



**NEW!**  
**60,000+**  
print subscribers per issue

IRRIGATION &  
**green industry**<sup>®</sup>  
www.igin.com

EXPLORE THE OPPORTUNITIES —  
PRINT, DIGITAL, ONLINE

2021 MEDIA  
PLANNER



# Opportunities grow when you partner with

# IRRIGATION & green industry®

NEW

**60,000+** subscribers  
**10 issues** per year

2020 may have brought our industry and world unmatched obstacles, but *Irrigation & Green Industry* has responded to these challenges by keeping readers engaged with cutting-edge, relevant content and providing new and unique opportunities for advertisers. Read about our **new contests, top 25 lists and more** coming in 2021!

We have also listened to what you have to say and have better aligned our pricing structure to adjust to today's market, bringing you **more value for your marketing budget in 2021**. We still offer the same great, unique content that readers look forward to with each issue, while providing you more ways to extend your reach in the industry.

*Irrigation & Green Industry* - an official publication of the  Irrigation ASSOCIATION®



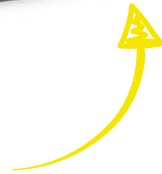
# Is your audience listening?

Your target audience is reading *Irrigation & Green Industry*. Let us help you connect with them. Green industry decision-makers turn to our magazine because it provides **essential and relevant information on today's issues impacting the industry.**

Our subscribers are presidents, owners, partners, operating management, supervisors, department heads and sales managers — **those making purchasing decisions** for their company. Of our readers, 69% work in the residential market, 63% work in the commercial market and 63% are involved in the municipal/parks/sports field market.



Our brand is well-known and respected in the industry.



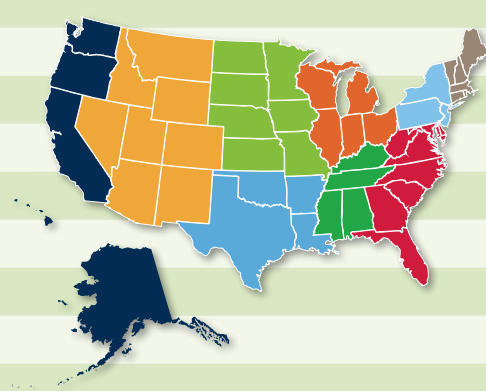
<b>88%</b>	Percentage of readers involved in purchasing landscape products & services*	<b>90%</b>	Percentage of readers involved in purchasing turf & ornamental chemicals*
<b>97%</b>	Percentage of readers involved in purchasing power equipment*	<b>86%</b>	Percentage of readers providing irrigation-related services*
<b>85%</b>	Percentage of readers involved in purchasing commercial mowers*	<b>85%</b>	Percentage of readers interested in new product information*

\*2018 IGIN mower and power equipment surveys, 2019 lawn care/chemical survey, and 2020 reader and Industry Outlook surveys

PRIMARY BUSINESS**	
Landscape Contractor (includes Lawn Maintenance Company and Irrigation Contractor/Consultant)	47,448
Landscape Architect/Designer, Consultant	4,637
Distributor/Dealer	2,574
Others Allied to the Field	5,984
<b>TOTAL</b>	<b>60,643</b>

PRIMARY JOB RESPONSIBILITY**	
Executive (Owner, Partner, CEO, President, General Manager)	39,349
Manager/Supervisor (Architect, Director, Superintendent, Foreman, Landscape Grounds Manager, Consultant)	10,860
Service Crew Member	585
Specialist (Arborist, Agronomist, Forester, Horticulturist, Instructor, Water Manager, Researcher, Engineer)	967
Sales/Marketing/PR/Advertising	1,013
Other Titled/Non-Titled Personnel	7,869
<b>TOTAL</b>	<b>60,643</b>

GEOGRAPHIC BREAKOUT**	
New England	3,496
Middle Atlantic	6,680
East North Central	9,611
West North Central	5,006
South Atlantic	12,208
East South Central	2,489
West South Central	5,520
Mountain	5,212
Pacific	10,421
<b>TOTAL</b>	<b>60,643</b>



