

GROWERTALKS[®] greenPROFIT

2027
MEDIA
PLANNING
GUIDE



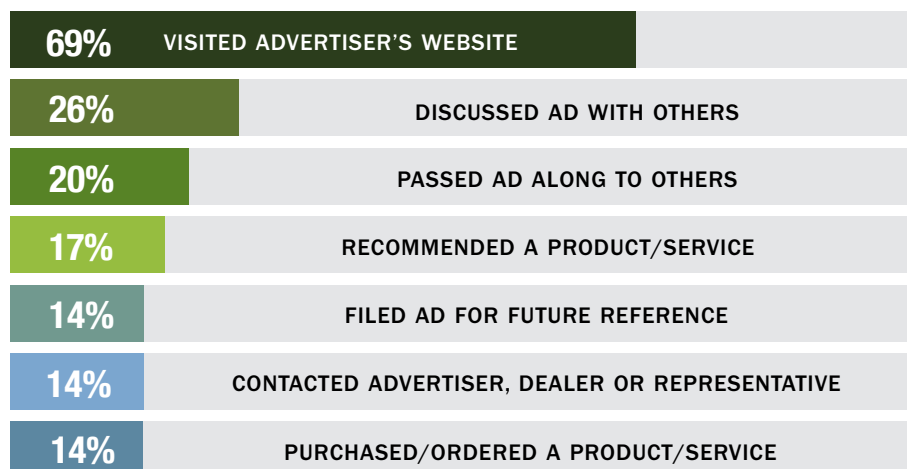
Print | E-newsletters | Podcasts | Livestreams | Videos | Social

WHO WE ARE!



A publication is only as good as its editors ... and ours are the best: Ball Publishing's 11 full-time and at-large editors combine for more than 300 years of experience in horticulture and agriculture. Six have advanced degrees. All are professionally dedicated to the industry—this is not a temporary stop on the way to a better gig. Horticulture is their passion and it shows in their reporting, writing and commentary.

Print advertising works!



* As of June 2026 AAM Publisher's Statement

**May 2026 Signet Research Study

89%

DECISION MAKERS WITH BUYING POWER

89% of respondents are involved with purchasing.**

86%

AD RESPONSE RATE

86% answered that they have took one or more actions as a result of seeing an ad in *GrowerTalks* | *Green Profit*.**

69%

DRIVE TO ACTION

69% of respondents visited an advertiser's website as a result of seeing an ad in *GrowerTalks* | *Green Profit*.**

68%

REAL VALUE

68% rate *GrowerTalks* | *Green Profit* a 4 or 5 (very useful) as a source of new product/service information.**

40%

40% of grower subscribers are also retailers.*

Print Media

35,000⁺

PRINT AND DIGITAL SUBSCRIBERS

Complete industry coverage reaching growers, retailers, nursery and landscape.

22,100+ average qualified print circulation

13,000+ average additional digital circulation



*As of June 2026 AAM Publisher's Statement combined with Publisher's own data



FREE READER SERVICE LEADS

Print advertisements receive leads from each placement.



GROWERTALKS



12X PER YEAR (JANUARY–DECEMBER)

Since its inception in 1937 by George J. Ball, *GrowerTalks* has established itself as the leading source of information and insights for professionals in the horticultural industry. Combined with sister publication *Green Profit*, it brings valuable production, business and retail focused information to the industry.

GrowerTalks'
Acres Online

Digital Component

✉ e-newsletter

Chris Beytes, *Editor-in-Chief*

See page 6 for e-newsletter information.

greenPROFIT



12X PER YEAR (JANUARY–DECEMBER)

Green Profit delivers valuable information to help garden centers with their businesses. Including topics such as plants, technology, hard goods, business operations and more, *Green Profit* helps our readers thrive in today's ever-changing retail landscape. Combined with sister publication *GrowerTalks*, we cover it all, from must-have new varieties to consumer shopping habits.

Green Profit's
buzz!

Digital Component

✉ e-newsletter

Ellen C. Wells, *Senior Editor-at-Large*

See page 6 for e-newsletter information.

