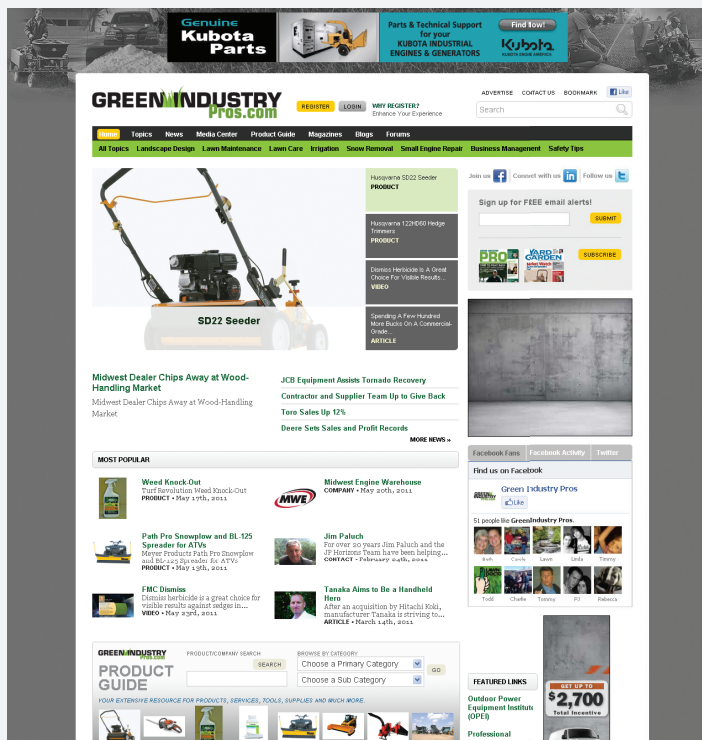


COME SEE THE PROS

Reach more than *41,842 Green Industry Pros when it matters most

- Research proves that advertisers who combine print and digital media are reaching people who are more likely to ask for more information and/or recommend a brand.
- Reinforcing print with digital gives you immediate, measurable results and provides proven lead generation.
- Digital advertising increases reach, frequency and brand recognition while driving traffic to your website.



GIP Reaches the Pros

- *41,842 opt-in email subscribers
- 45% increase in page views in 2010
- 37% increase in unique monthly visitors since 2010

*Based on number of email subscribers to Yard & Garden and Green Industry PRO

DIGITAL DISPLAY ADS

Rotating, fixed button and banner ads on the website broaden exposure and increase impressions.

ELECTRONIC NEWSLETTER ADVERTISING

An extension of the print publications gives advertisers another opportunity to reach prime prospects—in a more engaging, interactive way.

PRODUCT SHOWCASES

Greenindustrypros.com designs and distributes regularly scheduled product showcases, giving advertisers a powerful vehicle to break through the clutter and put their product in front of thousands of prime prospects.

EQUIPMENT GUIDE

In the past year, our Equipment Guide has generated nearly 2,000 red-hot leads for suppliers, and the most popular products have been viewed more than 2,500 times. Enhanced listings are also available to help push you to the front of the pack and generate even greater exposure.

VIDEO NETWORK

When it comes to investing in new products and equipment, video takes end-users one step closer to their final step in the decision-making process. The Video Network on greenindustrypros.com is a highly effective way to engage, inform and train prospects—creating a very powerful medium to promote your company and products.

PODCASTS

Here's another opportunity for additional brand exposure. Sponsor one of our popular ProCast business podcasts, or even work with greenindustrypros.com editors to create a customized "radio show" just for you. Busy contractors and dealers have quickly come to appreciate this convenient, powerful online tool.

WEBCASTS/WEBINARS

Customized content is delivered directly to decision makers.

SPONSORED CONTENT

Our digital team will customize content to meet your needs while developing microsites and targeted messages to enhance your involvement.