

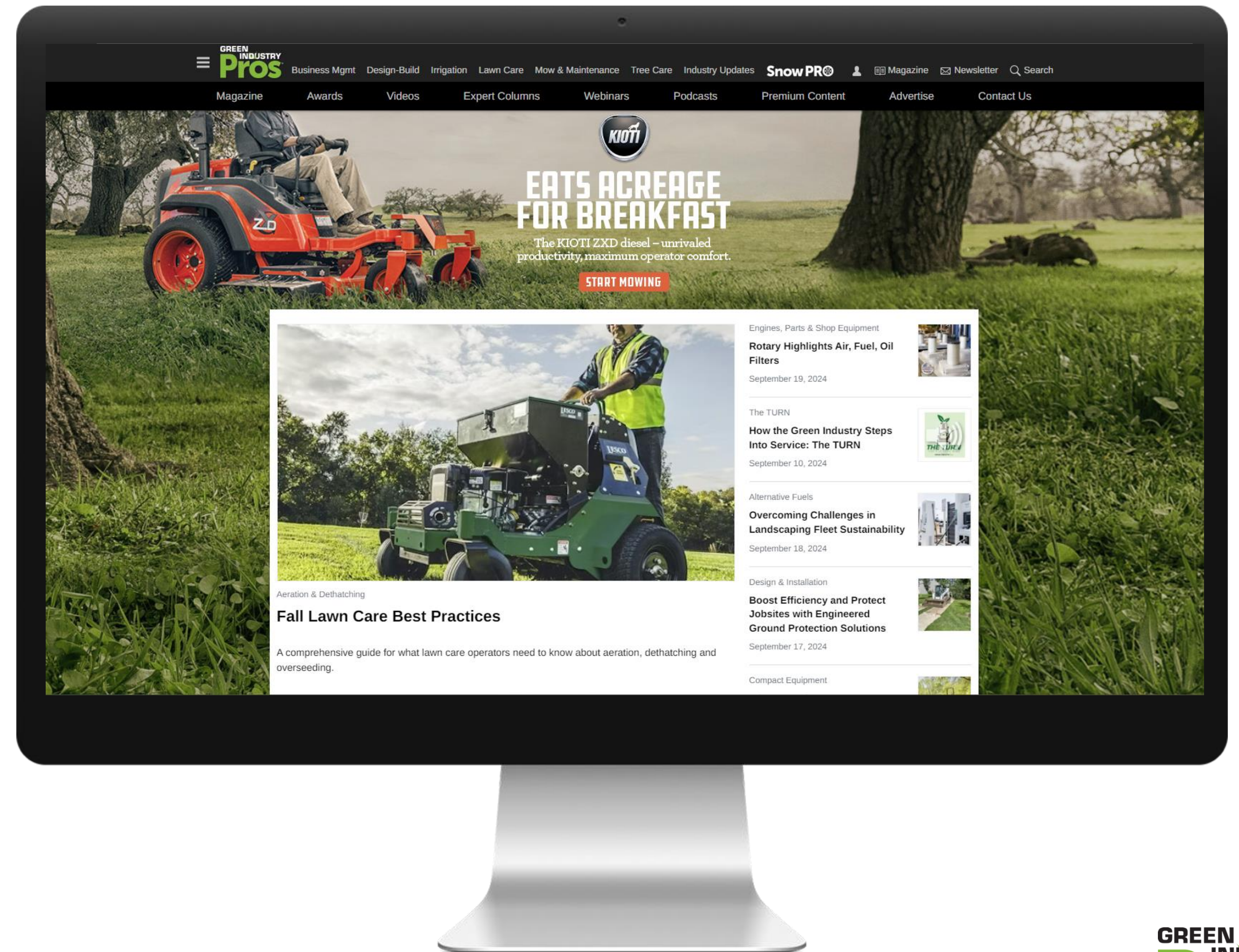
GREEN INDUSTRY Pros™



THE MOST INNOVATIVE RESOURCE FOR LANDSCAPE PROFESSIONALS

Green Industry Pros, published six times a year by *IRONMARKETS*, formerly known as AC Business Media, keeps landscape contractors, landscape architects and design builders, ground maintenance facilities and chemical lawn care companies on top of the latest products, trends and business strategies. With a long tenured brand in the landscaping marketing, we have a decade's worth of strong publications, and the most impactful digital media options in the industry.