\*\*Publisher's Sworn Statement – October 2020



# 2021 editorial calendar

## DECEMBER/JANUARY

### INDUSTRY OUTLOOK

- 2021 Green Industry Outlook
- Trucks
- Irrigation: Installation
- Hardscaping

#### Sponsorship Bonus:

Industry Outlook

## FEBRUARY

### BUSINESS BMPs

- Employee recruitment
- Irrigation: Wireless
- Electric equipment
- Zero-turn and standing mowers comparison charts

**Advertising Bonus:** Profile pages

## MARCH

### LANDSCAPE DESIGN

- Outdoor living trends
- Irrigation: Pumps and valves
- Sustainable landscaping
- Summer weed control and chemical applications

## APRIL

### LAWN CARE

- Lawn maintenance best practices
- Pest prevention
- Soil health
- Irrigation: Sprinklers comparison charts

## MAY/JUNE

### CUSTOMER SERVICE

- Client communication
- Equipment maintenance
- Irrigation: Drip
- Case study: Landscape

#### Sponsorship Bonus:

Changing the Landscape Award (Landscape)

## JULY

### SMART IRRIGATION

- Smart irrigation impact
- Autumn weed control
- Case study: Irrigation
- Irrigation: Controller comparison charts

#### Sponsorship Bonus:

Changing the Landscape Award (Irrigation)

## AUGUST

### OUTDOOR LIGHTING

- Landscape lighting trends
- Trenchers
- Irrigation: Dealer and distributor relationships
- Case study: Lighting

#### Sponsorship Bonus:

Changing the Landscape Award (Lighting)

## SEPTEMBER

### TOP 25 LISTS

- Top 25 Irrigation
- Top 25 Lighting
- Irrigation: Winterizing
- Fleet/equipment management
- Holiday lighting

#### Sponsorship Bonus:

Top 25 lists  
**Bonus Distribution:** WaterSmart Innovations, Oct. 6-7, Las Vegas

## OCTOBER

### EQUIPMENT TRENDS

- New equipment technologies
- Irrigation: Maintenance
- Smart landscaping
- Snow removal

#### Advertising Bonus:

Profile pages  
**Bonus Distribution:** GIE+Expo, Oct. 20-22, Louisville, Kentucky

## NOVEMBER

### WINTER PLANNING

- Expansion planning
- Job management software
- Irrigation: Certification
- Mini skid steer and compact loader comparison charts

#### Bonus Distribution:

Irrigation Show & Education Week, Dec. 6-10, San Diego

More than 90% of *Irrigation & Green Industry* readers rely on our features for irrigation insights and education.



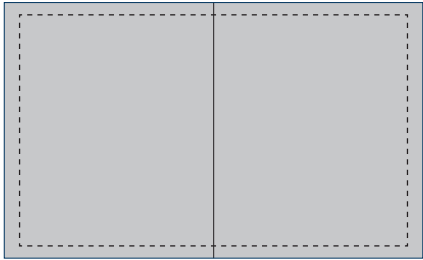
**In every issue:** Close-up profile • Market watch • Green business brief • Business to business • Product spotlight • Marketing, business and lighting columns • Associations in action

**Contract closing:** 1st day of the month preceding publication date  
**Material closing:** 7th day of the month preceding publication date

In the last two years, IGIN has won 7 honors from the Turf & Ornamental Communicators Association.

# Print specifications & rates

*Irrigation & Green Industry* is a publication of the Irrigation Association, a not-for-profit 501(c)(6) organization. Unlike for-profit publishers, **all net revenue is returned to the industry** to support advocacy and professional development for the green industry. Not only do we connect you with your target audience, but by advertising with IGIN, you contribute to the future of the industry.



