



2015 MEDIA KIT



**MAKE AN
IMPACT** »

AUDIENCE

Connect with landscape contractors
& power equipment dealers



Dear Media Buyer,

Thank you for taking the time to read the 2015 media kit for *Green Industry Pros*. In this kit, you will find a variety of mediums – both print and digital – to reach landscape contractors, equipment dealers, and members of the Professional Landcare Network (PLANET). With each medium

comes a return on investment and a way to measure it.

GreenIndustryPros.com and the publication's weekly e-newsletter, *The Pro Report*, offer Responsive Design which automatically adapts content and ads to the visitor's device. Since more and more landscape contractors and equipment dealers are viewing information on mobile devices, this has proven to be an important design for the industry and allows your message to be front and center in the eyes of buyers.

Green Industry Pros provides the latest information on technology, products, and trends for business owners by two of the most experienced editors in the industry: Gregg Wartgow and Lisa Danes. Both Wartgow and Danes are full-time editors solely dedicated to the landscape industry and *Green Industry Pros*.

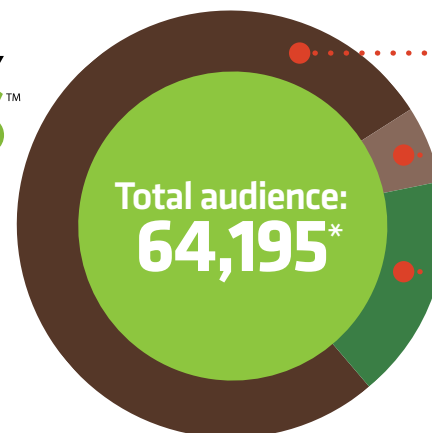
I look forward to serving you soon.

Sincerely,

Deirdre D'Aniello
Publisher

Two audiences.
ONE MEDIA BUY.

GREEN
INDUSTRY
Pros™



50,483
landscape contractors

4,034
PLANET members

9,678
power equipment dealers

*BPA Brand Report June 2014 (preliminary)



E-NEWSLETTER
SUBSCRIBERS

42,103+

Publisher's own data

GREEN INDUSTRY
Pros.com™

437,739
unique visitors per year

Google Analytics July 2013 to June 2014

1.8 million
pageviews per year

Google Analytics July 2013 to June 2014



SHARE
facebook.com/GreenIndustryPros



DISCUSS
search: Green Industry Pros



FOLLOW
twitter/YG_PRO



FOLLOW
google.com/+Greenindustrypros



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MEDIA KIT GUIDE

 AUDIENCE	 DIGITAL	 PRINT	 LEAD GEN	 RESULTS	 MISC
Print Digital Email Online Social	Responsive Design Online Display Ads, Native Ads, Specs Product Guide Podcasts Email <ul style="list-style-type: none"> Email Blasts E-newsletter Sponsorships E-Product Showcase E-Video Showcase Event Marketing 	Editorial Calendar Display Ad Rates & Specs Magazine options <ul style="list-style-type: none"> Inserts/ride-alongs Cover treatments Reprints 	Commissioned Special Report CUSTOM: Newsletter, Magazine, E-book, Mobile App Emails E-Product Showcase E-Video Showcase Mobile Apps Podcasts Product Guide Social Media (TRACKtion Leads) Survey Distribution Trade Show/Event Marketing Video Production; ActionCam Webinars White Papers	Engagement Report Email Open/Click Rates Email Heat Maps Web Ad Impressions/Click Rate Lead Report – Print, Digital, Online	Terms & Conditions CONTACTS



CONTENT MARKETING & NATIVE ADVERTISING

Content marketing and native advertising are among today's hot business tactics, responding to readers who tune out traditional advertising, but increasingly consume genuine, customer-focused information. Our creative content marketing opportunities position your valuable information so it enhances the editorial content in which it appears. Look for CONTENT MARKETING tags throughout this media kit.



CONTENT MARKETING

Develop the relationship

>>> Content marketing & native advertising

Build brand, drive sales

>>> Display advertising

YOU NEED BOTH!

LET'S CREATE A PLAN.



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TAP Report

57,120
unique visitors/month*

205,173
page views/month*

*Google Analytics April-June 2014

DIGITAL DISPLAY ADS

RATES

Leaderboard (970 x 90, 728 x 90, 300 x 50)

\$1,500 net
per month

Rectangle banner (300 x 250)

\$1,200 net
per month

Skyscraper banner (300 x 600)

\$600 net
per month

Complete **digital technical specs** are available on our Marketing Resource Center at GreenIndustryPros.com/advertise

The completely redesigned GreenIndustryPros.com, launched in early 2014, delivers a radically new experience in the B2B world.

