a buzz? Bring in our GoPro Cam for on-the-spot, first-person video interviews, product walk-arounds and industry expert commentary.

### Live-Streaming Video

Bring your event, product release or booth presence to life with live-streaming video, played on [GreenIndustryPros.com](http://GreenIndustryPros.com) and your website.

### Trade Show Promotion And Videos

Drive traffic to your trade show booth with pre-show promotion via e-blast, product showcase or video delivered to our subscribers' inboxes. Need a product or service video? Our video team will capture video footage during the show and create a feature video for sales calls, trade show presentation, your corporate website, training and other corporate uses. And, we'll air it on [GreenIndustryPros.com](http://GreenIndustryPros.com).

### Webinars/Webcasts

Looking for leads? Name recognition? Positioning as an industry expert or thought leader? Ask about a multi-media webinar or webcast to accomplish all three goals.

This four-part →  
"Web Briefings"  
series offered  
mid-season tips  
for dealers.



# SOCIAL

## Past the hype

At Cygnus, we're past the hype of social media and diving into what works ... an integrated, knowledge-based approach.

Check out **TRACKtion Leads**, a new Cygnus program that combines direct marketing with social media and primary research to generate highly qualified leads that convert into sales. Enhance that long list of leads with actionable information and identify the key individuals who are keeping your messaging alive on social sites.

Social media doesn't succeed in a vacuum. Surround it with digital, mobile and print to turn engagement into sales.

Our blogs, tweets and posts lead readers to [GreenIndustryPros.com](http://GreenIndustryPros.com) and your advertising message, where your products and services take center stage.



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# Announcing Cygnus Analytics

We are pleased to unveil our revolutionary tech tool that incorporates social media, proprietary research questions, personal URLs and multi-channel tracking to augment your marketing campaign.

It's not good enough to generate sales leads without a plan to make the sale. Cygnus Analytics can give you a competitive advantage by transforming data into meaningful information and actionable market knowledge.



## Engagement Report

You can now measure your customers' engagement with your digital communication strategies, brand/company and your competitors. This tool measures the volume of your outbound communications, your exposure versus your competition, and the demographics of visitors interacting with your content.

## TRACKtion Leads

TRACKtion Leads combines direct marketing with social media and primary research to generate highly qualified leads that convert into sales. The program uses a custom microsite to track customer interactions generated by your multi-channel marketing campaign.

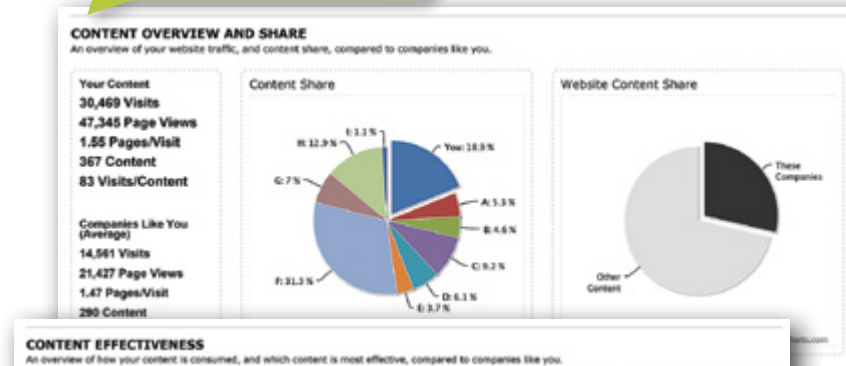
## Cygnus Profiler Lead Report

Getting lots of leads, but not sure WHO they really are? Cygnus Profiler Lead Report can fill in the blanks by adding qualifying information from our database to identify demographic information that helps you target your marketing follow up.

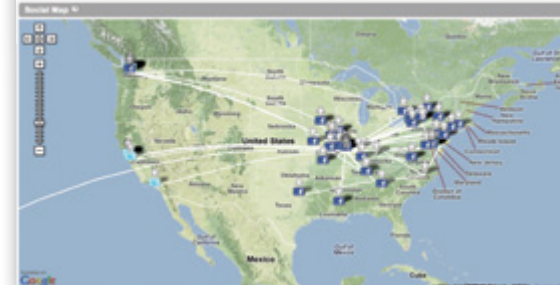
## Lead Enrichment Program

Have too many leads and no time to do anything with them? Our Lead Enrichment Program can nurture your leads to help qualify and identify potential buyers.