Specialty Guides

Perennial Guide (March) | Biosolutions Guide (June)

2-Page Spread	\$4,600	Podcast	\$5,250
Full Page	\$2,500	Product Feature	\$650
Sponsored Article	\$5,250		

2027 Editorial Calendar

	GROWERTALKS	GREEN PROFIT	EXTRAS
JANUARY Ad Close: 11-23-26 Material Due: 12-7-26	THE GROWING MEDIA, NUTRITION & IRRIGATION ISSUE Iron Toxicity in Key Crops: Symptoms & Solutions The Sustainability of Peat Irrigation for Different Substrates	THE HOLIDAY PLANTS ISSUE Holiday Plants to Complement Poinsettias Strategies to Sell More Poinsettias Salary & Benefits Survey	BONUS DISTRIBUTION: Tropical Plant International Expo (TPIE)

ADDED
VALUE

BUY ONE-GET ONE FREE!

When you commit to advertising in the 2027 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2026, you will receive one free matching ad in 2027.*

See ad rate page for details.

FEBRUARY Ad Close: 12-21-26 Material Due: 1-8-27	THE CHEMICALS & BIOCONTROLS ISSUE Good Bugs & Chemicals: Can They Play Well Together? Proper Handling of Chemicals Botrytis Management for Maturing Mums	THE CONTAINER GARDENING PRODUCTS ISSUE Trends: The Containers Trends: The Plants	
MARCH Ad Close: 1-26-27 Material Due: 2-5-27	THE "TRENDING NOW" NEW PRODUCTS ISSUE Highlights From the Winter Shows	THE "TRENDING NOW" NEW PRODUCTS ISSUE What Consumers Say They Want New Retail Products From the Winter Shows	BONUS DISTRIBUTION: National Hardware Show

Print Supplement: PERENNIAL GUIDE

Advertising opportunities available
See page 3 for details.

APRIL Ad Close: 2-23-27 Material Due: 3-5-27	THE STRUCTURES ISSUE Top Greenhouse Maintenance Priorities What Will Give You the Quickest ROI?	THE PLANT HEALTH PRODUCTS ISSUE Media Ingredients for Plant Health Quick Diagnostics: Nutrition Issues & Solutions for Retail	
MAY Ad Close: 3-23-27 Material Due: 4-6-27	THE POINSETTIA PRODUCTION ISSUE What's New for the Holidays 10 Ways to Screw Up Your Poinsettia Crop Poinsettias & Pythium	THE HOUSEPLANTS & HOME DÉCOR PRODUCTS ISSUE You Can Do it! Grow Your Own Houseplants for Retail Sales Add-on Houseplant Options	

ADDED
VALUE

FREE AD EFFECTIVENESS STUDY

Your full-page ad in *GrowerTalks* | *Green Profit* provides a free ad effectiveness study.

JUNE Ad Close: 4-25-27 Material Due: 5-7-27	THE GREENHOUSE TOOLS & EQUIPMENT ISSUE Advances in Climate Control YOUNG GROWER AWARD ESSAYS	THE SELLING PERENNIALS ISSUE Perennial Programs for Multi-Season Blooms Cut Flower Perennial Options YOUNG RETAILER AWARD ESSAYS	BONUS DISTRIBUTION: National Lawn & Garden Show
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Print Supplement: BIOSOLUTIONS GUIDE

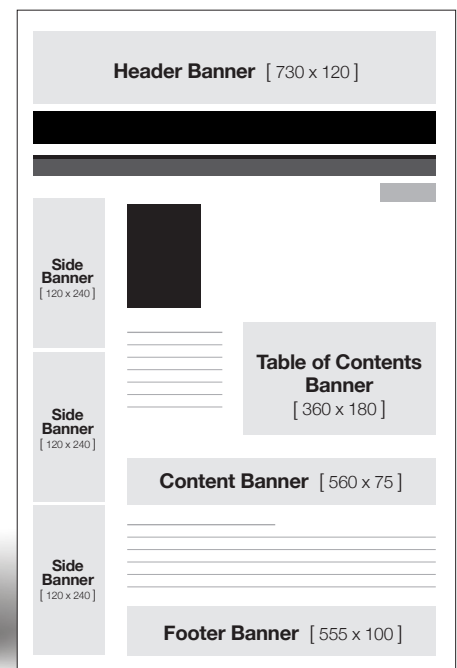
Advertising opportunities available
See page 3 for details.

