

**GREEN
INDUSTRY
Pros**™

GREEN INDUSTRY
Pros.com™

2016 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 2016 media kit for *Green Industry Pros*. In this kit, you will find a variety of media – both print and digital – to reach landscape contractors and equipment dealers. With each medium comes a return on investment and a way to measure it.

GreenIndustryPros.com and the publication's 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 Maile Bucher. Both Wartgow and Bucher 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™



53,668
landscape contractors

10,533
power equipment dealers

*BPA Brand Report June 2015

GREEN INDUSTRY
Pros.com™

486,444
unique visitors per year

Google Analytics August 2014 to July 2015

1,971,513
page views per year

Google Analytics August 2014 to July 2015

SHARE
facebook.com/GreenIndustryPros

DISCUSS
search: Green Industry Pros

FOLLOW
twitter/YG_PRO

FOLLOW
google.com/+Greenindustrypros



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PRINT

Couple your message with editorial written by experienced editors and join in the engagement with **64,201*** qualified subscribers.

Meet Our Editor – EXPERIENCE MATTERS



Gregg Wartgow, Editor in Chief

- 17+ years covering the 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 and dealers find ways to grow their companies

Magazine Options

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Belly band
- Place your print piece in our magazine's polybag to the demographic audience of your choice
- Custom supplement

Digital Edition

Display advertisements will appear in the digital edition of *Green Industry Pros* which is e-mailed to 4,195* digital subscribers and 40,000+** of the magazine's total 60,000 print subscribers. The digital edition is also archived on *GreenIndustryPros.com*.

Display Ad Rates

	1X	3X	7X
Full Page Spread	\$13,872	\$13,260	\$12,750
Full Page	6,956	6,676	6,401
2/3 Page	5,610	5,228	4,845
1/2 Page	4,080	3,774	3,570
1/3 Page	3,060	2,754	2,244
1/4 Page	2,550	2,142	1,872

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

Premium Positions: Contact publisher



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*BPA Brand Report June 2015

**Publisher's own data

CIRCULATION

With *Green Industry Pros*, your message will reach decision makers at landscape companies and equipment dealerships.

Green Industry Pros' circulation is audited by BPA.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015
This issue is 0.2% or 117 copies below the average of the other 3 issues reported in Paragraph 2.

One magazine, one buy!

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent and Other Management Personnel	Supervisory Personnel: Includes Foreman, Supervisor, and Other Supervisory Personnel
Landscape Contractor (performing some combination of lawn maintenance, installation, chemical lawn care and/or irrigation)	53,668	83.6	50,172	3,496	49,362	4,306
Power Equipment Dealer	10,533	16.4	9,829	704	9,542	991
TOTAL QUALIFIED CIRCULATION	64,201	100.0	60,001	4,200	58,904	5,297
PERCENT	100.0		93.5	6.5	91.7	8.3

Your copy is recorded here

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not includes Elsewhere	Copies
Other Paid Circulation	56
Advertiser and Agency	316

Compare *Green Industry Pros'* actual print circulation to its competitors'

Only those who make decisions or who have influence on those decisions receive *Green Industry Pros*



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	JANUARY	FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Ad Close	12-9-2015	1-12-2016	3-9-2016	5-9-2016	7-8-2016	9-7-2016	11-7-2016
Materials Due	12-14-2015	1-15-2016	3-14-2016	5-12-2016	7-13-2016	9-12-2016	11-10-2016
Special Coverage	Engines Propane	Fertilizers Pesticides Organic/Natural Lawn Care	Truck & Trailers Attachments Irrigation	Hardscaping Landscape Lighting Equipment Service Tools & Parts	Business Software & Technology Franchising	GIE+EXPO Preview	Annual Listing of Hidden Gems in the Green Industry
Landscape Installation Equipment	Track Loaders	Excavators Tillers	Skid-Steer Loaders Trenchers	Compact Utility Loaders	Tractors	Wheel Loaders	GIE+EXPO Highlights
Landscape Maintenance Equipment	Zero-Turn Mowers String Trimmers Sprayers & Spreaders Backpack Blowers	Walk Mowers Hedgetrimmers Handheld Blowers	Stand-on Mowers Edgers	Lawn Renovation	Wheeled Blowers Debris-Handling	Tree Care & Wood-Handling Brushcutters	GIE+EXPO Highlights
Regularly Recurring Features & Departments	<p>Green Industry Insider: The latest industry news and trends</p> <p>Business Management Toolbox: Business tips for small-business owners</p> <p>Contractor Profile: A look at how a leading landscape company is thriving in today's market</p> <p>What's On My Trailer: Successful contractors discuss their favorite tools, equipment and products</p> <p>Dealer Profile: Market insights from a leading equipment dealer</p> <p>Supplier Spotlight: Newsmaking manufacturers, distributors and other suppliers are featured</p>						
Supplements	Dealer Success Guide		Dealer Success Guide		SNOWPRO	SNOWPRO Dealer Success Guide	
Bonus Distribution				SIMA	GIE+EXPO		

