



*Green Scene* is an award-winning gardening magazine that is published bimonthly by the Pennsylvania Horticultural Society (PHS), a nonprofit serving the Delaware Valley region. PHS produces the world-famous Philadelphia International Flower Show, an event attended by more than a quarter-million people each year.

Published primarily for PHS members, *Green Scene* is also on sale at several garden retail outlets, including Longwood Gardens and Meadowbrook Farm. The magazine features stories on horticulture, greening, and ways to improve one's life through gardening. Feature articles highlight such topics as:

- Rare and beautiful plants that thrive in the Mid-Atlantic region
- Practical techniques for garden care
- Green, sustainable gardening tips
- Garden art, crafts, and structures
- Issues related to urban gardening and greening
- Intimate looks at luxurious gardens
- Indoor gardening and flower arranging

**The print and electronic editions of *Green Scene* go to well over 25,000 readers in this region.**

For more information please call Michel Manzo at 610-527-7047 or email [mmanzo@manzomediagroup.com](mailto:mmanzo@manzomediagroup.com)



The readers of *Green Scene* magazine include the Delaware Valley's most avid gardeners and horticulturists. PHS members who receive the magazine contribute annual dues of \$60 to \$5,000 and above, indicating a high level of discretionary income. It is a sophisticated magazine with a well-educated, affluent, and mature audience. More than 70 percent of *Green Scene* readers are Pennsylvania residents.

### Demographic highlights include:

#### **Gender**

Female: 78%      Male: 22%

#### **Age**

Younger than 56: 34%      56 or older: 66%

#### **Education**

Attended four-year college: 79%

Attended graduate or professional school: 46%

#### **Income**

Annual income over \$100,000: 49%

#### **Gardening Interests**

Perennial flowers: 93%

Annual flowers: 79%

Yard maintenance: 66%

Houseplants: 63%

Outdoor container gardening: 61%

Landscape design: 53%

Vegetable gardening: 47%

Water gardening: 18%

Greenhouse/tropical plants: 17%

#### **Other Reader Characteristics**

Looks at display ads in other magazines: 78%

Married: 70%

Lives in a single-family house: 92%

Home ownership: 90%

Works part-time or not at all: 70%

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<b>Covers</b>	<b>1 Time</b>	<b>3 Times</b>	<b>6 Times</b>
Back Cover	\$3,108	\$2,792	\$2,322
Inside Front Cover	\$2,892	\$2,603	\$2,166
Inside Back Cover	\$2,453	\$2,220	\$1,840
Page 1	\$2,729	\$2,456	\$2,048

<b>Four Color</b>	<b>1 Time</b>	<b>3 Times</b>	<b>6 Times</b>
Full Page	\$1,826	\$1,644	\$1,362
2/3 Page	\$1,462	\$1,325	\$1,102
1/2 Page	\$1,279	\$1,154	\$ 960
1/3 Page	\$ 908	\$ 828	\$ 684
1/6 Page	\$ 554	\$ 508	\$ 422

<b>Black &amp; White</b>	<b>1 Time</b>	<b>3 Times</b>	<b>6 Times</b>
Full Page	\$1,449	\$1,311	\$1,088
2/3 Page	\$1,162	\$1,049	\$ 874
1/2 Page	\$ 995	\$ 914	\$ 750
1/3 Page	\$ 724	\$ 653	\$ 534
1/6 Page	\$ 488	\$ 443	\$ 371

*Premium Positions are guaranteed placement with a 15% above regular rate; subject to availability*



For 2012, *Green Scene* is introducing special themed issues that reflect and capture the topics that matter most to regional gardeners.

*Green Scene* is a trusted, valued resource for the 25,00+ people who receive it, and advertising is the perfect way to introduce them to your company's brand, products, and services.

*All stories subject to change*

### **MAY 2012**

#### **COVER STORY: Deer-Proof Your Garden**

- Deer-proofing
- Artful Landscaping Philly: Barnes Museum, Rodin, PMA, Art of Horticulture
- Wild About Zinnias
- How to make a rosemary tree
- 2012 Flower Show photo highlights

### **JULY 2012**

#### **The Design Issue**

- Art at Meadowbrook Farm
- Horticulture of the High Line and Reading Viaduct
- An Artist's Garden in Chester County
- Designer Charles Birnbaum

### **SEPTEMBER 2012**

#### **Get Ready for Fall!**

*40th Anniversary of Green Scene*

- A Great Vegetable Garden in Bucks County
- Divine Dahlias
- Roots 2 Re-Entry-PHS's Breakthrough Program
- Best Flowers for Fall

### **NOVEMBER 2012**

#### **Special Flower Arranging Issue**

- David Stark
- Design Innovation at the Flower Show
- Ikebana
- Sustainable and green flower arranging
- 2013 PHS Gold Medal Plant Winners

### **JANUARY 2013**

#### **English Garden Style**

### **MARCH 2013**

#### **Special Flower Show issue**

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### DIGITAL SUBMISSIONS REQUIREMENTS

#### MATERIALS

CD with color laser proof at 100% scale

#### PREFERRED FORMAT

PDF (press optimized through Adobe Distiller) - This format allows for PC files to transfer to MAC systems and also eliminates the possibility of missing fonts, graphics, etc.

