



THE POWER OF MULTIPLE PLATFORMS

PRINT

DIGITAL

MOBILE

EVENTS

SOCIAL

REACH landscape contractors and power equipment dealers

WHEN YOU PARTNER with *Green Industry PRO*, *Yard & Garden* and GreenIndustryPros.com your message reaches thousands of decision-makers across the landscape industry:

- Multi-service landscape contractors
- Lawn maintenance contractors
- Chemical lawn care contractors
- Irrigation contractors
- Outdoor power equipment dealers

WE DELIVER the power of multiple media platforms — B2B print publications, website, digital and mobile channels, trade shows and other events, and social media — to customize a program just for you.

Select from our industry-leading portfolio to reach **landscape contractors and power equipment dealers** who turn to us for news, information and analysis, product research, manufacturer contact information and education.



GREEN
INDUSTRY
PRO
57,503*

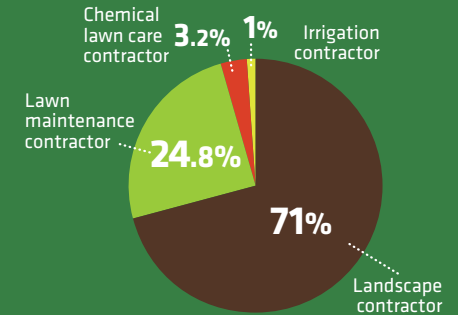


YARD & GARDEN
15,605*

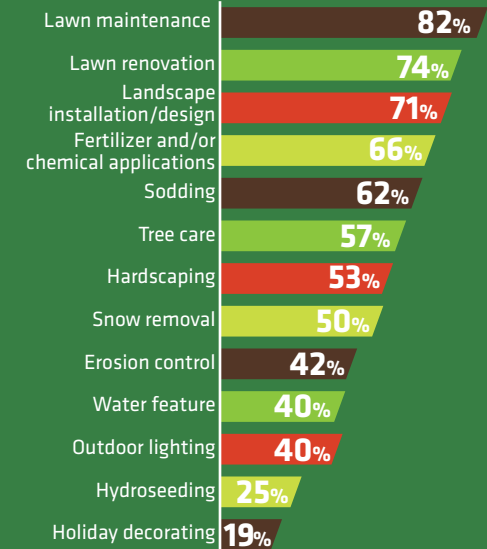
GreenIndustryPros.com
14,805**



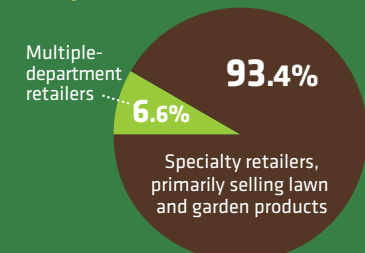
Audience Profile *Green Industry PRO* by business and industry*



Green Industry PRO services offered by subscribers[†]



Yard & Garden by business and industry*



*BPA Statements June 2012

**Publisher's own data – based on Google Analytics for 9/1/12 to 10/1/12

[†]Publisher's own data June 2012 – based on 48,333 responses

PRINT

Print advertising may be even more effective now

So says the American Marketing Association's Marketing News!¹ With mail volume down, print publications and other direct mail receive more attention than ever.

Top executives, according to a recent business communications survey², prefer reading business and trade information in printed formats, though they also use digital channels, such as online video, professional networking sites and blogs.

Cygnus's enhanced print options:

- Advertorials
- Product Guide promotion
- Cover options (wrap, belly band, gatefold, barn door, corner snipe)
- Magazine inserts
- Polybagging (your print marketing piece packaged in a clear mailing bag with our publication)
- Regional distribution
- Reprints






















We also can assist you with anniversary or special supplements, custom magazines, direct mail and event promotions.

Print to digital

Energize your print buy with watermark-embedded photos or "Quick Response" (QR) codes that invite smartphone and tablet users to scan for messages, promotions or a link to your website. Try a custom URL message on a magazine cover to bridge the print and digital divide.