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

CONTRACTOR PROFILE

The Real Deal, REAL FAST

North Dakota father/son duo are already outpacing their second facility after just eight years in business.

GREEN INDUSTRY PROS | JANUARY 2016 | greenindustrypros.com

SPOTLIGHT DEALER

Heavy Metal in Hamburg

Northern New Jersey's Bassani Power Equipment has a one-of-a-kind look and second-to-none work ethic.

GREEN INDUSTRY PROS | JANUARY 2016 | greenindustrypros.com

PRODUCTS

2015 String Trimmer Preview

SHINDAWO 7235 Trimmer/Edger

SHINDAWO 524L and 524SLR Professional Trimmers

GREEN INDUSTRY PROS | JANUARY 2016 | greenindustrypros.com

CONTRACTORS RATE

SKIN'S FS 240 R and FS 240 Trimmers

SHINDAWO 7235 Trimmer

REOMAX BC230675 Trimmer

ECHO 590T Trimmer

ECHO 5500 T Trimmer

GREEN INDUSTRY PROS | JANUARY 2016 | 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 10,533* power equipment dealer subscribers.

The **Dealer Success Guide** is also available in a digital edition.



*BPA Brand Report, June 2015

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:

Connie Wolf, MPR
1233 Janesville Avenue, Fort Atkinson, WI 53538
800-547-7377 x1679 • cwolf@southcomm.com

How to send a file using WeTransfer:

1. Go to <https://www.wetransfer.com/>;
2. Click "Skip" (If you see a box with "Send up to 2GB" and an "Add files" button go to step 4);
3. Read the Terms and Conditions, then click "I agree";
4. Click "+ Add files";
5. Select the file you would like to send and click "Open";
6. Click "+Friend's email";
7. Enter the email address of the person you would like to send the file to;
8. Click "Your email";
9. Enter your email address
10. Click "Message";
11. Enter a description of the file you are sending;
12. Click "Transfer";
13. Wait for "Transfer complete" to show on the screen before exiting browser;
14. You will receive an email that the file was successfully sent

Note: If at any time you have a question about what to do, click the "?" to the right of the "Transfer" button

Ad close dates:

February edition: January 12

May/June edition: May 9

September/October edition: September 7

For more info, contact:

Deirdre D'Aniello
Publisher
ddaniello@southcomm.com
1-800-547-7377 ext. 1662



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SNOWPRO™

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"		

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.

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- Click "Your email";
- Enter your email address;
- Click "Message";
- Enter a description of the file you are sending;
- Click "Transfer";
- Wait for "Transfer complete" to show on the screen before exiting browser;
- You will receive an email that the file was successfully sent.

Note: If at any time you have a question about what to do, click the "?" to the right of the "Transfer" button

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
ddaniello@southcomm.com
1-800-547-7377 ext. 1662



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58,205
unique visitors/month*

203,741
page views/month*

*Google Analytics April-June 2015

DIGITAL DISPLAY ADS - ROS	RATES		
Welcome ad (550 x 480)	\$2,500 net per week		
Leaderboard (970 x 90, 728 x 90, 300 x 50)	\$1,000 net per month for 20% SOV	\$1,500 net per month for 40% SOV	\$2,000 net per month for 60% SOV
Rectangle (300 x 250)	\$800 net per month for 20% SOV	\$1,200 net per month for 40% SOV	\$1,800 net per month for 60% SOV
Combination buy - skyscraper and rectangle (300 x 600 and 300 x 250)	\$1,000 net per month for 20% SO	\$1,500 net per month for 40% SO	\$2,000 net per month for 60% SOV