**Engagement Report**  
**\$10,000/year value**  
 No charge for clients based on ad schedule



**TRACKtion Leads**



Convert data into actionable knowledge



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 Engagement Report  
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# Engagement Report

The only tool of its kind designed to measure the effectiveness of your digital communication strategies.

Engagement is no longer focused on whether your customers tune in to what you're selling. It's how engaged they are with you, your competitors, the marketplace, and what is driving those connections.

The Cygnus Analytics Engagement Report helps identify strengths and weaknesses in your marketing strategy and provides competitive benchmarks.

Measure the exposure and consumption of your messaging — including news articles, press releases, blogs, videos, product listings, webcasts, podcasts, and white papers — on our digital platforms.

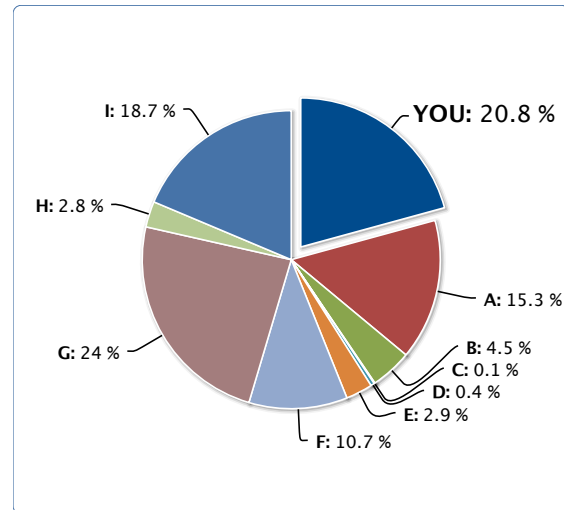
## Your customized Engagement Report measures:

- **Your exposure** versus your competitors'
- **Engagement by market** segments and titles
- **The volume** of your outbound communications

**Your Content**  
8,234 Visits  
13,493 Page Views  
1.64 Pages/Visit  
93 Content  
89 Visits/Content

**Companies Like You (Average)**  
3,494 Visits  
5,691 Page Views  
1.63 Pages/Visit  
51 Content  
69 Visits/Content

## Content Share



Excerpt from the Content Overview

## You will learn:

- How you stack up against the competition
- How well your marketing strategy is performing
- Insights into what the market finds interesting and acts upon
- What content increases engagement and sales

## Report sections include:

- **Content Overview and Share**  
An overview of your website traffic, and content share, compared to companies like you.
- **Content Effectiveness**  
An overview of how your content is consumed, and which content is most effective, compared to companies like you.

- **Categories and Channels**

A view of how your content is categorized, and in which platforms it appears.

- **Audience Overview**

A look at the audience viewing your content, compared to companies like you.

- **Leads and Investment**

Analysis of your product investment compared to companies like you.