	GROWERTALKS	GREEN PROFIT	EXTRAS
JULY Ad Close: 5-25-27 Material Due: 6-4-27	THE @CULTIVATE ISSUE New Plants From California Trials	THE NEW VARIETIES ISSUE New Intros From California Trials for IGCs	BONUS DISTRIBUTION: Ball Seed Customer Days Cultivate'27 Perennial Plant Association National Symposium
AUGUST Ad Close: 6-22-27 Material Due: 7-6-27	THE NURSERY & LANDSCAPE ISSUE The Best New Perennials for the Landscape Weed Control in the Landscape New Perennials From California Trials	THE PREP-FOR-NEXT-YEAR ISSUE Buying Plans for Profit Tools to Sell to Get the Job Done	BONUS DISTRIBUTION: Farwest SAF Annual Convention
SEPTEMBER Ad Close: 7-22-27 Material Due: 8-6-27	THE CULTURE NOTES ISSUE How to Grow the Newest Varieties Editors' Picks & Pics From Cultivate'27 YOUNG GROWER AWARD WINNER	THE FACILITIES & TECHNOLOGY ISSUE Garden Center Maintenance Retailers' Choice Products From Cultivate'27 YOUNG RETAILER AWARD WINNER	BONUS DISTRIBUTION: The Garden Center Group Fall Event
OCTOBER Ad Close: 8-25-27 Material Due: 9-8-27	THE GREENHOUSE EFFICIENCY ISSUE Streamlining Your Greenhouse Locations	THE SOIL & AMENDMENT PRODUCTS ISSUE Keeping Soil Simple Help Customers Super Charge Their Soil	BONUS DISTRIBUTION: National FFA Convention & Expo
NOVEMBER Ad Close: 9-23-27 Material Due: 10-5-27	THE PLUG & LINER ISSUE Lighting Recipes for Young Plant Production	THE NUTRITION & IRRIGATION ISSUE Deep or Wide in Fertilizer SKUs? Tips on Selling Drip Irrigation Stuff We Love—Editor's Picks	BONUS DISTRIBUTION: Great Lakes Expo
DECEMBER Ad Close: 10-26-27 Material Due: 11-5-27	THE BUSINESS & HR ISSUE How to Hire B2B Salespeople Who Produce What Do You Do When ...?: Tips for Crisis Management Salary & Benefits Survey	THE ECO-FRIENDLY PLANTS & PRODUCTS ISSUE Strategies for Promoting Natives Telling the Story of Eco-Friendly Products	BONUS DISTRIBUTION: Mid-Atlantic Nursery Trade Show (MANTS)



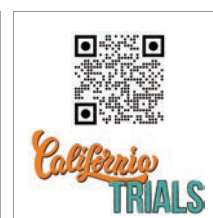
E-newsletters

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements. Typical formats ensure your ad is aligned with relevant content for increased engagement.