Our digital product offerings are second to none. With media products ranging from digital newsletters and content marketing to video and social media, we have the most innovative offerings to drive marketing success for equipment, product and technology dealers.



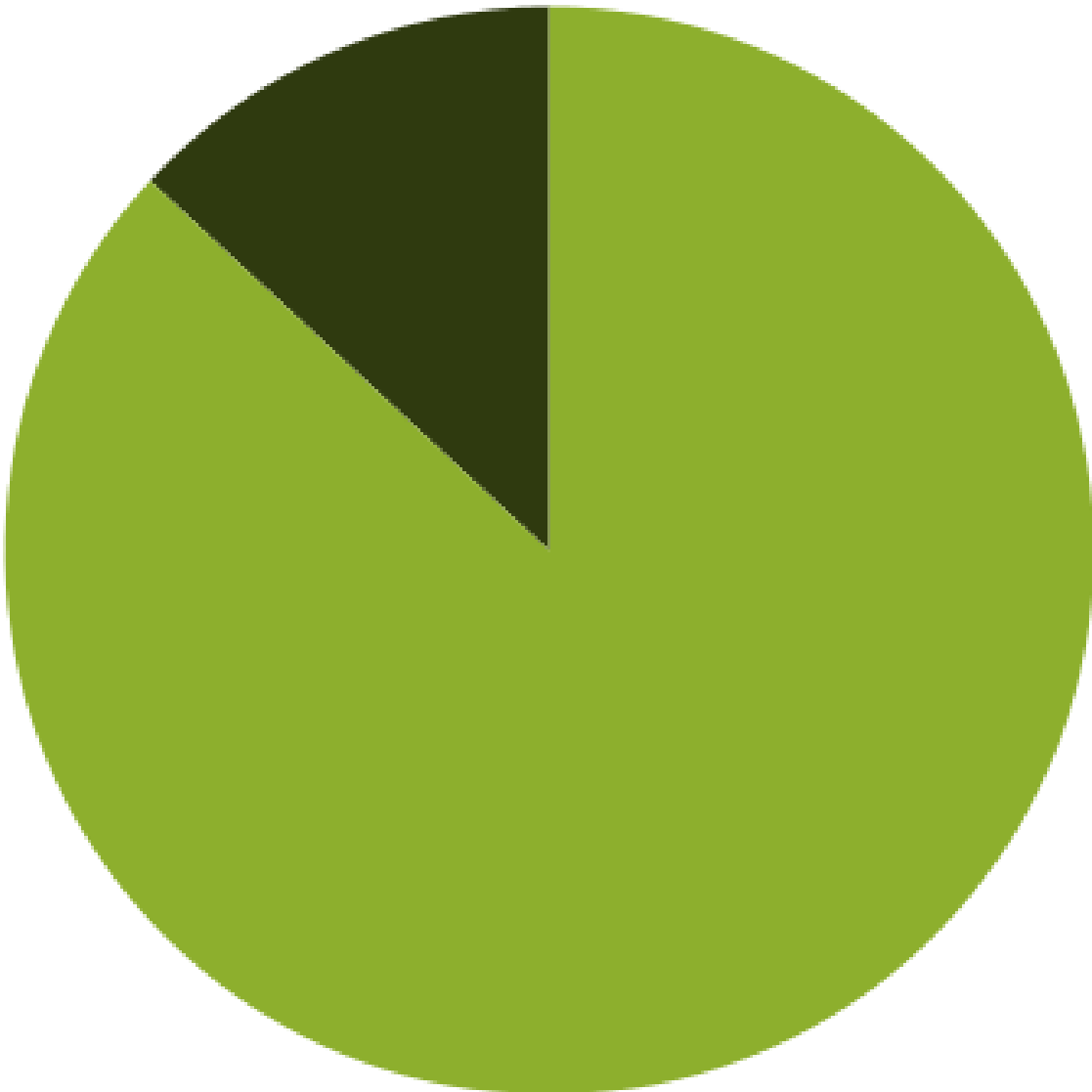
LANDSCAPE AUDIENCE SNAPSHOT

Green Industry Pros' offers the largest reach available in the lawn care and maintenance industry. Our platform is used to target decision makers by using a combination of trusted print publications and daily online content to inform them of top news, data and equipment.