Responsive design

Content and ads automatically adjust to each user's device – no special apps needed.

Dynamic page loads

Related content is continually delivered as the user scrolls.

Targeted, in-view advertising

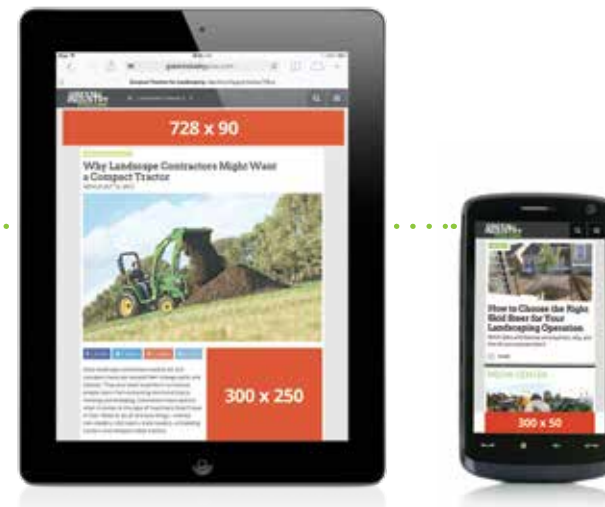
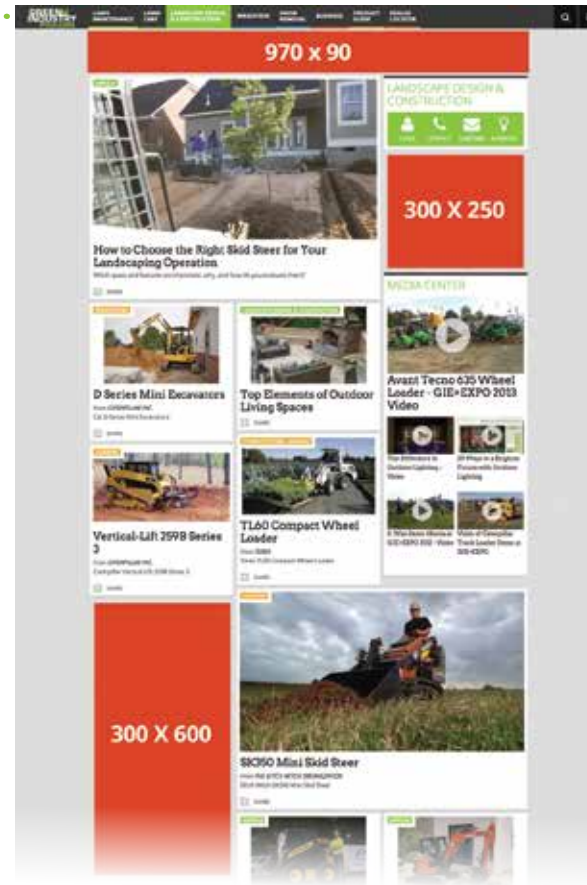
Schedule your advertising to reach a specific audience based on our content-specific channels:

Your share of voice is measured only when users see your ad. Your ad is integrated with editorial content, not relegated to the left or right column.

Online display ads & native ads



Display ads grab attention with their high-visibility and branding, while native ads are designed to integrate in the editorial space as "sponsored" content.