	OPEN RATE	AD VIEWS	HEADER	TOC	CONTENT	FOOTER	SIDE
BANNER AD RATES 2027							
Acres Online Growers 4 emails sent/mo. 37,000+ recipients/send	35%	43,200+	\$3,990	\$2,480	\$2,020	\$1,900	\$1,460
buZZ! Retailers 4 emails sent/mo. 29,400+ recipients/send	30%	35,700+	\$3,860	\$2,390	\$1,920	\$1,830	\$1,410
Acres of buZZ! (California Trials) Growers & Retailers Email sent each day of Trials 31,700+ recipients/send 	34%	54,500+	\$3,580	\$2,820	\$2,280	\$2,150	\$1,650
Tech On Demand Growers 4 emails sent/mo. 25,400+ recipients/send	29%	29,900+	\$3,860	\$2,390	\$1,920	\$1,830	\$1,410
Perennial Pulse Perennial Growers 2 emails sent/mo. 34,000+ recipients/send	29%	20,300+	\$2,480	\$1,930	\$1,570	\$1,480	\$1,140
Nursery & Landscape Insider Nursery & Landscape Growers 2 emails sent/mo. 31,200+ recipients/send	27%	17,300+	\$2,480	\$1,930	\$1,570	\$1,480	\$1,140
Tropical Topics (Tropicals & Houseplants) Growers & Retailers 2 emails sent/mo. 28,800+ recipients/send	28%	16,300+	\$2,480	\$1,930	\$1,570	\$1,480	\$1,140
PestTalks (Insect & Disease Management) Growers 2 emails sent/mo. 26,700+ recipients/send	30%	16,100+	\$2,480	\$1,930	\$1,570	\$1,480	\$1,140
GreenTalks (Sustainability) Growers 2 emails sent/mo. 26,900+ recipients/send	28%	15,200+	\$2,480	\$1,930	\$1,570	\$1,480	\$1,140
Bloom Beat Cut Flower Growers 2 emails sent/mo. 6,200+ recipients/send	49%	6,100+	\$2,480	\$1,930	\$1,570	\$1,480	\$1,140

Websites



Website

GrowerTalks.com | GreenProfit.com

Monthly Rate

Take-Over Banner [640 x 480] \$2,500
Opening ad to the website, then reduces in size and stays on the page.

Fly-In Banner [300 x 250] \$1,890
When scrolling down, the ad appears at "Features" on the home page and on every page with articles, including cover story for the month. Stays on the page until it's closed and is run of site.

Header Banner [970 x 120] \$1,890
Falls below the monthly cover image on the opening page and is run of site. Additional artwork required [300 x 250].

Article Banner [120 x 240] \$1,050
Appears on every page with articles, including cover story for the month.

Block Banner [300 x 250] \$1,260
Run of site.



Website

HORTCalendar.com

Industry events website.

Monthly Rate

Header Banner [728 x 90] \$1,000

Block Banner [300 x 250] \$800

Side Banner [120 x 240] \$700



Video | Website | E-newsletter

CaliforniaTrials.com

Industry events website.



Advertising Rate

Header Banner [970 x 120] \$3,000
Additional artwork required [300 x 250].

Block Banner [300 x 250] \$1,200

See page 6 for e-newsletter pricing.

Curated Advertising Opportunities

*Appears online in *GrowerTalks*' digital edition, linked to a URL.



Cover Tip-On*

A high-visibility faux cover tip-on showcases your company's messaging in an 8.25 in. x 4 in. space. Attached with rubbery glue to the front cover, it includes a full-page space on the flip side for additional messaging.

COST \$9,700



French Door Cover*

Use this high-impact placement to emphasize your company's products. This front cover opening leads readers into a 2-page space with ample real estate for visuals and messaging.

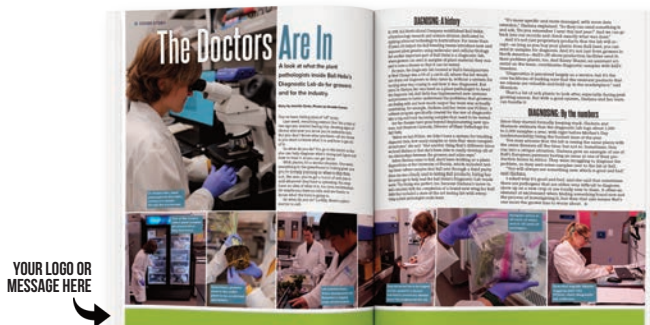
COST \$10,500



Belly Band*

Use this front-and-center placement to bring awareness to new product introductions or other messaging that commands high visibility. Advertiser provides preprinted belly band.

COST \$8,900



Folio

Make a big impression with your logo or message placed at the bottom of each numbered page in *GrowerTalks* or *Green Profit* magazine.

COST \$4,000 Add both sides of the publication for an additional \$2,000

Sponsored Article

- 2-page article spread displaying company logo.
- Written by your experts on topics that could include industry trends, research data or case studies.
- 1,000-1,200 words with 2-4 photos.
- Ball Publishing provides the editing, space, design and layout.
- PDF provided for expanded use.
- Included on *GrowerTalks* or *Green Profit* website.
- Also appears in digital edition.