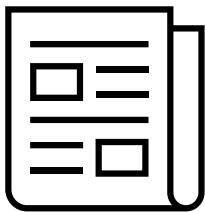
We provide **LANDSCAPE CONTRACTORS, LANDSCAPE ARCHITECTS AND DESIGN BUILDERS, GROUND MAINTENANCE FACILITIES AND CHEMICAL LAWN CARE COMPANIES** with fresh, relevant content delivered through industry-leading digital properties, magazines, newsletters, dedicated emails (Direct ENTENT), videos, webinars, podcasts, whitepapers, social media sites and more.

TOP SUBSCRIBER JOB TITLES

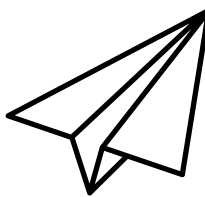
- Corporate Management – 87.6%
- Supervisory Management – 12.4%



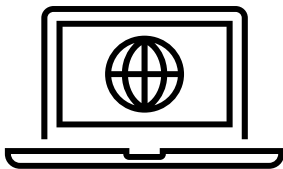
NETWORK AUDIENCE



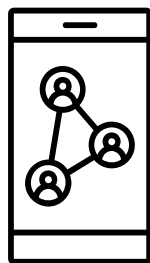
58,000+ MAGAZINE SUBSCRIBERS*



29,900+ NEWSLETTER SUBSCRIBERS*



22,900+ AVERAGE WEBSITE USERS PER MONTH**

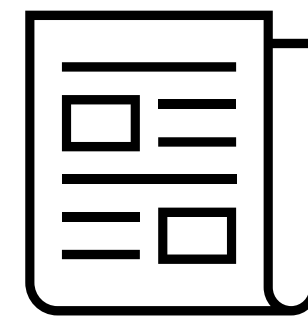


27,600+ SOCIAL FOLLOWERS/FANS



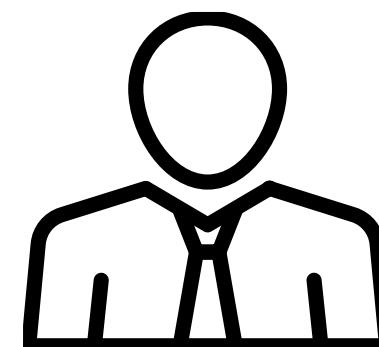
A LEADING VOICE IN THE LANDSCAPING COMMUNITY

that keeps landscape contractors, landscape architects and design builders, ground maintenance facilities and chemical lawn care companies on top of the latest products, trends, technologies and business strategies that help with growth, productivity and profitability for their operations.



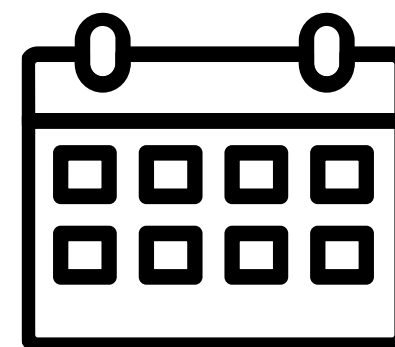
6 ISSUES PER YEAR

58,006 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

corporate management and supervisory personnel employed with landscape companies performing some combination of lawn maintenance, installation, lawn care, irrigation and more.



EDITORIAL CALENDAR >>>

CUSTOM PRINT OFFERINGS



Calendars

A useful tool for your customers while providing yearlong exposure for your brand



Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.

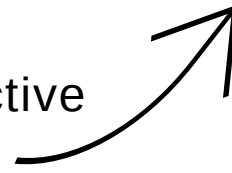


Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Belly Bands, Wraps, Bookmarks and more. 