¹AMA Marketing News, April 30, 2012

²Source: Decision Dynamics 2011: Technology and Media, Doremus and Financial Times, March 2012

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEPTEMBER	OCTOBER	NOV/DEC
Ad close	1-8-2013	3-12-2013	5-8-2013	7-9-2013	8-6-2013	9-11-2013	11-1-2013
Materials due	1-16-2013	3-20-2013	5-16-2013	7-17-2013	8-14-2013	9-19-2013	11-12-2013
Special Reports	Software, financing, franchises, business tools	Trucks and trailers	Service and parts	Attachments, sustainability	Water features and outdoor lighting	GIE+EXPO Preview	GIE+EXPO Review
Installation	Track loaders	Mini-excavators, tillers	Skid-steer loaders	Hardscaping	Mini-loaders	Tractors	Compact wheel loaders
Irrigation	Nozzles, rotors	Controllers, sensors	Valves	Smart Irrigation Month	Trenchers	Micro-irrigation	Irrigation Show
Lawn Care	Pre-emergent herbicides, fertilizers	Post-emergent herbicides, sprayers, spreaders	Fungicides	Insecticides	Dethatchers	Aerators	Seeding
Maintenance	Riding mowers, trimmers	Hedgetrimmers, backpack blowers	Walk mowers, handheld blowers	Stand-on mowers, edgers	Push blowers	Debris-handling equipment	Tree care
Industry News							
Contractor Profile							
Business Tips							
Supplements						SNOWPRO	SNOWPRO
Bonus Distribution						GIE+EXPO	

Sustainability topics are covered throughout the year.

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise or contact your Cygnus Landscape Network consultant.

Display Ad Rates

	1X	3X	7X
Full page spread	\$13,631	\$13,072	\$12,535
Full Page	6,820	6,544	6,275
2/3 Page	5,855	5,122	4,783
1/2 Page	4,956	4,519	4,218
1/3 Page	4,012	3,700	3,499
1/4 Page	2,060	1,934	1,836

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

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 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"		

Send materials to:

Green Industry PRO
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>

PDF is the preferred format for file submission.

For additional info, please visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise.

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEP/OCT	NOV/DEC
Ad close	12-28-2012	3-4-2013	5-2-2013	7-2-2013	8-30-2013	10-29-2013
Materials due	1-9-2013	3-12-2013	5-10-2013	7-11-2013	9-10-2013	11-6-2013
Market Watch	Financing, commercial mowers	Consumer mowers, trimmers	Blowers	Chainsaws	GIE+EXPO Preview	GIE+EXPO Review, Year in Review
Showroom Staples	Commercial riding mowers, trimmers	Commercial walk mowers, hedgetrimmers, blowers	Consumer mowers, edgers	Brush cutters	Generators	Chainsaws
Business Builders	Tractors, sprayers, spreaders	Trenchers, tillers	Construction equipment, attachments	Lawn renovation equipment, sustainability	Debris-handling equipment, trucks and trailers	Wood-handling equipment, powersports
Industry News	🍃	🍃	🍃	🍃	🍃	🍃
Dealer Profile	🍁	🍁	🍁	🍁	🍁	🍁
Business Tips	🌲	🌲	🌲	🌲	🌲	🌲
Software + Technology	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️
Supplier Spotlight	🍂	🍂	🍂	🍂	🍂	🍂
Engines, Service + Parts	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️
Supplements					SNOWPRO	SNOWPRO
Bonus Distribution					GIE+EXPO	

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Display Ad Rates

	1X	3X	6X
Full page spread	\$6,361	\$6,142	\$5,967
Full Page	3,188	3,071	2,983
2/3 Page	3,105	2,958	2,874
1/2 Page	2,295	2,145	2,056
1/3 Page	1,817	1,696	1,620
1/4 Page	1,096	1,038	1,021

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

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"		
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PDF is the preferred format for file submission.