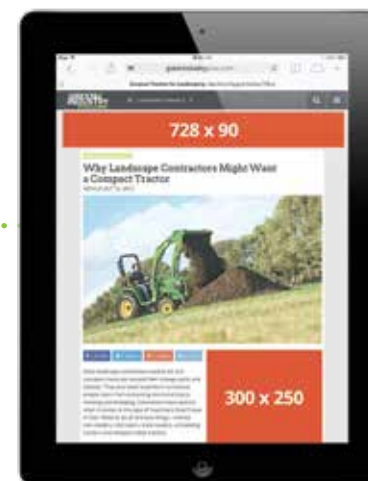
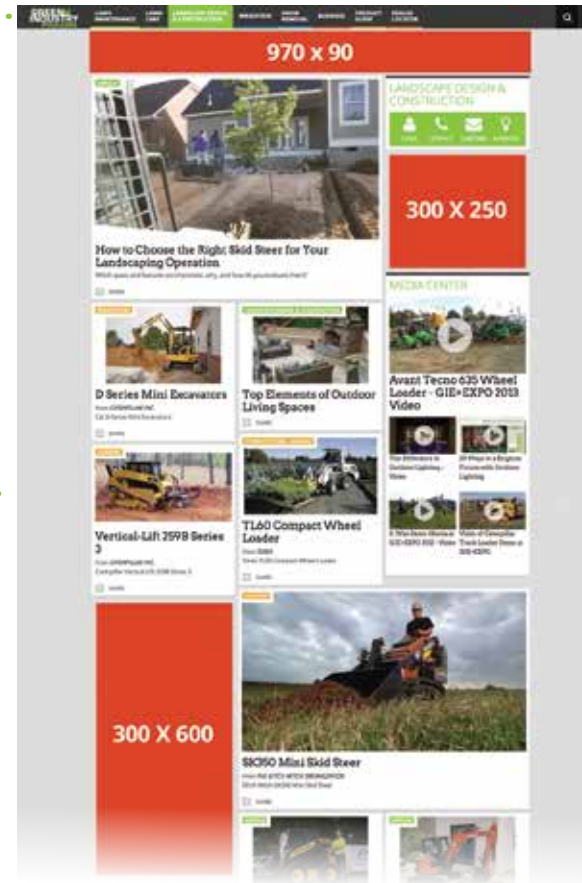
Responsive design

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.

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.



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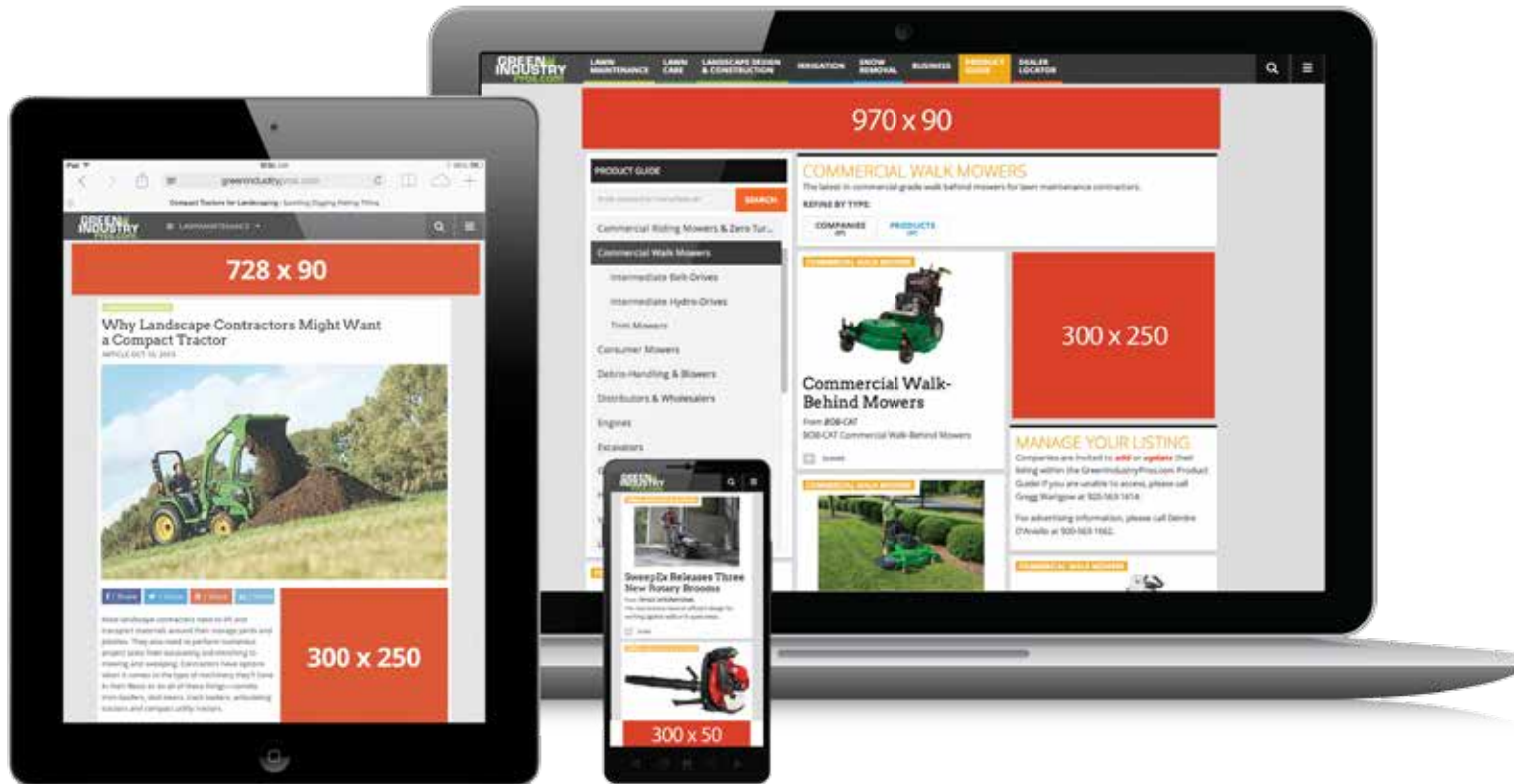
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GreenIndustryPros.com PRODUCT GUIDE