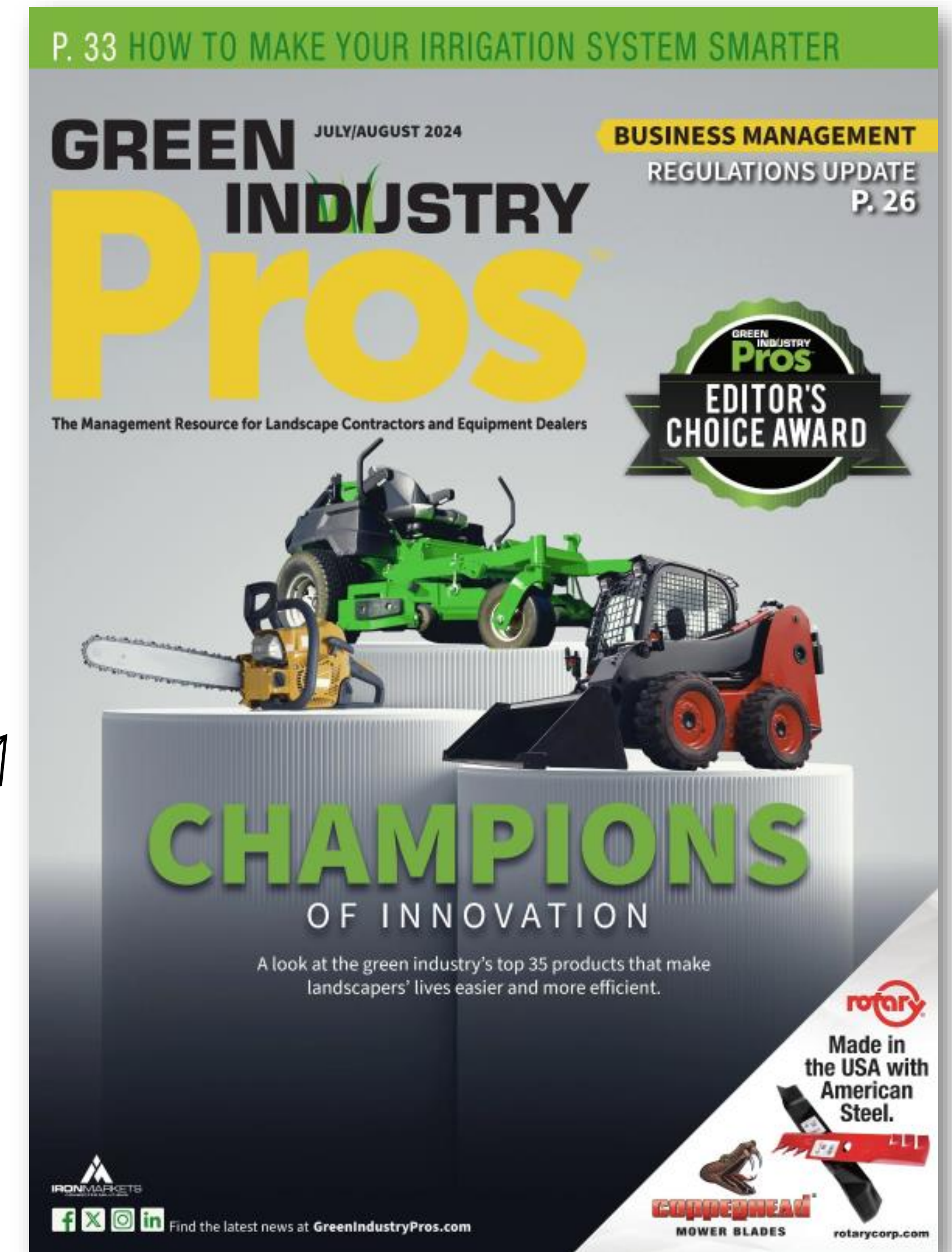
Tradeshow Promotions

IRONMARKETS offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.



Sponsored Content Insert

Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.

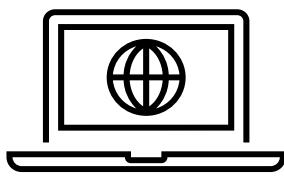


GREEN INDUSTRY PROS' WEBSITE FOOTPRINT

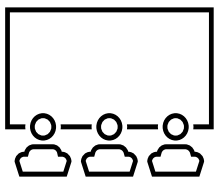
GreenIndustryPros.com provides **LANDSCAPE CONTRACTORS, POWER EQUIPMENT DEALERS, GROUND MAINTENANCE FACILITIES AND CHEMICAL LAWN CARE COMPANIES** with the latest in news, products, trends, and technologies. In addition to keeping contractors informed of the most up to date industry information, we provide unique and compelling content, interviews with leading industry figures, regular videos and podcasts on topics impacting the industry, and more!