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SnowPRO delivers your ad to 120,000+ snow removal professionals in the snowbelt states. As one of the industry's most credible resources, *SnowPRO* addresses critical success factors: equipment, accessories, tools, business management and safety.

Published twice each year, *SnowPRO* is distributed as a companion publication with the October and November/December issues of these industry-leading publications:

- *Yard & Garden* (equipment dealers)
- *Green Industry PRO* (landscape contractors)
- *Equipment Today*
- *Pavement Maintenance & Reconstruction* (pavement contractors)
- *Rental* (equipment rental center owners)

Display Ad Rates

	1X	2X
Full page spread	\$23,793	\$14,420
Full Page	11,685	7,596
1/2 Page	7,596	5,067
1/3 Page	5,258	3,507
1/4 Page	4,089	2,729
1/6 Page	2,925	1,951

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"		

Materials are sent to the same contact as *Green Industry PRO* and *Yard & Garden*

DIGITAL

GreenIndustryPros.com is the definitive, comprehensive resource for the landscape industry's news, information, video commentary, product data and analysis.

Banner (Display) Advertising

Grab web visitors' attention and get measurable results with banner advertising, including static, rich media (animated), wallpaper and more. Position your ad adjacent to relevant, customer-requested content.

Product Guide

Don't just tell, show the features, benefits and advantages of your products with photos, video, and descriptions on our expansive directory for the landscape industry.

Product Guide Sponsorship

Boost your visibility with a tiered category sponsorship that combines ad placement for products specifically used by landscape professions. We employ **contextual advertising** to place your message in front of viewers based on specific keyword search terms.

Product Guide Express Video

Got photos? Get a video. Quickly and cost-effectively convert your static product photos and descriptions from your Product Guide listings into engaging, scripted videos at a fraction of the time and cost required for a typical video production. Engage your customers and prospects.

MORE MULTI-MEDIA = MORE VISIBILITY.

Media Center

Capture reader attention and generate leads with your custom video on GreenIndustryPros.com. Bring your product to life by incorporating video in your online ad, e-product showcase,

e-blast or posting on our Media Center. No video? Our talented video production team can create a custom, full-feature video for you. We can even create a video channel for your company on GreenIndustryPros.com.

Email Blasts

Sponsored exclusively by YOU, e-blasts feature your content and branding. Use an e-blast to secure instant purchases, drive traffic to your website and build your brand.

E-Newsletter Sponsorships

Sponsor one of our e-newsletters, produced by our industry-leading editors.

E-Product Showcase

Send your product or service promotion directly to subscribers' inboxes with an E-Product Showcase. Add video to really grab attention and generate response.

Event Marketing

Extend the life of your trade show or event participation with pre-show and post-show promotions, a booth or demonstration video, iPad app sponsorship, online advertising or e-newsletter sponsorship, advertisements on the web portal event page or event product showcase.

Webinars/Webcasts

Speak directly to customers and prospects with this online, show-and-tell format. Sponsor a webinar and get the entire lead list, as well as responses to your company-specific questions.

ASK ABOUT list rentals, custom e-newsletters and custom webinars



↑ Enhanced Product Guide complete with photos, video and social media integration

← GreenIndustryPros.com e-Newsletter is delivered weekly

MOBILE



Take your message mobile with

our tablet applications and sponsorships to get in front of busy, on-the-go landscape professionals. Be available when they make job-site purchase decisions to keep their projects on budget and on time.

Mobile Site Sponsorship

With half of contractors using smartphones and other mobile devices for their jobs, sponsorship of the GreenIndustryPros.com mobile site gives your company front-row privileges.

Tablet Edition Sponsorship

Create a big buzz on a compact device with sponsorship of a tablet edition of *Green Industry Pro* or *Yard & Garden*. Get significant branding and advertising visibility on the app and in all promotions.

Custom Tablet Publications & E-Books

Become a publisher! We can help you create your own custom tablet publications and e-books for internal use, sales or customers.