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 Leaderboard	300 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.

E-newsletter sponsorships

Advertise your message on *The Pro Report*, *Green Industry Pros*' twice weekly e-newsletter to the industry.

Custom E-newsletter sponsorship

Be the exclusive sponsor of a special edition of *The Pro Report*, containing editorial related to your products/services.

Email blasts/Surveys

Send a custom e-blast or 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. All custom delivery will be identified as being from *Green Industry Pros* in subscribers' inboxes. Contact publisher for a custom proposal.

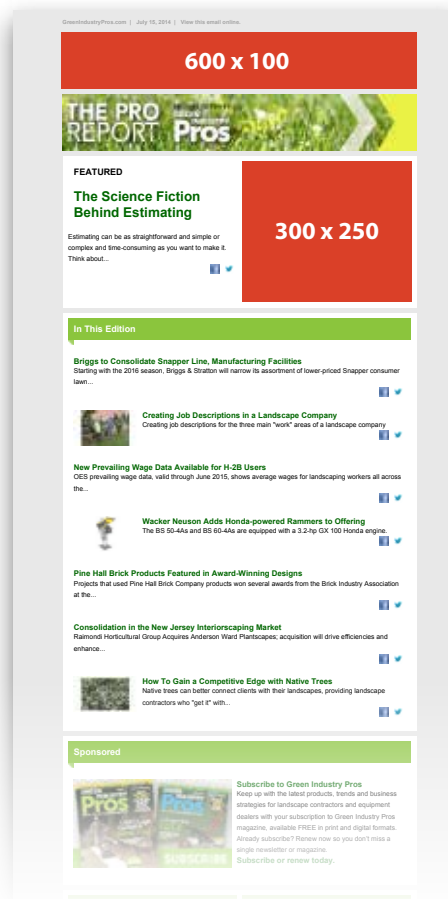
New: Video Lead-Gen available.

E-product showcase

Be one of six highlighted products featured in *Green Industry Pros*' monthly e-blast to the industry.

New: Video Lead-Gen available.