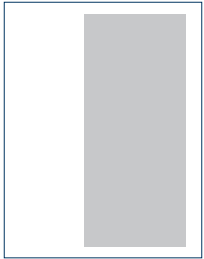
## Two-page spread

16.25" x 10.875" (trimmed)  
16.5" x 11.125" (with bleed)

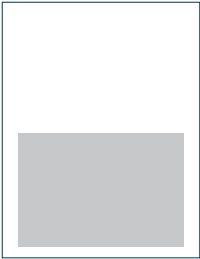


## Full-page

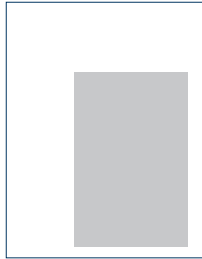
8.125" x 10.875" (trimmed)  
8.375" x 11.125" (with bleed)



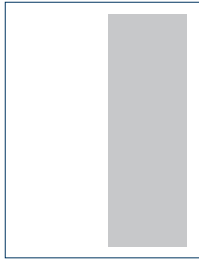
**2/3-page (vertical)**  
4.375" x 10"



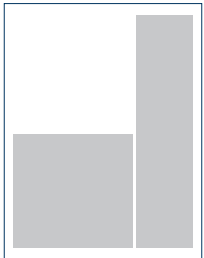
**1/2-page (horizontal)**  
7.125" x 4.875"



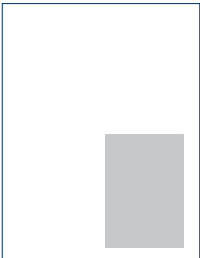
**1/2-page (island)**  
4.5" x 7.25"



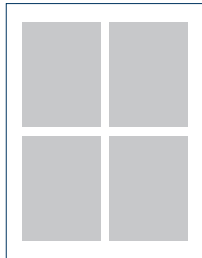
**1/2-page (vertical)**  
3.375" x 10"



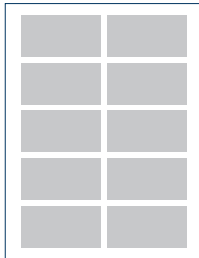
**1/3-page (square)**  
4.625" x 4.875"  
**1/3-page (vertical)**  
2.25" x 10"



**1/4-page**  
3.375" x 4.875"



**Green Industry Marketplace**  
3.375" x 4.5"



**Mini Mart**  
3.375" x 1.75"

Advertising on a budget or new to the market? Green Industry Marketplace and Mini Mart ads are cost-effective options so you can get the most out of your investment. Contact your sales rep for more information.

	1x	3x	5x	10x	15x
Two-page spread	\$15,740	\$14,796	\$13,908	\$13,072	\$12,288
Back cover	n/a	n/a	\$8,175	\$7,625	\$7,400
Inside front cover	n/a	n/a	\$7,521	\$7,025	\$6,503
Inside back cover	n/a	n/a	\$6,808	\$6,507	\$6,235
Full-page	\$7,287	\$6,850	\$6,439	\$6,052	\$5,689
2/3-page vertical	\$5,150	\$4,841	\$4,551	\$4,278	\$4,021
1/2-page island	\$4,546	\$4,273	\$4,017	\$3,776	\$3,549
1/2-page horizontal or vertical	\$4,050	\$3,807	\$3,579	\$3,364	\$3,162
1/3-page square or vertical	\$2,705	\$2,543	\$2,390	\$2,247	\$2,112
1/4-page	\$2,006	\$1,886	\$1,773	\$1,666	\$1,566
Green Industry Marketplace	\$1,327	\$1,247	\$1,173	\$1,102	\$1,036
Mini Mart	\$375	n/a	n/a	n/a	n/a
Classified ad	\$105/in.	n/a	n/a	n/a	n/a

**Special positions: 10%-25% (guaranteed) | Special regional advertising & inserts: Rates available upon request | Frequency discounts earned within 10 consecutive months and/or by advertising in *Irrigation Today***

Get the most out of your advertising with specials like profile page opportunities in February and October.

SPONSORED CONTENT

## MEET THE FX1000V EFI

**Kawasaki ENGINES**

Boasting 38.5 SAE Certified Horsepower, this general-purpose engine gives you all the power you need while also boosting your fuel economy. Plus, an advanced integrated throttle control delivers a crisp, instant power response that helps you tackle the toughest terrain.

