

CONTROLLED ENVIRONMENT AGRICULTURE

insideGROWER[®]

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

2027
MEDIA
PLANNING
GUIDE

EDITORIAL CALENDAR

SPRING ISSUE	(February)	Structures & Greenhouse Climate
SUMMER ISSUE	(May)	Technology, Lighting & Efficiency
AUTUMN ISSUE	(August)	Plant Health & Pest Controls
WINTER ISSUE	(November)	Growing Media, Nutrition & Irrigation

IN EVERY ISSUE: Pest Management | Technology | Research Corner | Trending Now



JENNIFER POLANZ | Managing Editor



MAGAZINE

Inside Grower magazine provides research and data, growing tips, trend information, grower profiles, industry news, analysis, new product coverage and more for the controlled environment agriculture (CEA) industry. Crops covered include leafy greens, herbs, tomatoes, peppers, cucumbers, strawberries, mushrooms and more for greenhouse, vertical farm and other indoor production methods.



4 ISSUES

- SPRING ISSUE (February) Structures & Greenhouse Climate
- SUMMER ISSUE (May) Technology, Lighting & Efficiency
- AUTUMN ISSUE (August) Plant Health & Pest Controls
- WINTER ISSUE (November) Growing Media, Nutrition & Irrigation

PRINT ADVERTISING RATES:

1/2-Page (horizontal)	\$2,000
1/2-Page Spread	\$3,600
Full Page	\$3,300
2-Page Spread	\$5,400
Product Feature	\$650

6,300* Circulation

* Publisher's own data—August 2026.



SPONSORED ARTICLE

- 2-page article spread—article will display company logo.
- 1,000-1,200 words with 2-4 photos.
- Article is written by your experts with content focused on industry trends, research data or product case studies.

- Ball Publishing provides editing, space, design and layout.
- PDF of article will be provided for expanded use.
- Article also featured on www.inside-grower.com and in digital edition.

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

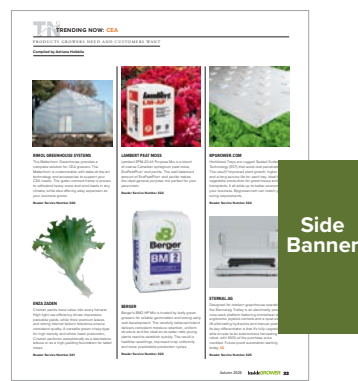
BEHIND THE BUSINESS

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.



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

PRODUCT FEATURE PACKAGE

Promote your product through print and digital.

- 2-page spread—full-page advertorial + full-page advertisement.
- 2 months of side banner ads in *Inside Grower* e-newsletter.
- 1 product feature in "Trending Now" section with optional QR code.

COST \$5,200



Your logo or message here.

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.

COST \$4,000

**Appears online in Inside Grower's digital edition, linked to a URL.*

DISCOUNTED PACKAGES

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

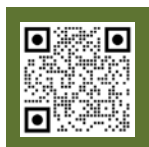
PACKAGE #1	\$7,400	PACKAGE #2	\$9,300	PACKAGE #3	\$11,200
Print: 4x—1/2 Page		Print: 2x—1/2 Page, 2x—Full Page		Print: 4x—Full Page	
Website: 1 Month Article Banner		Website: 2 Months Article Banner		Website: 3 Months Block Banner	
E-news: 3 Months Side Banner		E-news: 3 Months Side Banner		E-news: 3 Months Content Banner	
Bonus: 1 Product Feature		Bonus: 1 Product Feature		Bonus: 1 Product Feature	
12 Months of Sales Leads		12 Months of Sales Leads		12 Months of Sales Leads	

2027 EDITORIAL CALENDAR

	PRINT	DIGITAL	EXTRAS
JANUARY Digital Material Due: 12-7-26		Technology, Lighting & Efficiency	
FEBRUARY Ad Close: 12-18-26 Sponsored Article Due: 12-18-26 Print Material Due: 1-7-27 Digital Material Due: 1-8-27	SPRING ISSUE Structures & Greenhouse Climate	Growing Media, Nutrition & Irrigation	BONUS DISTRIBUTION: Indoor Ag-Con
MARCH Digital Material Due: 2-5-27		Plant Health & Pest Controls	
APRIL Digital Material Due: 3-5-27		Growing Media, Nutrition & Irrigation	
MAY Ad Close: 3-19-27 Sponsored Article Due: 3-19-27 Print Material Due: 3-29-27 Digital Material Due: 4-6-27	SUMMER ISSUE Technology, Lighting & Efficiency	Structures & Greenhouse Climates	BONUS DISTRIBUTION: Cultivate'27
JUNE Digital Material Due: 5-7-27		Plant Health & Pest Controls	