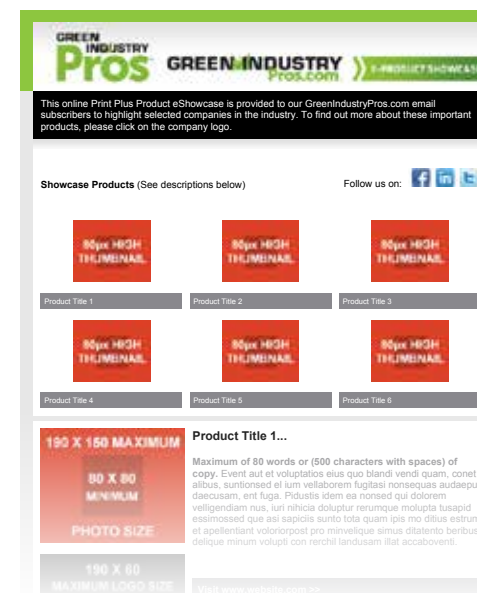
E-newsletter



Responsive design

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

E-Product Showcase



Specs / Rates

CONTENT E-NEWSLETTERS		
	600x100	\$700 net per edition/\$750 net per week
	300x250	First Position: \$800 net per edition/\$850 net per week Second Position: \$400 net per edition/\$450 net per week
The Pro Report	Product Sponsorship with description	\$500 net per edition/\$550 net per week
	Video Lead-Gen Text Ad	\$1,545 net per week
	Exclusive Sponsorship	\$3,500 net/edition
	Product showcase	\$800 net per edition
eProduct Showcase	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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RESULTS DELIVERED

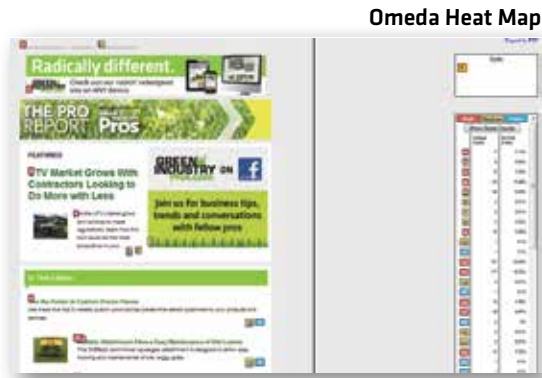
We offer numerous reporting tools to help you evaluate effectiveness and hone your campaign.

Email Open/Click Rates

Third-party report details the number of emails delivered, open rate and click rate for e-newsletters and eblasts.

Email Heat Maps

See which hyperlinks recipients clicked on e-newsletters and eblasts.



Omeda Heat Map

Editorial Coverage

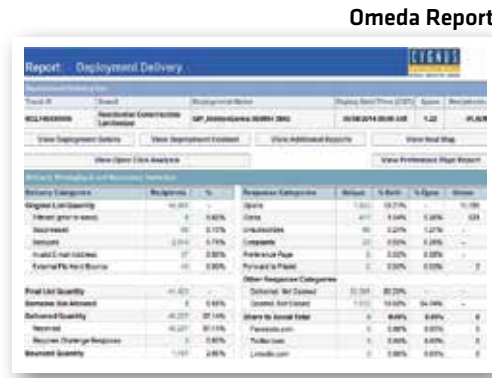
When applicable, we provide you with a compilation of editorial coverage that included your company or brands.

Web Ad Impressions/Click Rate

The number of impressions and clicks your banner received on GreenIndustryPros.com.

Custom Reports

We will create custom advertising reports based on your advertising program.



Omeda Report

Data Dashboard

Green Industry Pros provides print advertisers with leads generated from Reader Service and all advertisers with leads generated from GreenIndustryPros.com's Product Guide.