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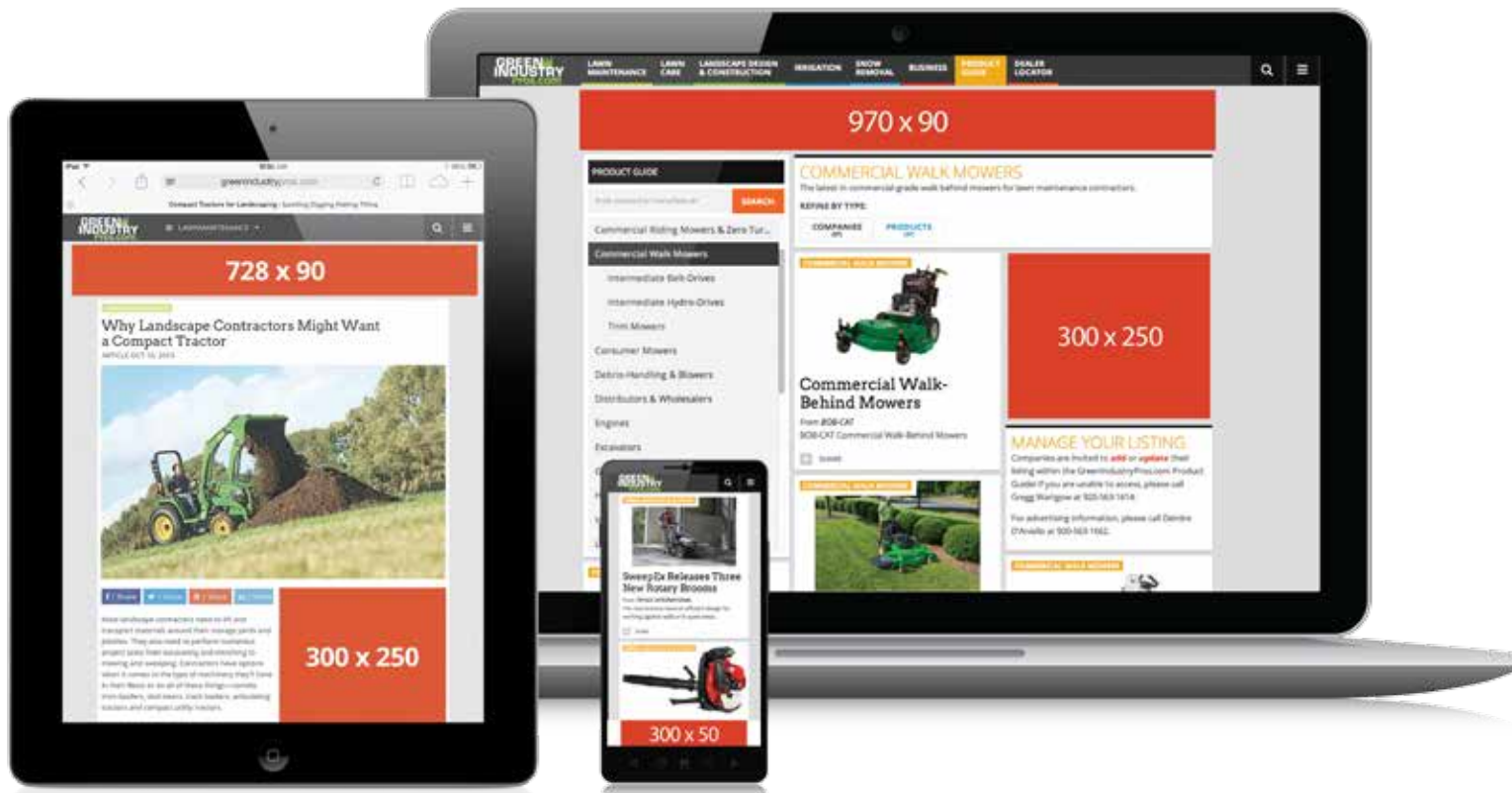
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GreenIndustryPros.com PRODUCT GUIDE

Exclusive Category Sponsorship ●●●●●●●●●●

The Product Guide provides an online directory of equipment and services for the landscape industry. With an Exclusive Category Sponsorship, only your banners will appear within that category and its subcategories. Inquire on availability of categories and contact the publisher to request a custom proposal.

EXCLUSIVE SPONSORSHIP	SPECS	RATES
Ad sizes included:		Request proposal
Super Leaderboard	970 x 90 Pixels	
Leaderboard	728 x 90 Pixels	
Half Page	300 x 600 Pixels	
Medium Rectangle	300 x 250 Pixels	
Mobile	320 x 50 Pixels	



Complete **digital technical specs** are available on our Marketing Resource Center at GreenIndustryPros.com/advertise



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EMAIL

Send your marketing message to the inboxes of your customers and prospects.

Email blasts

Send a custom e-blast to the demographics of your choice. Demographics include, but are not limited to, dealers, landscape contractors, geographic location, job title, employee size, annual sales volume, equipment sold by dealers, and services performed by landscape contractors. Contact publisher for a custom proposal.

E-newsletter sponsorships



Advertise your message on *The Pro Report*, *Green Industry Pros'* weekly e-newsletter to 40,000+* subscribers. .