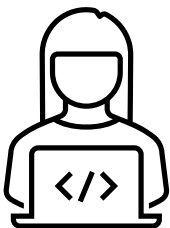
NETWORK AUDIENCE



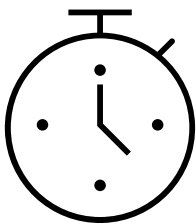
22,900+ AVERAGE WEBSITE USERS/MONTH



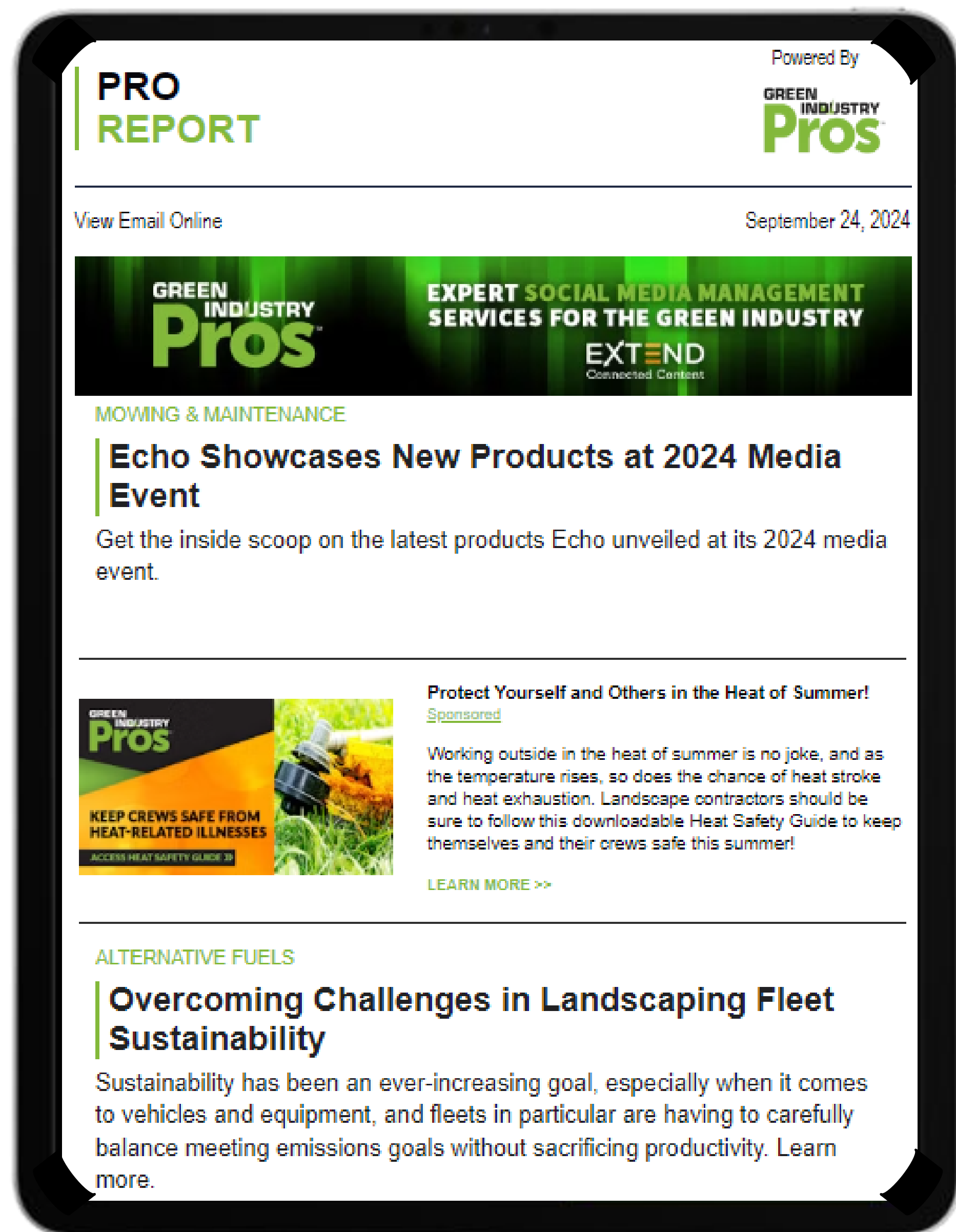
74,805+ AVERAGE PAGEVIEWS/MONTH



53,670+ AVERAGE SESSIONS/MONTH



0:24 AVERAGE ENGAGEMENT TIME



LANDSCAPE NEWSLETTERS

 **29,900+ TOTAL SUBSCRIBERS**

Our digital newsletters curate the most relevant content from our core websites and print publications, distributing them to active subscribers.

