



Green Scene is an award-winning gardening magazine that is published bimonthly by the Pennsylvania Horticultural Society (PHS), a nonprofit serving the Mid-Atlantic 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
- Clever techniques for garden care
- Garden history and travel (both local and international)
- Garden art, crafts, and structures
- Issues related to urban gardening and greening
- Intimate looks at luxurious properties
- Indoor gardening and flower arranging



The readers of Green Scene magazine include the Delaware Valley's most avid gardeners and horticulturists. 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: 75%      Male: 25%

#### **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 \$75,000: 53%  
(percentage over \$100,000: 34%)

#### **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%

Works part-time or not at all: 70%



<b>Covers</b>	<b>1 Time</b>	<b>3 Times</b>	<b>6 Times</b>
Back Cover	\$2,973	\$2,671	\$2,221
Inside Front Cover	\$2,779	\$2,502	\$2,082
Inside Back Cover	\$2,358	\$2,133	\$1,769
Page 1	\$2,623	\$2,361	\$1,969

<b>Four Color</b>	<b>1 Time</b>	<b>3 Times</b>	<b>6 Times</b>
Full Page	\$1,755	\$1,580	\$1,309
2/3 Page	\$1,405	\$1,274	\$1,059
1/2 Page	\$1,229	\$1,109	\$ 923
1/3 Page	\$ 873	\$ 796	\$ 658
1/6 Page	\$ 532	\$ 488	\$ 406

<b>Black &amp; White</b>	<b>1 Time</b>	<b>3 Times</b>	<b>6 Times</b>
Full Page	\$1,393	\$1,260	\$1,046
2/3 Page	\$1,117	\$1,008	\$ 840
1/2 Page	\$ 956	\$ 878	\$ 721
1/3 Page	\$ 696	\$ 627	\$ 514
1/6 Page	\$ 469	\$ 425	\$ 357

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

### 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)

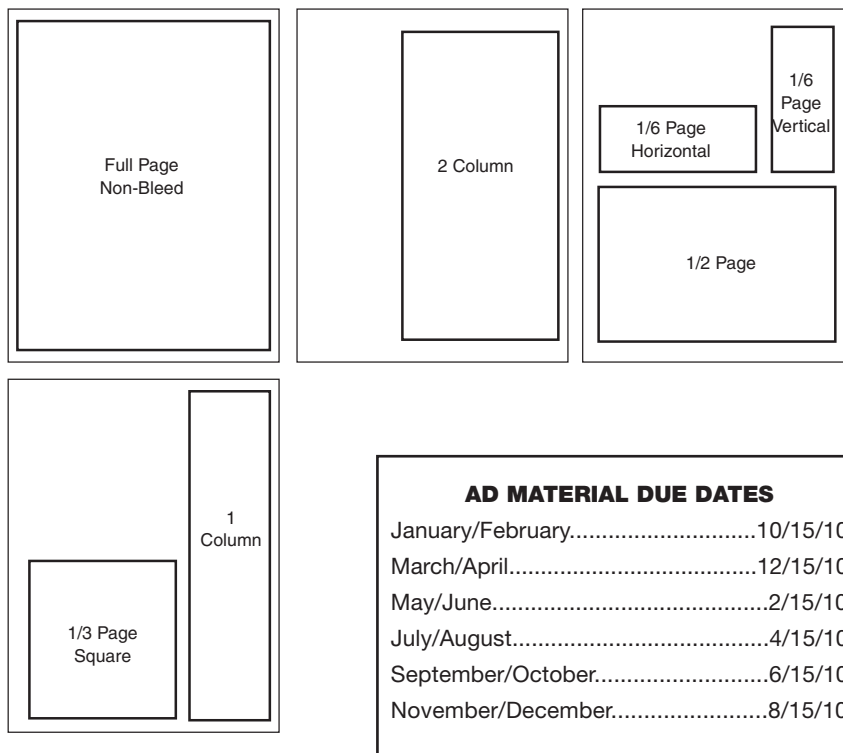
#### When submitting a digital ad please supply the following information:

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

	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"
One Sixth Horizontal	4 3/4" x 2 1/4"	4.75" x 2.25"
<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	