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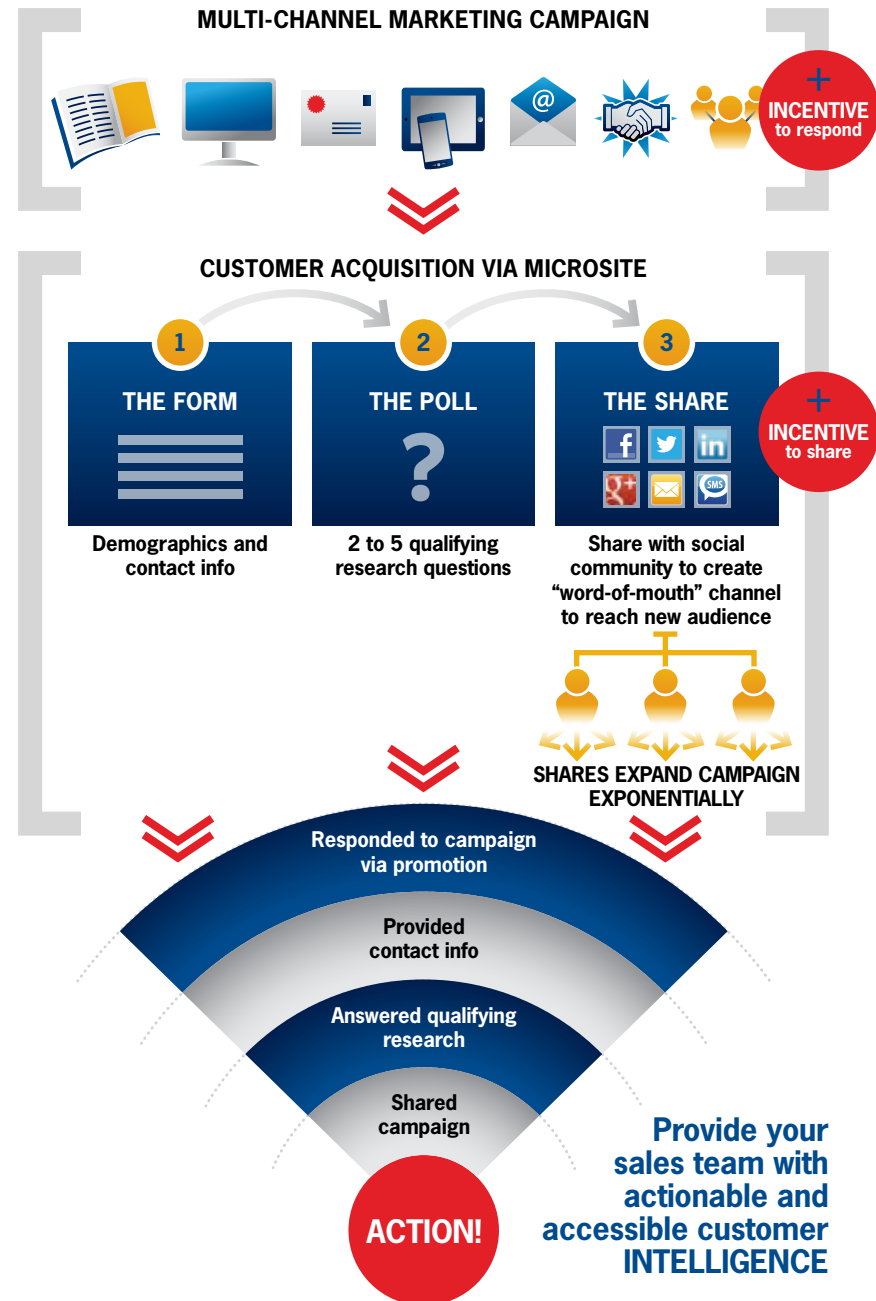
Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales.

With TRACKtion Leads you can:

- Grow your customer base and generate leads
- Enhance your brand
- 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 components

- Registration page
- Three promotional e-blasts within a 30-day period
- Promotional banners on *The Pro Report* and GreenIndustryPros.com within a 30-day period
- Promotion on social media by *Green Industry Pros'* editors



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	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"		

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
cwolf@southcomm.com
800.547.7377 ext. 1679

How to send a file using WeTransfer:

1. Go to <https://www.wetransfer.com/>
2. Click "Skip" (If you see a box with "Send up to 2GB" and an "Add files" button go to step 4)
3. Read the Terms and Conditions, then click "I agree"
4. Click "+ Add files"
5. Select the file you would like to send and click "Open"
6. Click "+Friend's email"
7. Enter the email address of the person you would like to send the file to
8. Click "Your email"
9. Enter your email address
10. Click "Message"
11. Enter a description of the file you are sending
12. Click "Transfer"
13. Wait for "Transfer complete" to show on the screen before exiting browser
14. You will receive an email that the file was successfully sent

Note: If at any time you have a question about what to do, click the "?" to the right of the "Transfer" button

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.

For updated information throughout the year, visit our marketing resource center at GreenIndustryPros.com/Advertise or contact your sales representative at **800.547.7377**.

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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The Management Resource for Landscape Contractors and Equipment Dealers

800.547.7377

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

SALES

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*As one of America’s top business-to-business media companies, Southcomm Business Media is leading the way in providing marketing solutions and targeted content to top decision-makers and organizations. We reach millions of professionals annually across **FIVE MEDIA PLATFORMS**. Our corporate initiatives and organizational architecture are built with one goal: fully engaging business audiences in the markets we serve.*



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