COST \$5,000 Add an audio file \$1,500



Product Feature Package

- 2-page spread—full-page advertorial + full-page advertisement.
- 2 months of side banner ads in one of our 2x/month e-newsletters.
- 1 product feature in "Trending Now" section with optional QR code.

COST \$5,200

Behind the Business

Create a personal connection by telling a unique and interesting story about the history of your company. A great opportunity to celebrate a company anniversary or other important date.

- 1-page story about your company, written by our editor.
- Front cover callout of article!
- Optional Ball Publishing-produced podcast or video segment about your company. Additional cost.

COST \$6,000 Add an adjacent full page ad. Additional cost.

SPONSORED MARKETING

Dedicated E-blast

Instantly deliver your message to a targeted audience of decision-makers and drive quick engagement.

COST \$400/THOUSAND + \$100 SETUP (\$600 MINIMUM)

Digital Edition E-blast

- Large [800 x 120] exclusive header banner ad in our monthly newsletter announcing the arrival of our digital edition.
- 30,000+ emails—34% open rate.

COST \$3,000

EDUCATE YOUR AUDIENCE

Livestreams



These interactive educational sessions featuring your experts and moderated by our editors, provide essential industry information for growers or retailers. They also convey a clear, focused message for your sales force. Share proven strategies, case studies and product enhancements that support both your customers and your sales goals.

Includes print and digital promotions, as well as attendee registrations.

COST \$7,000

Tech On Demand Podcast



Ball Publishing partners with your company to create focused podcasts featuring your experts and moderated by our editors to deliver insights and tools that help your customers succeed.

Share strategies, case studies and updates while reinforcing your sales message and positioning your company as an industry leader.

Includes print and digital promotions.

COST \$6,000 Add a video \$1,500

Host-Reads

60-second commercial read by our host within podcast or audio file.

COST \$1,500

SPONSORSHIP

Salary & Benefits Survey Sponsorship

Align your brand with the horticulture industry's trusted compensation benchmark.

The annual Salary & Benefits Survey, conducted in partnership with AmericanHort, provides valuable compensation data to growers and garden center retailers. Survey results are published in GrowerTalks and Green Profit.

Your sponsorship includes:

- Recognition on the survey and published reports.
- Promotional exposure through e-newsletters and dedicated e-blasts.
- Thought leadership opportunities through two contributed articles.

COST \$5,000

VIDEO

Trending Now Video



Ball Publishing will create a short interview-style video, hosted by one of our editors, to promote your product. The video will be featured via a QR code in our "Trending Now" section and on our YouTube channel's playlist, reaching our 8,900+ channel subscribers!

Production and editing included.

COST \$3,000

Custom Video Solutions



- Greenhouse Product Demo Videos—Short, practical videos showing the product being installed, used or integrated into greenhouse operations. Focus on real growing conditions, labor savings, crop quality and ROI.
- Grower Success Stories—Customer testimonial videos featuring greenhouse growers explaining the problem they faced, how they use the product and the measurable results they achieved. These can be especially effective for building trust.
- Educational / How-To Video Series—A series of 2–5 minute videos addressing common greenhouse challenges—such as irrigation, climate control, pest management, labor efficiency or crop consistency—and showing how the company's solution helps.

COST \$2,000+

Advertising Roadmap

target audience

Growers

Garden Center
Retailers

print

GrowerTalks
Green Profit
Biosolutions Guide
Perennial Guide
Sponsored Publications

x

x

x

x

x

x

digital

WEBSITES

GrowerTalks
Green Profit
California Trials
HORTCalendar.com

x

x

x

x

x

E-NEWSLETTERS

Tech On Demand
Acres Online
buZZ!
Acres of buZZ!
PestTalks
Perennial Pulse
Nursery & Landscape Insider
Tropical Topics
Bloom Beat
GreenTalks

x

x

x

x

x

x

x

x

x

x

x

x

x

x

x

x

x

x

SPONSORED

Digital Edition E-blast
Dedicated E-blast
60-Second Host-Read
Salary & Benefits Survey