	PRINT	DIGITAL	EXTRAS
JULY Digital Material Due: 6-4-27		Technology, Lighting & Efficiency	
AUGUST Ad Close: 6-18-27 Sponsored Article Due: 6-18-27 Print Material Due: 6-29-27 Digital Material Due: 7-6-27	AUTUMN ISSUE Plant Health & Pest Controls	Structures & Greenhouse Climates	BONUS DISTRIBUTION: CEA Summit East
SEPTEMBER Digital Material Due: 8-6-27		Technology, Lighting & Efficiency	
OCTOBER Digital Material Due: 9-8-27		Plant Health & Pest Controls	
NOVEMBER Ad Close: 9-17-27 Sponsored Article Due: 9-17-27 Print Material Due: 9-28-27 Digital Material Due: 10-5-27	WINTER ISSUE Growing Media, Nutrition & Irrigation	Structures & Greenhouse Climates	BONUS DISTRIBUTION: Great Lakes Expo
DECEMBER Digital Material Due: 11-5-27		Growing Media, Nutrition & Irrigation	

DIGITAL



E-NEWSLETTER

2 emails sent per month

Dr. Jake Holley writes about news and advancements in indoor agriculture production with the *Inside Grower* e-newsletter, keeping you informed about the latest in CEA crops, new research and events, industry shifts, new products, and more.

MONTHLY ADVERTISING RATES:

Header Banner	[730 x 120]	\$2,650
TOC Banner	[360 x 180]	\$2,095
Content Banner	[560 x 75]	\$1,490
Footer Banner	[555 x 100]	\$1,350
Side Banner	[120 x 240]	\$1,105

31% open rate | 35,900+ recipients/send
22,300+ ad views



DR. JAKE HOLLEY | Editor-at-Large

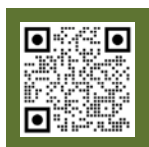


34,400+ emails | 32% open rate

DIGITAL EDITION E-BLAST

- Large [800 x 120] exclusive header banner ad in our quarterly newsletter announcing the arrival of our digital edition.

COST \$3,000

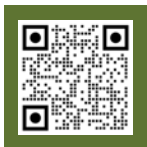


TECH ON DEMAND PODCASTS

- Sponsor an existing podcast, or work with our team for a more product-specific message.
- 55,000+ downloads—270 episodes to date.
- Your podcast promoted via print, e-news, website and social media channels, including more than 6,300 members of the Greenhouse Tech Team's Facebook group and 8,900+ YouTube subscribers.

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



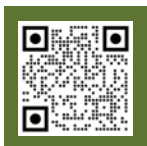


TRENDING NOW VIDEO

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



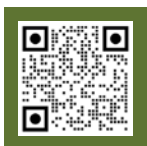
CUSTOM VIDEO SOLUTIONS

Videos can generate up to 300% higher engagement compared to static content.

- **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-to-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+



LIVESTREAMS

Educate your audience on product features and enhancements.

- **Boost Brand Authority:** Host livestreams that showcase your expertise, attract industry professionals and build trust with your target audience.
- **Cost-Effective Marketing:** Reach a global audience efficiently while offering sales content you can repurpose.

- **Generate Quality Leads:** Engage with potential customers, capture valuable contact information and build relationships by addressing customer pain points.

COST \$7,000



INSIDE-GROWER.COM

MONTHLY ADVERTISING RATES:

Take-Over Banner [640 x 480]

Opening ad to the website, then reduces in size and stays on the page. **\$1,800**

Fly-In Banner [300 x 250]

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. **\$1,600**

Header Banner [970 x 120]

Falls below the monthly cover image on the opening page and is run of site.

Artwork required [300 x 250]. **\$1,600**



Article Banner [120 x 240]

Appears on every page with articles, including cover story for the month. **\$800**

Block Banner [300 x 250]

Run of site. **\$900**

INTERESTED IN ADVERTISING?



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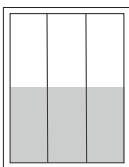
MATERIAL & DESIGN SPECIFICATIONS

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.

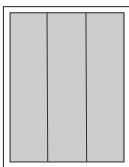


Full Page

Live Area: 8 in. x 9.875 in.

Trim: 9 in. x 10.875 in.

Bleed: 9.25 in. x 11.125 in.

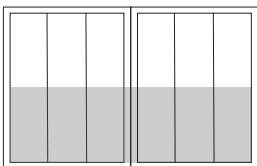


1/2-Page Spread

Live Area: 16.5 in. x 4.625 in.

Trim: 18 in. x 5.375 in.

Bleed: 18.25 in. x 5.5 in.

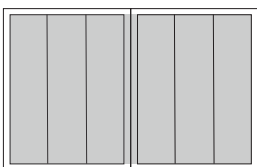


2-Page Spread

Live Area: 17 in. x 9.875 in.

Trim: 18 in. x 10.875 in.

Bleed: 18.25 in. x 11.125 in.



EMAIL ALL PRINT ADVERTISING MATERIALS TO BRIAN MOLINE:

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:

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



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