With the electronic fuel injection (EFI) system, you can count on the engine to fire up every time and do what is needed to get the job done. The engine will automatically adjust starting for changes in weather conditions and temperatures. Just turn the key and go.

Its patented tool-less inspection panels over the cylinder heads ensure simplified maintenance checks and engine cleaning. Now you can look into the engine with ease and quickly clear out any debris buildup. Plus, high-powered magnets and a retention strap secure the panels so you never have to worry about losing them.

When it comes to its exterior design, accents and shielding enhance the engine's durability and strong appearance and make it undeniably Kawasaki.

Finally, if you're looking for one more advantage, Kawasaki EFIs have SAE J1939 CAN Bus communication available. Manage your entire fleet with instant notifications and monitoring while improving business operations and reducing downtime through advanced maintenance scheduling.

**CONTRIBUTOR:**  
Troy Smith, New Product Development Engineering Manager

For more information contact your local dealer or go to [www.kawasaki.com](#)

# NEW! One-of-a-kind sponsorships

Irrigation & Green Industry's brand-new sponsorship opportunities give you the ideal venue to set your brand apart from the competition and position yourself as a leader in the industry. Take your pick from these unique special sections to be included in 2021.

## Changing the Landscape awards

These awards recognize exceptional work and impressive projects by professionals across three categories: Landscape, Irrigation and Lighting. Each category is an opportunity to connect your brand with contractors and designers who excel in their field.

## Top 25 Irrigation & Top 25 Lighting Lists (SOLD)

These lists track the top 25 contractor and design companies by earned revenue in their respective market segments, helping landscape and irrigation professionals benchmark their business. Sponsoring a segment will make sure contractors are thinking of your company as they aim higher on the charts.

## Comparison chart package

Product comparison charts are an exclusive to *Irrigation & Green Industry* — no other industry publication collects and publishes specifications for some of the most important equipment for landscape professionals. Each sponsorship is an opportunity to make your newest products stand out from the rest.

- Zero-turn and standing mowers – February (SOLD)
- Sprinklers – April
- Controllers – July
- Mini skid-steer and compact loaders – November (SOLD)



## Industry Outlook report (SOLD)

Our annual Industry Outlook report helps landscape and irrigation professionals measure their growth and follow trends. Your sponsorship will show contractors your support of the industry after a challenging year and put you in front while they're planning for success in 2021.

## Sponsored series

Some topics are too big for a single feature. A sponsored series provides up to three short articles with industry insights and reporting on subjects such as safety, employee recruitment or job management software. Your sponsorship shows contractors your support on the issues they deal with daily.

## Industry surveys

Our short surveys provide additional insight into some of the most important topics to our readers and are reported alongside related features in the print edition. Your sponsorship shows your support of important research and provides an opportunity to include a branded question.

- Chemical application – March
- Equipment maintenance – May/June
- Landscape lighting services – August
- Job management software – October (SOLD)

**Sign up today!** Contact Stephanie Clark at [stephanieclark@igin.com](mailto:stephanieclark@igin.com) or 703.472.5810.



# Get noticed online

Irrigation & Green Industry's website is updated regularly with news and bonus content, and we work with digital experts to make sure our site is optimized for organic search traffic. Supplement your print commitment with a presence on [www.igin.com](http://www.igin.com).

**81,556**  
avg. pageviews/mo.  
(July 2019-June 2020)

**64,007**  
avg. users/mo.  
(July 2019-June 2020)

## Rates

WEBSITE	Pixels	1x	Frequency
Welcome	640 x 480	\$2,050	Weekly
Wallpaper (2 ads)	600 x 1100 (each ad)	\$1,765	Weekly
Super leaderboard <sup>1*</sup>	970 x 90	\$1,800	Monthly
Leaderboard <sup>2*</sup>	728 x 90	\$1,500	Monthly
Large skyscraper <sup>3</sup>	300 x 600	\$1,250	Monthly
Medium rectangle <sup>3</sup>	300 x 250	\$880	Monthly
Adhesion <sup>4</sup>	728 x 90	\$1,500	Monthly
Adhesion – mobile <sup>4</sup>	320 x 50	\$750	Monthly
Sponsored content <sup>5</sup>	n/a	\$800	Monthly

<sup>1</sup> Four ads rotate within one position each month.