E-product showcase

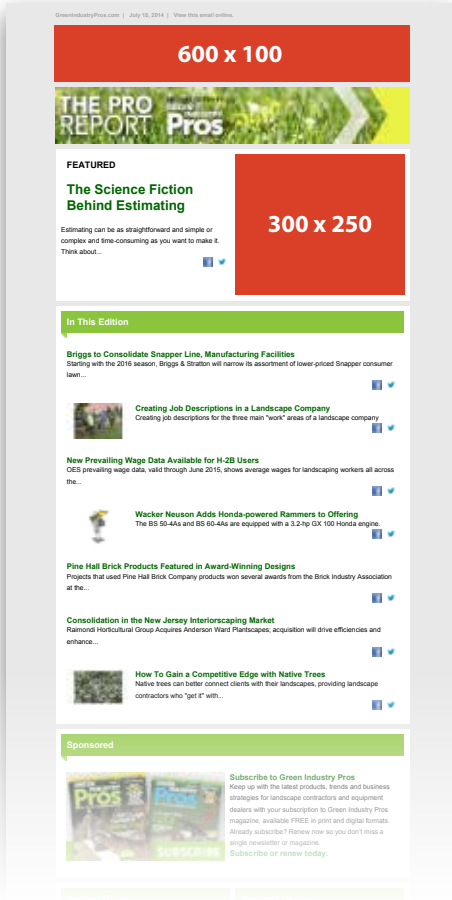
Be one of six highlighted products featured in *Green Industry Pros'* monthly e-blast to 39,000+ subscribers.

Surveys

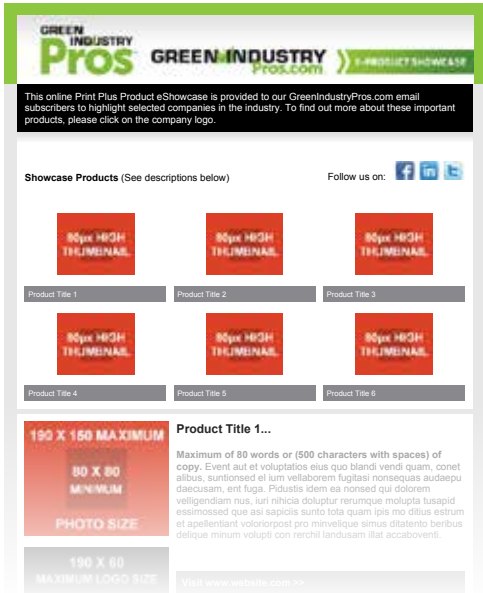
Send a custom survey to the demographics of your choice. Demographics include, but are not limited to, dealers, landscape contractors, geographic location, job title, employee size, annual sales volume, equipment sold by dealers, and services performed by landscape contractors. Contact publisher for a custom proposal.

**Publisher's own data (Q1 2014)*

E-newsletter



E-Product Showcase



Specs / Rates

CONTENT E-NEWSLETTERS		
<i>The Pro Report</i>	600x100	\$700 net per edition
	300x250	First Position: \$800 net per edition Second Position: \$400 net per edition
<i>eProduct Showcase</i>	Product Sponsorship with description	\$500 net per edition
	Product showcase	\$800 net per edition
	Product showcase in conjunction with print ad	\$400 net per edition

For complete specs, please visit our marketing resource center at GreenIndustryPros.com/Advertise.



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PRINT IN THE MIX

Couple your message with editorial written by experienced editors and join in the engagement with 64,195* subscribers.

Meet our Editors – EXPERIENCE MATTERS



Gregg Wartgow, Editor in Chief

- 16+ years covering the green industry for *Green Industry Pros*, *SnowPRO*, *GreenIndustryPros.com* and related print and digital products
- Award-winning writer and podcaster
- Champion for small businesses
- Enjoys helping landscapers find ways to grow their companies




Lisa Danes, Editor

- 7 ½ years on the *Green Industry Pros* staff
- Tight connection with the dealer market and strong knowledge of the landscape market
- Looks for new ways to deliver critical information in formats like the Green Industry Insider video series
- Enjoys hearing the backstory behind independent small businesses and strives to help dealers and contractors continue to prosper

*BPA Brand Report June 2014 (preliminary)

**Publisher's own data

Magazine Options

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Native advertising opportunities 
- Cover treatments: Wrap, belly band, false cover, gatefold, barn door, corner snipe, sticky note
- Place your print piece in our magazine's polybag to the demographic audience of your choice
- Custom supplement
- Advertorial

Digital Edition

Display advertisements will appear in the digital edition of *Green Industry Pros* which is e-mailed to 4,195* digital subscribers and 39,000+** print subscribers. The digital edition is also housed on *GreenIndustryPros.com*.