x

x

x

x

x

x

x

x

other

EDUCATIONAL

Livestream
Podcast

x

x

x

x

VIDEOS

Trending Now
Custom Video
California Trials

x

x

x

x

x

x

niche audiences

Perennial Grower Products

Perennial Pulse
Perennial Guide

Biosolutions Products

Biosolutions Guide

Nursery & Landscape Grower Products

Nursery & Landscape
Insider

Tropical & Houseplant Products

Tropical Topics

Cut Flower Products

Bloom Beat

Sustainable Products

GreenTalks



Material and Design Specifications

Print & Digital

Publication Trim Size
9 x 10.875 in. (229 x 276 mm)

Printing
Cover, half-web offset;
body, web offset

Binding
Perfect bound,
½ in. (4 mm) grind at spine

Screen
150 line (60 lines per centimeter)

Bleed Page Size
9.25 x 11.125 in. (235 x 286 mm)

There is no extra charge for a bleed page.

*See ad template for additional
detailed bleed instructions:
[www.ballpublishing.com/
productionguidelines](http://www.ballpublishing.com/productionguidelines)

**EMAIL ALL PRINT
ADVERTISING MATERIALS TO:**

Brian Moline
Production Specialist

ph 1.630.588.3163

email bmoline@ballpublishing.com

FTP upload available. Please call for instructions
to verify your upload with Brian.

Preferred medium for advertiser-supplied printed
ad materials is high-resolution (minimum
resolution 300 dpi), press-ready PDFs.

**EMAIL ALL DIGITAL
ADVERTISING MATERIALS TO:**

Denielle Noe
Publishing Assistant

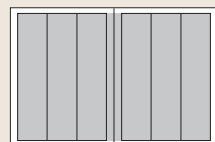
ph 1.630.588.3233

email dnoe@ballpublishing.com

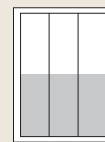
Exact dimensions (pixels); jpg or gif; file size
≤100kb; URL is requested for each ad.
Animation allowed.

SHIP ALL INSERTS PREPAID TO:

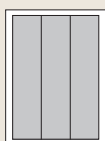
Schumann Printers, Inc.,
Attn: Insert Warehouse Building #2,
200 Swarthout Road, Fall River,
WI 53932



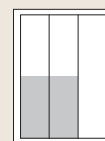
2-Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.



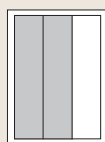
1/2-Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Trim: 9 in. x 5.375 in.
Bleed: 9.25 in. x 5.5 in.



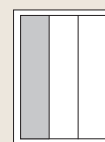
Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



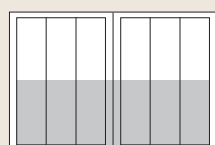
1/3-Page (square)
4.875 in. x 4.625 in.



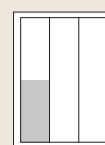
2/3-Page (vertical)
Live Area: 4.875 in. x 9.375 in.
Trim: 5.625 in. x 10.875 in.
Bleed: 5.75 in. x 11.125 in.



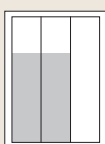
1/3-Page (vertical)
Live Area: 2.375 in. x 9.375 in.
Trim: 3.125 in. x 10.875 in.
Bleed: 3.25 in. x 11.125 in.



1/2-Page Spread
Live Area: 16.5 in. x 4.625 in.
Trim: 18 in. x 5.375 in.
Bleed: 18.25 in. x 5.5 in.



1/6-Page (vertical)
2.375 in. x 4.625 in.



1/2-Page (island)
Live Area: 4.875 in. x 6.875 in.
Trim: 5.625 in. x 7.625 in.
Bleed: 5.75 in. x 7.75 in.