<sup>2</sup> Four ads rotate within two positions each month.

<sup>3</sup> Four ads rotate within three positions each month.

<sup>4</sup> Adhesion ads float to the foot.

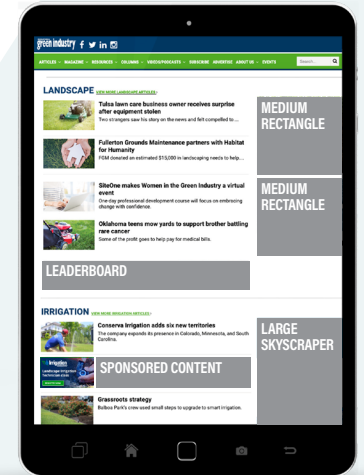
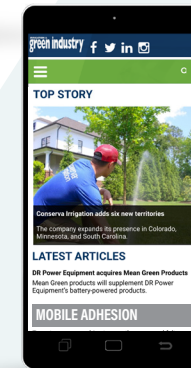
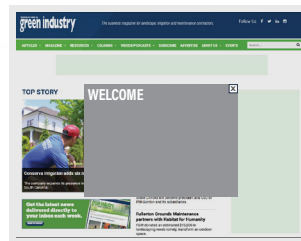
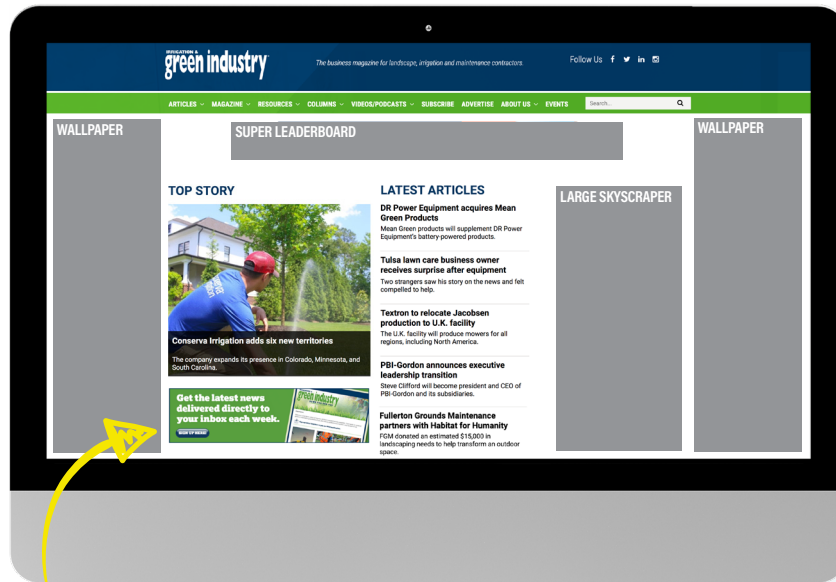
<sup>5</sup> Advertiser provides title, 436 x 250 image, 175-character summary and URL link.

\* Advertiser must also provide 300 x 250 for mobile devices.

**THERE'S MORE!**

## Programmatic advertising

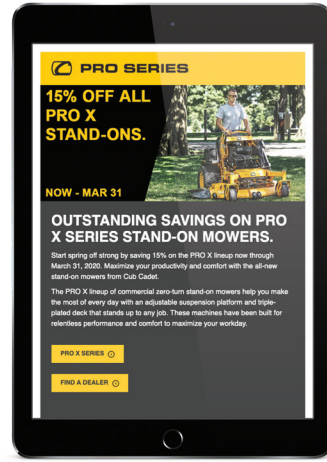
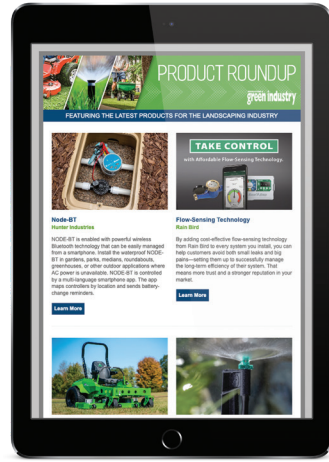
According to Match2One.com, in 2018 over 80% of digital display marketing in the U.S. was done via programmatic advertising. **First-party data-driven programmatic advertising** refers to buying, selling or placing ads through an automated process. This enables companies to purchase ad impressions on publisher sites or apps through a sophisticated ecosystem. Reach landscape, irrigation and maintenance contractors **wherever they are online**. Contact your IGIN sales rep to find out more.