Display Ad Rates

	1X	3X	7X
Full Page spread	\$13,600	\$13,000	\$12,500
Full Page	6,820	6,545	6,275
2/3 Page	5,500	5,125	4,750
1/2 Page	4,000	3,700	3,500
1/3 Page	3,000	2,700	2,200
1/4 Page	2,500	2,100	1,835

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

Premium Positions: Contact publisher



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	JANUARY	FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Ad Close	12-9-2014	1-12-2015	3-10-2015	5-7-2015	7-8-2015	9-8-2015	11-5-2015
Materials Due	12-12-2014	1-15-2015	3-13-2015	5-12-2015	7-13-2015	9-11-2015	11-10-2015
Special Coverage	Truck & Trailers Engines	Lawn Care Product Guide	Irrigation Product Guide Attachments	Outdoor Living Product Showcase Equipment Service & Parts	Technology Franchising	GIE+EXPO Preview	Annual Listing of Hidden Gems in the Green Industry
Construction & Installation Equipment	Track loaders	Mini excavators Tillers	Skid-steer loaders Trenchers	Mini loaders	Tractors	Compact wheel loaders	GIE+EXPO highlights
Maintenance Equipment	Riding mowers String trimmers Sprayers Backpack blowers	Walk mowers Hedge trimmers Spreaders Handheld blowers	Stand-on mowers Edgers Wheeled blowers	Lawn renovation	Debris-handling	Tree care & wood-handling Brush cutters	GIE+EXPO highlights
In Every Issue	What's On My Trailer: Contractors discuss which equipment and products are helping them get the job done Green Industry Insider: The latest industry news and trends Business Management Toolbox: Business tips for small-business owners Contractor Profile: A look at how a leading landscape company is thriving in today's market Dealer Profile: Market insights from a leading equipment dealer Supplier Spotlight: News and insights from a leading equipment or product manufacturer						
Supplements		Dealer Success Guide		Dealer Success Guide	SNOWPRO	SNOWPRO Dealer Success Guide	
Bonus Distribution				SIMA		GIE+EXPO	

PRELIMINARY EDITORIAL CALENDAR: Dates and topics are subject to change without notice.

SPOTLIGHT DEALER

Georgia Dealer Has Customers On His Mind

Equipment dealer Dudley's Outdoor Center continues growth by setting customers up with the right equipment for the job and securing their financing.

DUDLEY'S OUTDOORS

When it comes to setting up customers with the right equipment, Dudley's Outdoor Center is a name that's well-known in the Georgia landscape industry. Dudley's Outdoor Center is a one-of-a-kind landscape equipment and service center located in Marietta, GA. It's a place where customers can find everything they need for their landscape, from mowers and trimmers to blowers and backpacks. Dudley's Outdoor Center is a family-owned business that's been in the industry for over 30 years. It's a place where customers can find everything they need for their landscape, from mowers and trimmers to blowers and backpacks. Dudley's Outdoor Center is a family-owned business that's been in the industry for over 30 years. It's a place where customers can find everything they need for their landscape, from mowers and trimmers to blowers and backpacks.

Finding the right financing

When he realized the credit market was in a tailspin, Dudley decided to offer his own financing. He set up a credit line with a local bank and offered customers the option to finance their equipment purchases. This was a big move for Dudley's Outdoor Center, but it paid off in the long run. Customers who had financed their equipment were more likely to return for future purchases, and Dudley's Outdoor Center was able to keep its cash flow healthy.

12 GREEN INDUSTRY PROS | MARCH/APRIL 2015 | [greenindustrypros.com](#)

CONTRACTOR BEST PRACTICES

On the ATTACK

Jenny Nichols sees strong growth ahead for being proactive.

When it comes to being proactive, Jenny Nichols is a pro. She's the owner of Nichols Landscaping, a landscape maintenance company in the Atlanta area. She's been in the industry for over 20 years, and she's seen a lot of changes in the market. But she's always been proactive, and that's helped her stay ahead of the curve. She's always been looking for ways to improve her business, and she's always been willing to take risks. That's why she's been so successful. She's always been looking for ways to improve her business, and she's always been willing to take risks. That's why she's been so successful.

Landscaping is growing again

Like most landscaping companies, Jenny Nichols was knocked back a bit in 2013. It was her worst year in the industry. But she's always been proactive, and she's always been willing to take risks. That's why she's been so successful. She's always been looking for ways to improve her business, and she's always been willing to take risks. That's why she's been so successful.

12 GREEN INDUSTRY PROS | JANUARY 2014 | [greenindustrypros.com](#)

WHAT'S ON MY TRAILER

A Growing Arsenal of 'Green' Lawn Equipment

Environmental Productive Products sees "green as a business" as one of the best ways to successfully build a new lawn-care company.

The new line of 'green' lawn equipment from Environmental Productive Products (EPP) is a game-changer for the lawn care industry. It's a line of equipment that's designed to be environmentally friendly, and it's also designed to be more efficient. That's why it's so popular. It's a line of equipment that's designed to be environmentally friendly, and it's also designed to be more efficient. That's why it's so popular.