Custom Mobile App

Request a custom app to deliver your exclusive message to our inclusive marketplace or your company database.

EVENTS

High-touch lead generation

You know the critical value of meeting your customers, prospects and industry leaders face-to-face. Ask us how to enhance your results from in-person and virtual events.

GoPro® Cam

Attending a trade show and want to create a buzz? Bring in our GoPro Cam for on-the-spot, first-person video interviews, product walk-arounds and industry expert commentary.

Live-Streaming Video

Bring your event, product release or booth presence to life with live-streaming video, played on GreenIndustryPros.com and your website.

Trade Show Promotion And Videos

Drive traffic to your trade show booth with pre-show promotion via e-blast, product showcase or video delivered to our subscribers' inboxes. Need a product or service video? Our video team will capture video footage during the show and create a feature video for sales calls, trade show presentation, your corporate website, training and other corporate uses. And, we'll air it on GreenIndustryPros.com.

Webinars/Webcasts

Looking for leads? Name recognition? Positioning as an industry expert or thought leader? Ask about a multi-media webinar or webcast to accomplish all three goals.

This four-part "Web Briefings" series offered mid-season tips for dealers.



SOCIAL

Past the hype

At Cygnus, we're past the hype of social media and diving into what works ... an integrated, knowledge-based approach.

Check out **TRACKtion Leads**, a new Cygnus program that combines direct marketing with social media and primary research to generate highly qualified leads that convert into sales. Enhance that long list of leads with actionable information and identify the key individuals who are keeping your messaging alive on social sites.

Social media doesn't succeed in a vacuum. Surround it with digital, mobile and print to turn engagement into sales.

Our blogs, tweets and posts lead readers to GreenIndustryPros.com and your advertising message, where your products and services take center stage.





THE CYGNUS DIFFERENCE

As one of America's top business-to-business media companies, Cygnus 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.

800.547.7377

GreenIndustryPros.com/Advertise

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NEW

CONVERT DATA INTO ACTIONABLE KNOWLEDGE

We are pleased to unveil, Cygnus Analytics, a revolutionary tech tool

Cygnus Analytics incorporates social media, proprietary research questions, personal URLs and multi-channel tracking to augment your marketing campaign.

It's not good enough to generate sales leads; you need a plan to make the sale. Cygnus Analytics can give you a competitive advantage by transforming data into meaningful information and actionable market knowledge.

Choose from our Cygnus Analytics suite of products:

Engagement Report

Engagement is no longer focused on whether your customers tune in to your messaging. It's how engaged they are with you, your competitors and the market in general ... and what drives those connections. The Engagement Report helps identify your marketing strategy's strengths and weakness and provides competitive benchmarks.

TRACKtion Leads

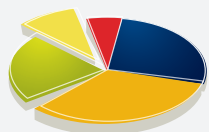
Nothing shows how fast the world is changing as social media. Integrating social media into your marketing campaign is essential for getting your message out. Managing that message to generate qualified leads is the core of TRACKtion Leads, which uses social media analytics and complements it with research in a trackable, turnkey format. With TRACKtion Leads you can dial in to the key individuals who are keeping your message alive on social sites.

Cygnus Profiler Lead Report

Getting lots of leads, but not sure WHO they really are? Cygnus Profiler Lead Report can fill in the blanks by adding qualifying information from our database to identify demographic information that helps you target your marketing follow up.

Lead Enrichment Program

Have too many leads and no time to do anything with them? Our Lead Enrichment Program can nurture your leads to help qualify and identify potential buyers.



CYGNUS ANALYTICS.
Data driven. Results focused.

CYGNUS LANDSCAPE NETWORK
RESOURCES FOR GREEN INDUSTRY PROFESSIONALS



800.547.7377

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

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online resource at GreenIndustryPros.com/Advertise

CYGNUS
BUSINESS MEDIA

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www.cygnus.com