AVAILABLE AD UNITS IN EACH NEWSLETTER

- LEADERBOARD**
600x100 static JPG, GIF, or PNG and Click URL is required
- MEDIUM RECTANGLE**
300x250 static JPG, GIF, or PNG and Click URL is required
- SPONSORED PLACEMENT**
210x140 static JPG, GIF or PNG, 3-5 Word Headline, 300 Character Description (Max) and Click URL is required

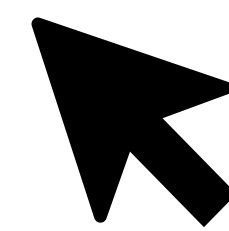
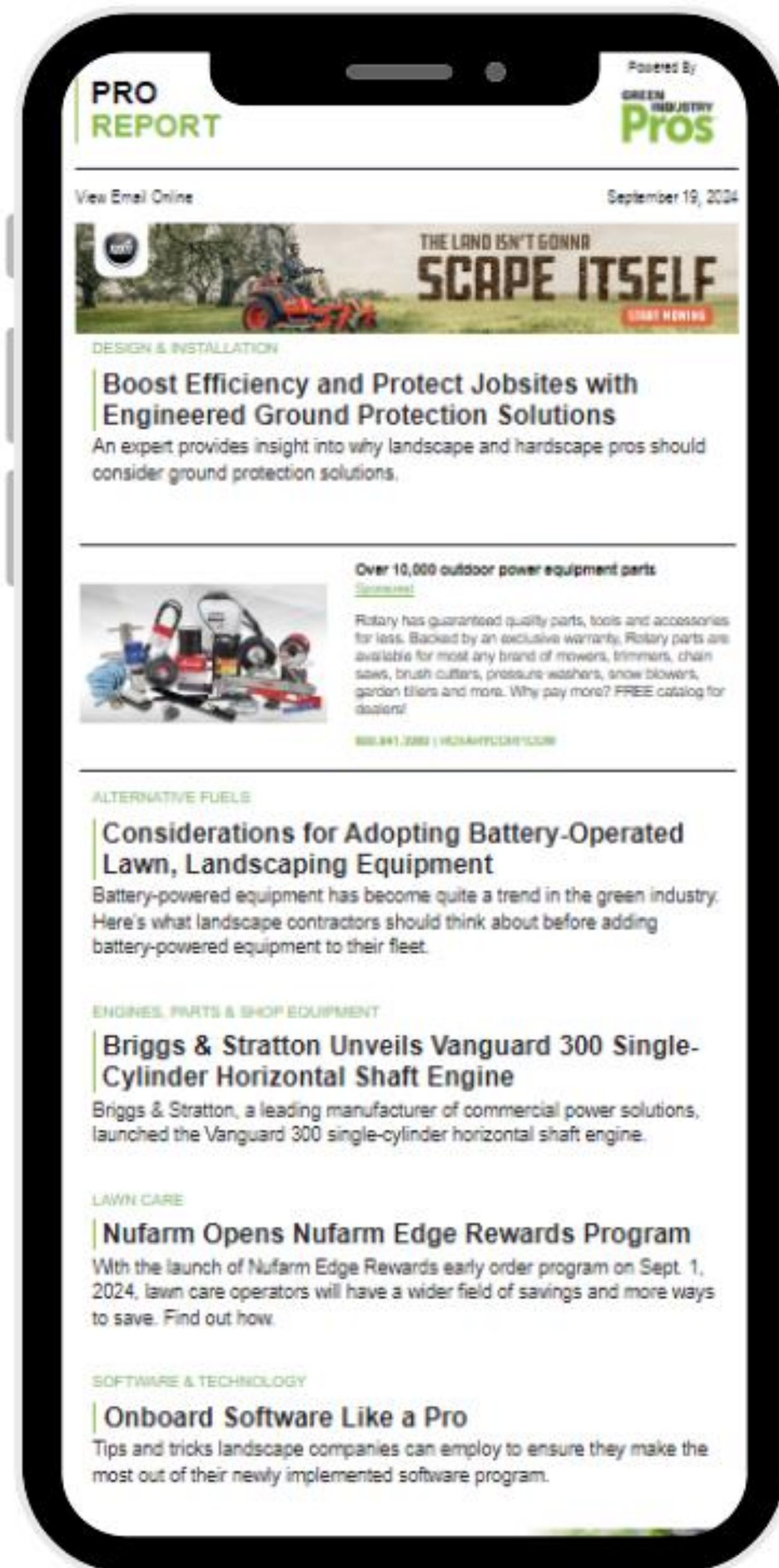
CUSTOM NEWSLETTERS

We can produce a fully customized newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

PROMOTION INCLUDED IN EACH CUSTOM NEWSLETTER

- Client provided content: 1-2 main photos, 375-575 words of copy depending on size
- 600x200 Top Leaderboard banner unit
- 300x250 Medium Rectangle





THE PRO REPORT NEWSLETTER

Providing landscape professionals, landscape architects and design builders, ground maintenance facilities and chemical lawn care companies with the latest industry news, product trends and management tips.