Green is a business

At the end of the day, green is a business. It's a business that's growing, and it's a business that's profitable. That's why it's so important for lawn care companies to be green. It's a business that's growing, and it's a business that's profitable. That's why it's so important for lawn care companies to be green.

12 GREEN INDUSTRY PROS | MARCH/APRIL 2015 | [greenindustrypros.com](#)

MAGAZINE EQUIPMENT

Lights, Camera, COMPACTION!

When landscaping professionals take a closer look at the RYDER equipment, they'll see it's all in the name.

A landscaping professional who's looking for a new piece of equipment will find a lot of options. But if they're looking for a piece of equipment that's designed to be compact, they'll find the RYDER equipment. It's a line of equipment that's designed to be compact, and it's also designed to be more efficient. That's why it's so popular. It's a line of equipment that's designed to be compact, and it's also designed to be more efficient. That's why it's so popular.

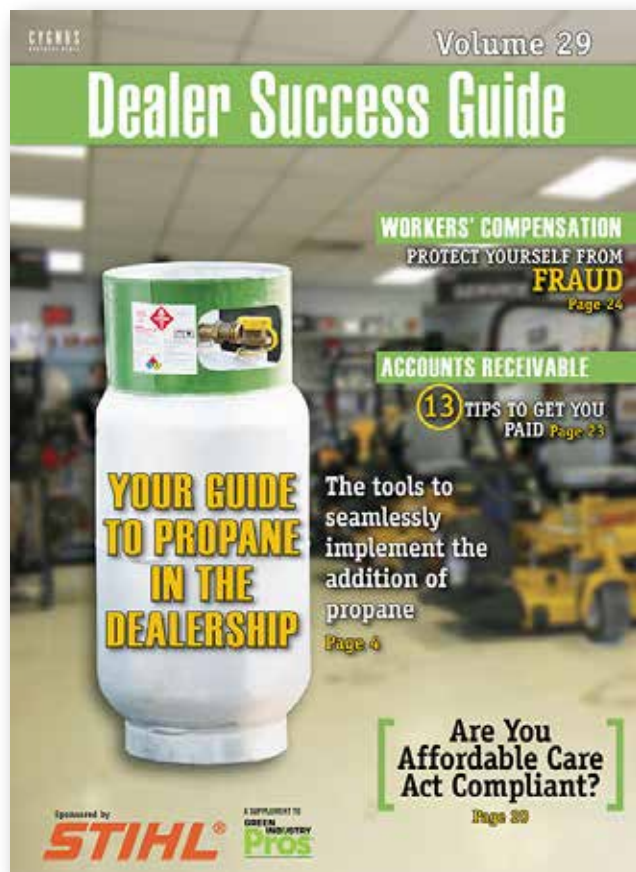
It's all in the name

The name of the RYDER equipment is a clue. It's a name that's designed to be compact, and it's also designed to be more efficient. That's why it's so popular. It's a name that's designed to be compact, and it's also designed to be more efficient. That's why it's so popular.

12 GREEN INDUSTRY PROS | MARCH/APRIL 2015 | [greenindustrypros.com](#)

Dealer Success Guide

The **Dealer Success Guide** is a unique business management guide for owners and managers of landscape equipment dealerships. Published three times annually, this supplement mails with *Green Industry Pros* to its 9,600+ BPA audited dealer audience. The **Dealer Success Guide** is also available in a digital edition.



Ad Sizes / Specifications

	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 Horiz.	7" x 4.875"		
1/2 Page Vert.	3.375" x 10"		
1/3 Page Std	4.5625" x 4.875"		
1/4 Page	3.375" x 4.875"		

Rates available for advertising in the **Dealer Success Guide** as well as in combination with a print schedule in *Green Industry Pros*. Contact publisher for details.

How to create your files:

PDF X/1a is the preferred format for file submission.

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

Send materials to:

SnowPRO, 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>

Ad close dates:

February: January 12

May/June: May 5

September/October: September 8

For more info, contact:

Deirdre D'Aniello
Publisher

Deirdre.Daniello@Cygnus.com
1-800-547-7377 ext. 1662



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Selling snow removal equipment and services?

- Your ad in SnowPRO reaches the right audience at the right time ...

THE BUYING TIME.