For additional print and digital instructions,
visit: ballpublishing.com/productionguidelines

ADVERTISING CLOSE		MATERIAL DUE
GrowerTalks Green Profit		Print & Digital
January	11-23-26	12-7-26
February	12-21-26	1-8-27
March	1-26-27	2-5-27
April	2-23-27	3-5-27
May	3-23-27	4-6-27
June	4-25-27	5-7-27
July	5-25-27	6-4-27
August	6-22-27	7-6-27
September	7-22-27	8-6-27
October	8-25-27	9-8-27
November	9-23-27	10-5-27
December	10-26-27	11-5-27

Enhancements

Custom pieces, polybag inserts, gate fold,
bind-in cards, heavy stock, metallic ink, and
PMS match colors are available. Contact
your account manager for information
and pricing.

Pricing for maximum full page 2-sided
insert, does not include additional postage
or poly-bagging charges. Charges depend
on quantity specified by customer. No
postage fee for inserts that conform to
Media Kit specs.

Interested in Advertising?

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)



PUBLISHER

PAUL BLACK

1.630.588.3301

pblack@ballpublishing.com



SENIOR ACCOUNT MANAGER

KIM R.L. BROWN

1.630.588.3433

kbrown@ballpublishing.com



SALES & EVENT SPECIALIST

ADRIANA HEIKKILA

1.630.588.3106

aheikkila@ballpublishing.com



PRODUCTION SPECIALIST

BRIAN MOLINE

1.630.588.3163

bmoline@ballpublishing.com



PUBLISHING ASSISTANT

DENIELLE NOE

1.630.588.3233

dnoe@ballpublishing.com

JANUARY BUY ONE—GET ONE FREE!

Ad Close: 11-23-26 | Material Due: 12-7-26

When you commit to advertising in the 2027 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2026, you will receive one free matching ad in 2027.*

*Buy One—Get One Free offer may not be combined with customized advertising programs. Contact your account manager for details.

ADDED
VALUE

MAY FREE AD EFFECTIVENESS STUDY

Ad Close: 3-23-27 | Material Due: 4-6-27

Your full page ad in *GrowerTalks* | *Green Profit* provides a free ad effectiveness study.

ADDED
VALUE

FREE READER SERVICE LEADS

Print advertisements receive leads from each placement.

ADDED
VALUE

PRINT AD RATES 2027

	12x	9x	6x	3x	1x
1/6 Page	\$825	\$860	\$890	\$990	\$1,025
1/3 Page	\$2,285	\$2,365	\$2,435	\$2,585	\$2,650
1/2 Page	\$2,680	\$2,890	\$2,935	\$3,045	\$3,140
1/2-Page Island*	\$2,820	\$2,975	\$3,105	\$3,220	\$3,325
2/3 Page	\$3,045	\$3,215	\$3,370	\$3,500	\$3,620
Full Page	\$3,790	\$4,035	\$4,200	\$4,395	\$4,565
1/2-Page Spread	\$4,480	\$4,770	\$4,965	\$5,195	\$5,395
Product Feature	\$650	\$650	\$650	\$650	\$650
Insert Rate per Page	\$2,655	\$2,910	\$3,060	\$3,235	\$3,720
Postcard**	\$1,165	\$1,200	\$1,310	\$1,375	\$1,670

*1/2-Page Island premium makes advertiser only ad on page.

** 3.5 in. x 5 in. up to 4 in. x 7 in. preprinted on both sides, plus tipping charges.

DISCOUNTED PACKAGES

Make the most of your marketing dollars with one of these conveniently bundled multi-platform marketing opportunities.

PACKAGE #1

\$4,700

Print: 6x—1/6 Page
Website: 1 Month Article Banner
Bonus: 1 Product Feature
Direct Mail List: 1x Usage
9 Months of Sales Leads

PACKAGE #2

\$10,400

Print: 6x—1/3 Page
Website: 1 Month Block Banner
Bonus: 1 Product Feature
Direct Mail List: 1x Usage
9 Months of Sales Leads

PACKAGE #3

\$12,500

Print: 6x—1/2 Page
Website: 2 Months Block Banner
Bonus: 2 Product Features
Direct Mail List: 1x Usage
10 Months of Sales Leads

PACKAGE #4

\$15,500

Print: 6x—Full Page
Website: 2 Months Block Banner
Bonus: 2 Product Features
Direct Mail List: 1x Usage
10 Months of Sales Leads