**Deadlines:** Materials are due 5 business days prior to the run month or run week. Provide JPEG or GIF file along with linking instructions.

# Newsletters go the distance

Reach **16,000+** green industry contractors through our digital offerings



## Irrigation & Green Industry newsletter

The *Irrigation & Green Industry* newsletter provides contractors with the latest industry news delivered directly to their inboxes every week. With only six available spots in each newsletter, your ad will be highly visible.

**Cost:** See Rates table  
**Open rate:** 26.9%\*

## Product Roundup

The *Product Roundup* newsletter is the ideal outlet to promote new products. Produced four times a year, it's your direct connection to potential customers.

You provide a 800 x 532 product image, 50-word description and a link to your product webpage.

**Cost:** \$590, 10 spots available  
**Open rate:** 25.0%\*

Distribution	Materials Due
February 18	February 11
May 20	May 13
August 19	August 12
November 18	November 11

## Custom emails

Our sales, creative and editorial staff can work with you to design an email campaign that is customized to your needs. We'll distribute it to our subscriber database as a sponsored newsletter.

**Cost:** Contact sales rep  
**Open rate:** 21.6%\*

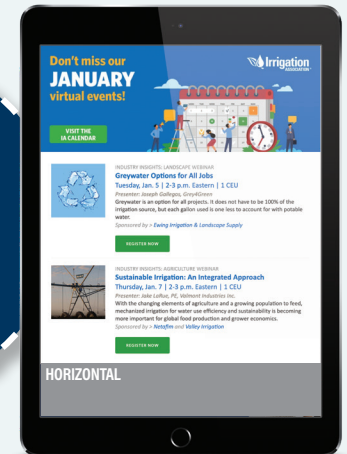
## Rates

WEEKLY NEWSLETTER	Pixels	1x	Frequency
Rectangle - top	300 x 250	\$880	Weekly
Rectangle - middle	300 x 250	\$700	Weekly
Rectangle - bottom	300 x 250	\$590	Weekly
Leaderboard - top	728 x 90	\$880	Weekly
Leaderboard - middle	728 x 90	\$700	Weekly
Leaderboard - bottom	728 x 90	\$590	Weekly
Sponsored content*	n/a	\$800	Weekly
IA EVENTS NEWSLETTER			
Horizontal	650 x 125	\$1,050	Monthly

\*Advertiser provides title, 125-character summary and URL link.

Want more?  
Reach out to irrigation professionals.

NEW



## IA Events newsletter

**Expand your reach!** The new *IA Events* newsletter is the Irrigation Association's monthly update that carries IA event information to nearly 27,000 landscape and agriculture irrigation professionals.

**Cost:** See Rates table | **Open rate:** 25.9%

\*Publisher's own data, averages Jan.-June 2020



# Policies

## General policy

Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed as well as for any claims originating with the ad and made against the publisher. The publisher reserves the right to reject any advertising or to request changes. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

In addition, *Irrigation & Green Industry* will not publish advertisements (print or digital) that include pricing of any kind or comparative content (e.g., research, testimonials or other content comparing one company's products/services, brand or company to another).

## Cancellations

Cancellations will not be accepted after the closing date and will not be considered executed unless acknowledged in writing by the publisher. All cancellations must be in writing. Contact your account manager for deadline extensions or questions. Covers are not cancelable.