#### OTHER ACCEPTABLE FORMATS

- Quark
- InDesign
- Photoshop
- Freehand
- Pagemaker
- Illustrator

*Ads submitted in these native format files must include:*

- All screen and printer fonts and high resolution images as EPS or TIFF files
- Convert all spot colors and PMS to CMYK
- Adequate resolution of 300 dpi
- Please supply a color laser proof

#### The following formats are not recommended:

Microsoft Word, Microsoft Power Point, Corel Draw (Corel Draw files can be converted to EPS files)

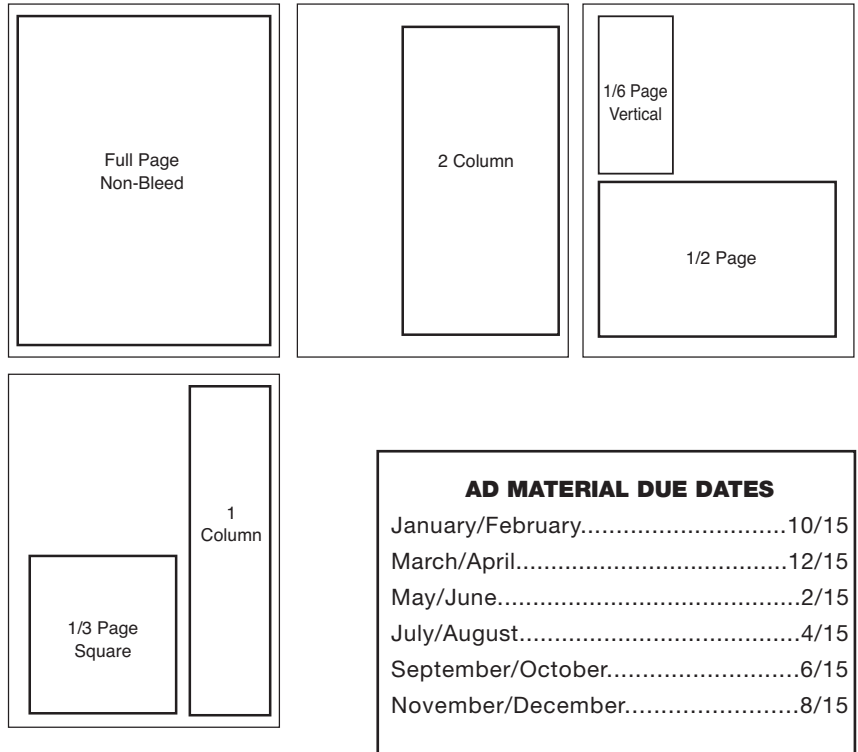
#### When submitting a digital ad please supply the following information:

- Supplied as a MAC or PC
- Any corrections or alterations needed
- Application (include version number)
- Contact name and phone number
- Fonts and graphics used (supply both screen and printer fonts)

There will be additional charges for any work that needs to be done to ad including type changes, changes to graphics, any scans that need to be done, any corrections, replacement of photos or size adjustments.

#### If you need help creating your ad contact:

Laurie Baxendell  
Baxendells Graphic  
610-296-9488  
baxgraphic14@verizon.net



#### AD MATERIAL DUE DATES

January/February.....	10/15
March/April.....	12/15
May/June.....	2/15
July/August.....	4/15
September/October.....	6/15
November/December.....	8/15

	INCHES	DECIMAL
<b>Publication Trim Size</b>	8 1/4" x 10 3/4"	8.25" x 10.75"
Full Page with Bleed	8 3/4" x 11 1/4"	8.75" x 11.25"
Full Page no Bleed	7 1/4" x 9 5/8"	7.25" x 9.625"
2 Column	4 3/4" x 9 3/8"	4.75" x 9.375"
Half Page	7 1/4" x 4 5/8"	7.25" x 4.625"
One Third Vertical	2 5/16" x 9 3/8"	2.305" x 9.375"
One Third Page Square	4 3/4" x 4 5/8"	4.75" x 4.625"
One Sixth Vertical	2 5/16" x 4 5/8"	2.305" x 4.625"
<b>Ship Materials Pre-paid to:</b>	Alcom Printing Attn: Kevin Bauder 140 Christopher Lane Harleysville, PA 19438	
<b>Send Electronic Files to:</b>	kbauder@alcomprinting.com	



## *Special Value for Green Scene Advertisers* **Receive your Free Social-Media Blast!**

In order to add value to our lucrative advertising program at PHS, we now offer additional social-media coverage on our various web pages. If you qualify, you may submit a short article about your company, which PHS will distribute online via its popular blog, Facebook, and Twitter pages. This will result in several thousand more readers and consumers becoming aware of your business and products. And best of all, it's *free*! Read below for more details.

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**Arrangement:** Advertiser is entitled to one advertorial story per 12 months advertising schedule. This offer applies to those who run display ads (not classified ads), and advertiser must run three or more ads in a 12 month period. The advertorial story will run within the 12 month period from the time the advertising program begins.

**Content:** Advertiser supplies no more than 300 words about their business, event, or product in conversational style (in Word), *preferably* oriented towards gardening, greening or the outdoors. We recommend that the advertiser also include one quote from an employee or customer.

**Photo:** Advertiser should send one lo-res JPEG photo (72 dpi at 3x5 inches) along with text.

**Publicity:** Content from advertisers (including a link to company website) will be featured on the *PHS News Blog*, which is regularly followed by PHS members and other gardening enthusiasts. The blog post will be clearly designated as advertisement. The link will also be distributed to PHS's other social-media outlets, including Facebook, Twitter and more.