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# TRACKtion Leads

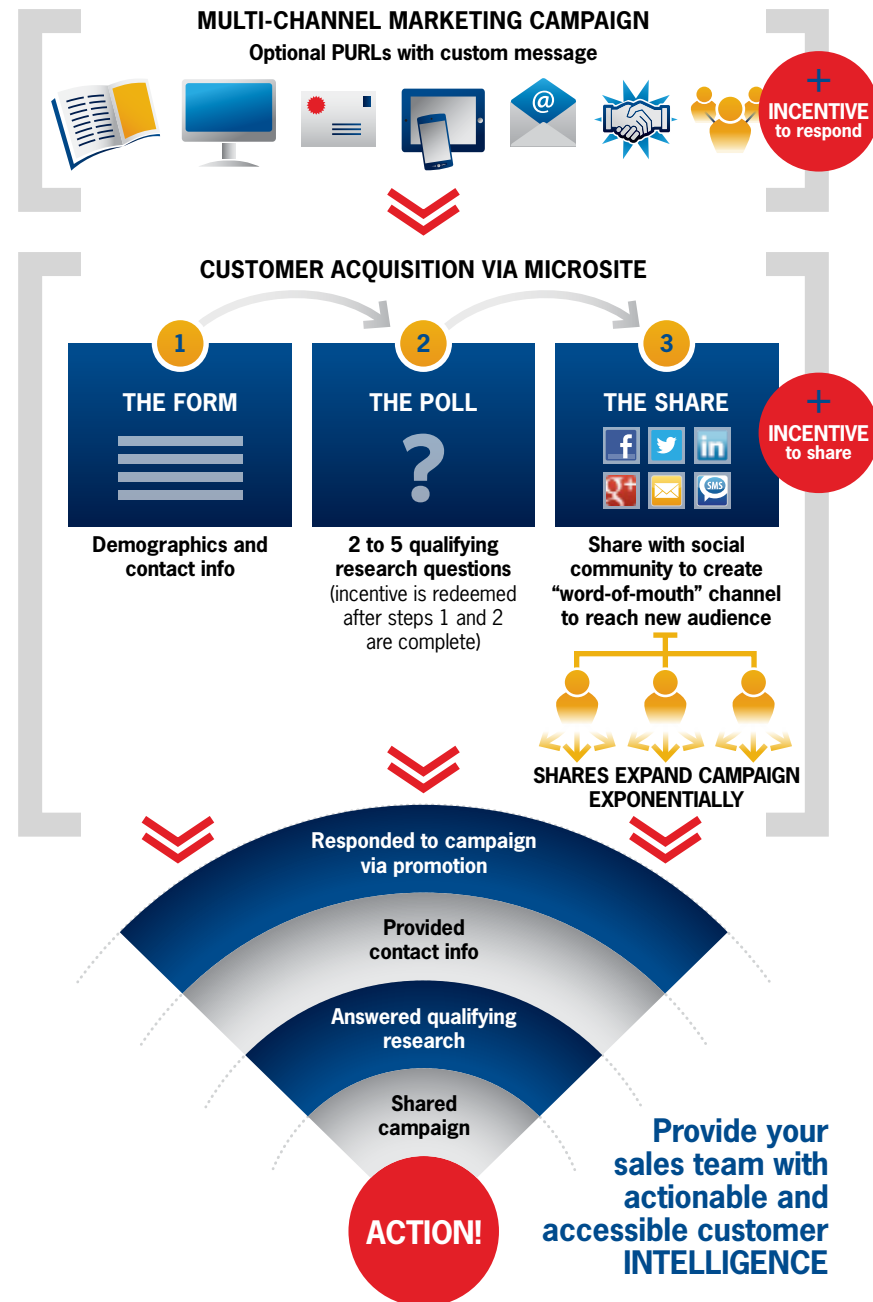
Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales.

The best way to know if your brand/message is gaining traction is to track who's seeing your message in the marketplace. TRACKtion Leads enables you to:

- Use multiple marketing touch points to drive a unified message and generate leads — via Cygnus platforms along with others
- Acquire key customer insights: contact info, demographics, buying/research data, and more
- Leverage social media: recognize how customers become your strongest marketing asset
- Turn qualified and actionable responses into sales
- Use a turn-key and end-to-end solution

## Take control

- The TRACKtion Leads program provides complete campaign transparency. Receive reports on progress, engagement and results.
- Track which marketing channels are the most effective, regardless of originating source
- Gain insight into social influencers — who's sharing and who's reacting
- Take advantage of the best marketing channel — your customers!
- Target your customers any way you'd like: by channel, influence, response or behavior



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Engagement Report  
TRACKtion Leads

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# CYGNUS LANDSCAPE NETWORK

RESOURCES FOR GREEN INDUSTRY PROFESSIONALS

A CYGNUS BUSINESS MEDIA BRAND

## 800.547.7377

Contact us today for an entirely new experience  
in business-to-business marketing planning.

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For updated information throughout the year, visit our advertising  
online resource at [GreenIndustryPros.com/Advertise](http://GreenIndustryPros.com/Advertise)

**CYGNUS**  
BUSINESS MEDIA

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[www.cygnus.com](http://www.cygnus.com)



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