Publisher reserves the right to repeat previous advertisement until new advertisement or instructions are received, if material deadline has passed.

## Contract terms

*Irrigation & Green Industry* reserves the right to reject or cancel any advertising for any reason at any time. The advertiser represents that the advertising submitted by it for publication contains nothing which can result in any claim against the publication, and it agrees to indemnify the publication against any damages and expenses arising out of the publication of such advertising.

In case of error of omission or typesetting relating to an advertisement covered in this contract, the publication's liability shall be restricted to the insertion of a corrected advertisement in the next issue.

All agreements are subject to accidents, fires, acts of God, labor disputes, or other contingencies beyond the control of the publication. Further, the publisher shall not be liable for damages if for any reason it fails to publish an advertisement.

## Payment terms and agency commission

**Terms:** Net. All bills payable in 30 days.

Standard 15% agency commission will be paid to recognized agencies when payment is received in 30 days; otherwise, net terms apply. This applies to insertion charges only. Accounts not paid within 30 days incur a past-due service charge of 1½% per month.

If agency does not make appropriate payment to publication, advertiser is financially responsible for insertion.

In the event that collection proceedings are taken, advertiser and agency are responsible for all costs thereof.

## Issue and closing dates

*Irrigation & Green Industry* is published 10 times per year. The closing date is the 1st day of the month preceding publication date. Ad materials are due the 7th day of the month preceding publication date.

If fewer insertions are used within one year than specified in the order, then charges will be adjusted in accordance with established rates.

## Graphic services

*Irrigation & Green Industry* has an in-house art department. Services from concept to finished materials are available at reasonable rates. Contact your account manager to learn more.

## Print specifications

**Publication trim size:** 8.125" × 10.875"

**Binding:** Saddle stitch

**Trim marks:** Yes

**Bleed:** 0.125" outside trim area

**Resolution:**

- Color and grayscale images – minimum 300 dpi at 100% of actual size
- Vector or line art graphics – minimum 600 dpi

## Material requirements

**Accepted file formats:**

- High-resolution, press-ready PDF (preferred format)
- Illustrator AI or EPS
- InDesign
- Photoshop TIFF or JPEG (flattened)

## File preparation

- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process. (RGB or LAB color is not allowed. Convert all spot or Pantone colors to process. Remove all unused colors.)
- Include all linked graphics. (All images must be linked correctly and meet our specifications above.)

*Irrigation & Green Industry* will not be responsible for the reproduction of your ad if the steps listed above have not been followed.

## File submission

Only send files to be used in your ad. High-resolution files with all fonts and graphics used should be included. Materials are due by the dates listed in this media planner. Publisher reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

## Send advertising materials to:

*Irrigation & Green Industry*  
Attn: Trisha Klaus  
Associate Publisher  
trishaklaus@irrigation.org

\* If files are larger than 10MB please use WeTransfer.com to submit your artwork.

IRRIGATION &  
**green industry**

**Contact your  
sales rep today!**

**TOM SCHOEN**

✉ [tom.schoen@bock-assoc.com](mailto:tom.schoen@bock-assoc.com)

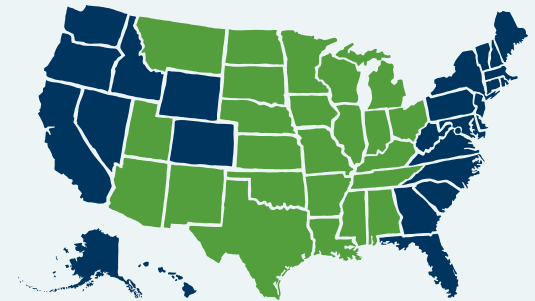
☎ 952.905.3214

**TARA SCHELLING**

✉ [taraschelling@igin.com](mailto:taraschelling@igin.com)

☎ 215.588.5811

(including international and classifieds)



**Looking  
for more?**

The Irrigation Association has additional marketing opportunities!  
Contact Stephanie Clark at [stephanieclark@igin.com](mailto:stephanieclark@igin.com) or 703.472.5810.

Revised  
2/19/21