- Published twice each year, SnowPRO mails with the July/August and September/October issues of *Green Industry Pros* magazine, targeting professionals in the snowbelt states. Your marketing message appears with SnowPRO's coverage of the latest equipment, accessories, tools and insights for the snow removal market. ●●●●



Ad Sizes / Specifications

	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 Horiz.	7" x 4.875"		
1/2 Page Vert.	3.375" x 10"		
1/3 Page Std	4.5625" x 4.875"		
1/4 Page	3.375" x 4.875"		
1/6 Page	2.1875" x 4.875"		

How to create your files:

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

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

Ad close dates:

Issue 1: July 2 — materials due July 13

Issue 2: September 2 — materials due September 11

For more info, contact:

Deirdre D'Aniello
Publisher

Deirdre.Daniello@Cygnus.com
1-800-547-7377 ext. 1662



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LEAD GENERATION

Leverage our lead generation products to fill your prospect funnel.

Commissioned Special Report CONTENT MARKETING

Drive brand awareness and lead generation with a single-topic, single-sponsored report delivered to your selected audience. Our editorial team will develop the content to pair with your marketing message.

Product Guide Sponsorship See page 5

Custom: Content, newsletter, CONTENT MARKETING publication, e-book

Need custom content and design? How about distribution to the right audience? Partner with our editorial team, design staff and database experts.

Custom Mobile App CONTENT MARKETING

Ask us to create a mobile app for your product catalog, video library or jobsite calculator.

Emails See page 6

E-product and e-video Showcase See page 6

Survey Distribution See page 6

Trade Show/Event Marketing

Drive traffic to your trade show booth or event and create lasting impressions. Here are a few options:

- Pre-, during- and post-show promotions
- Booth or demonstration video
- iPad app sponsorship
- Online advertising
- Show e-newsletter sponsorship
- Advertisements on the web event page and event product showcase

Video Production

Our professional team will videotape your booth, equipment and speaker during a trade show or event and create a feature video for sales calls, presentations, your corporate website, training and other uses. Need an on-air personality? Bring in one of our talented editors to pull it all together. We'll air your production on GreenIndustryPros.com.

ActionCam Video: Use this video option for on-the-spot, first-person video interviews, product walk-arounds and expert commentary.

Webinars

Generate qualified leads for your company by sponsoring a live/on-demand educational presentation via the Internet. You get the entire lead list, as well as significant promotion before, during and after the webinar.

White Papers CONTENT MARKETING

Educate current and potential customers about your capabilities and technology. Housed in our online White Paper Library, the documents are available for download, generating contact information that's sent directly to you. Add a promotional component to drive more traffic.

Custom Publication and App



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TRACKtion Leads

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

With TRACKtion Leads you can:

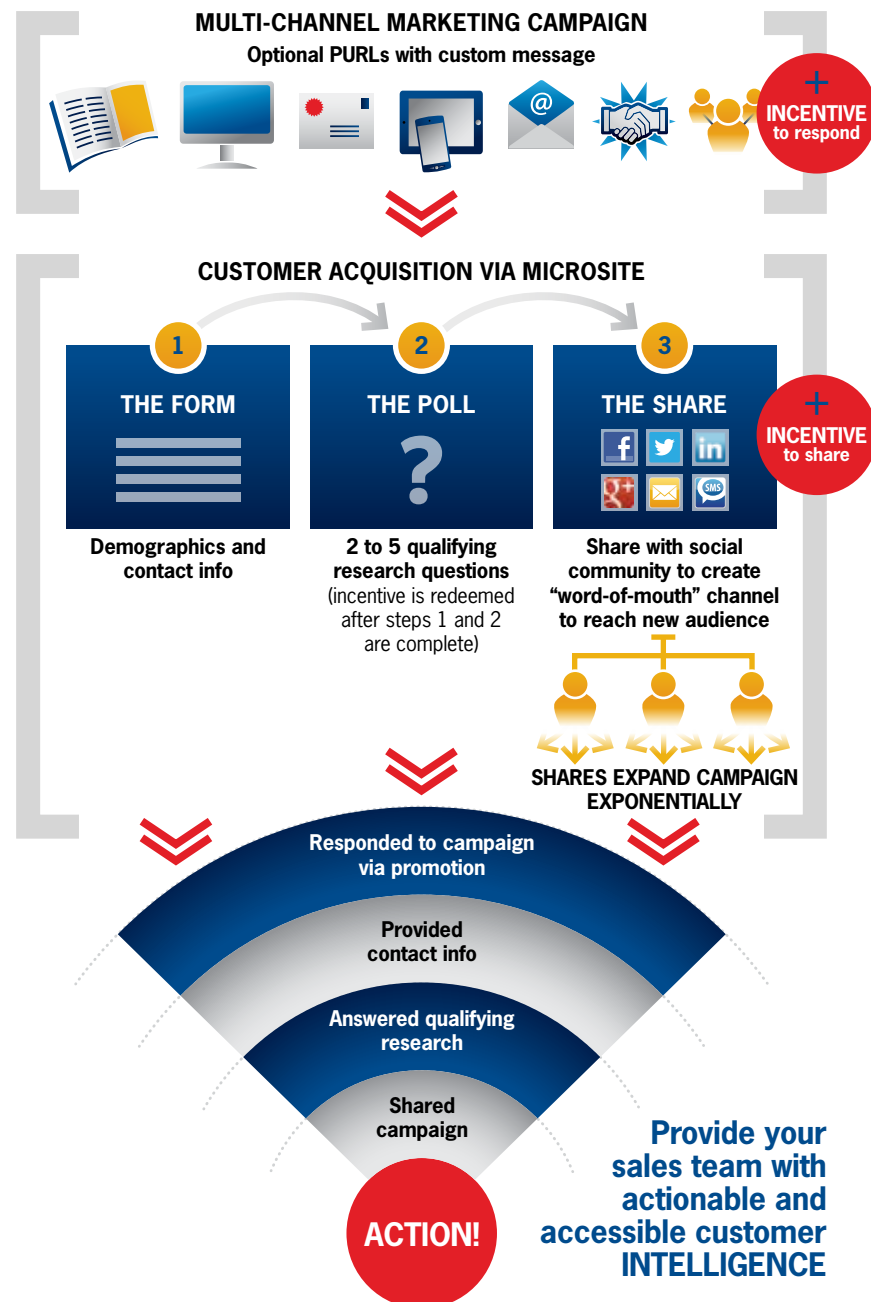
- Grow your customer base and generate leads
- Enhance print and digital campaigns
- Use social networks to extend your campaign and reach a new audience
- Launch promotions and sweepstakes
- Gain customer insights through short surveys and polling questions
- Follow the results through real-time tracking across multiple marketing channels

Program sample components

- 20,000 names from our database or yours or a combination of both
- 20,000 PURLs (personalized URL links)
- Custom landing page
- Three e-blasts within a 6 – 8 week period
- Real-time tracking reports on demand
- Customer intelligence – up to 5 survey questions on the initial registration page
- Back-end support and administration from Cygnus
- Client-provided incentives for customers to register and forward to others

Additional email names and PURLs can be purchased or supplied for an additional .25 per name.

Basic program does not include a print component for TRACKtion Leads. Print options may be added to the program.



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RESULTS DELIVERED

Engagement Report

The only tool of its kind, the Engagement Report measures the effectiveness of your communication strategies.

Your Engagement Report measures the exposure and consumption of your messaging – including news articles, press releases, blogs, videos, product listings, webinars, 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

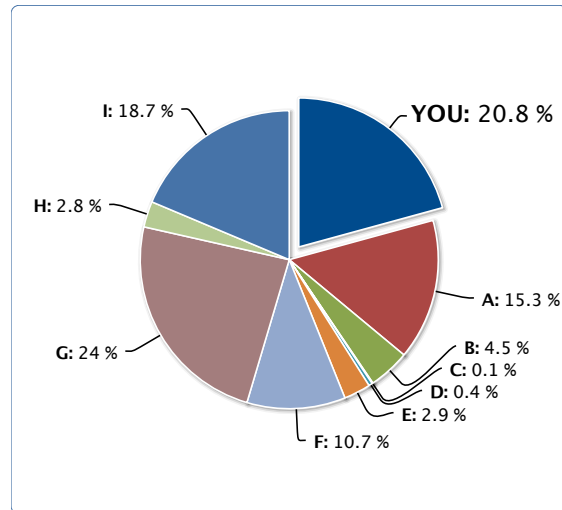
You will learn:

- 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

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

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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Ad Sizes / Specifications

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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"		

How to create your files:

Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

How to get your files to us:

E-mail – File(s) must not exceed 10 MB in size:

Connie Wolf, Media Production Rep
Connie.Wolf@Cygnus.com
800.547.7377 ext. 1679

FTP – If file(s) are larger than 10 MB, they can be sent via our ftp site – <http://webftp.cygnuspub.com>. Detailed instructions are provided on the Web site.

Cygnus Business Media will not be held responsible, nor issue any make-goods, for electronic ads that do not follow these guidelines.

Terms & Conditions

Contract and copy conditions

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.

Terms and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Inserts

Contact the media production rep for specifications.

Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

Classified ad regulations

Classified advertising may not be used for new products or services normally found in display advertising or extensive product or service descriptions (i.e. features, values, styles) that are the function of display ads. The publisher retains the right to reject, delete or re-word copy that does not meet the above regulations.



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