DEPLOYMENT: Weekly

SUBSCRIBERS: 29,900+

[VIEW EXAMPLE](#)

SHOW REPORT

Providing landscape contractors and lawn maintenance professionals with the pre- & post-show news and product reports from top exhibitions such as SIMA, EQUIP EXPOSITION and more.

DEPLOYMENT: Distributed through sponsorships

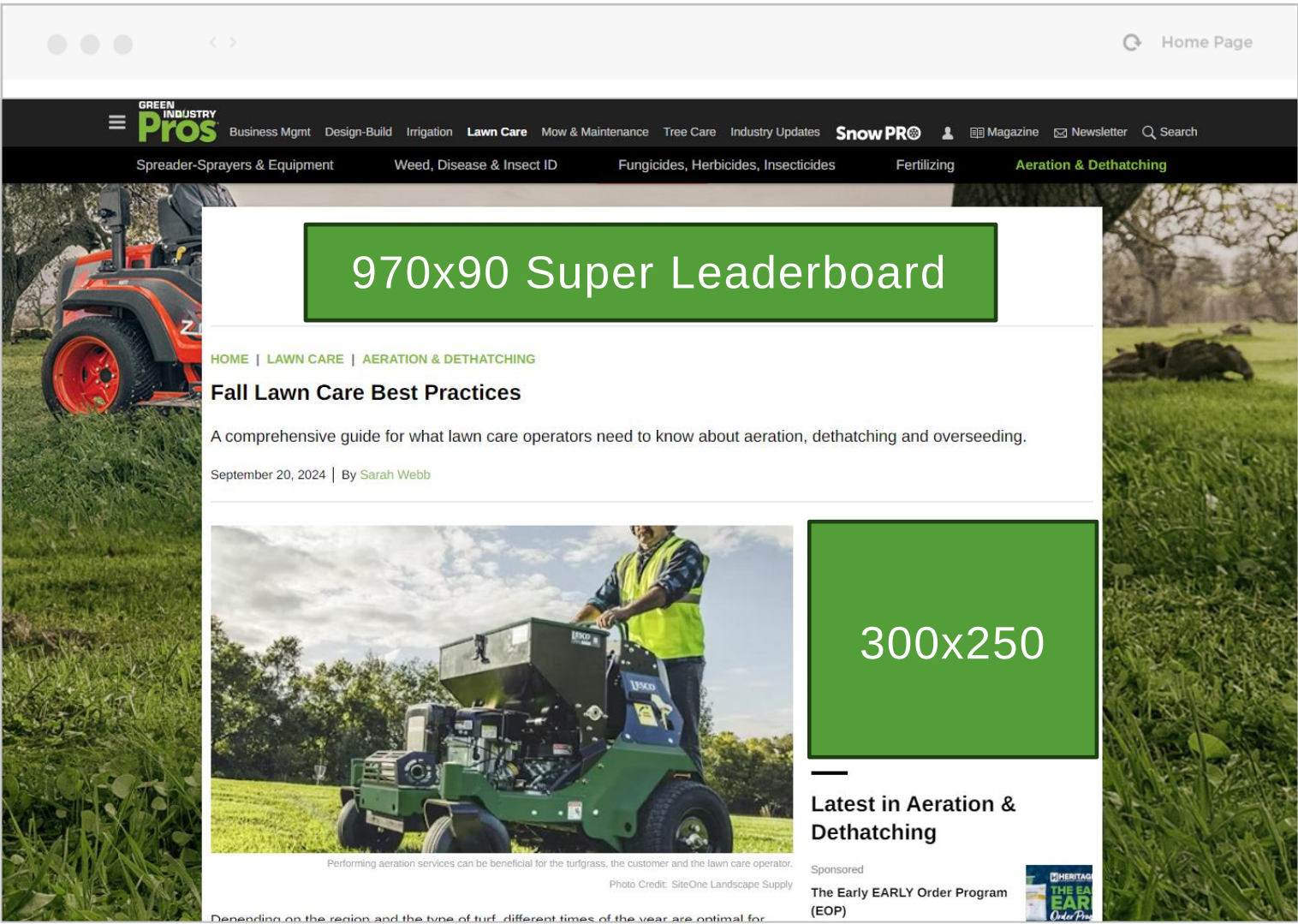
****SUBSCRIBERS: 29,900+**

*SHOW EXAMPLE:
EQUIP EXPOSITION*

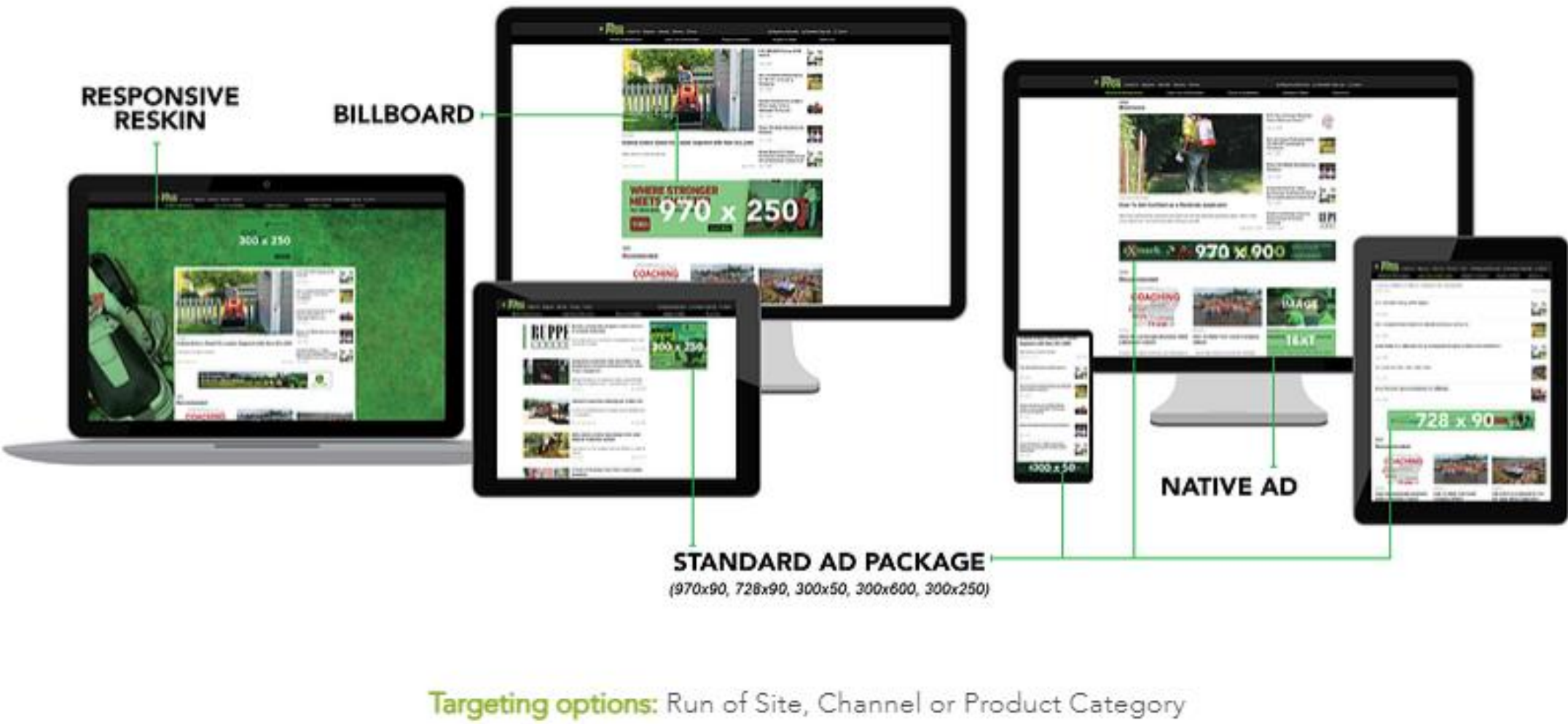
[VIEW EXAMPLE](#)



ENHANCED ONLINE DISPLAY



Our audiences behave like everyone else; they visit dozens of websites every day and consume content that interests them. That is why it is important to reach them as often as possible to ensure your brand's message sticks. Our new and improved online display program targets our audiences onsite using Google Active View impressions and offsite with Google DV360 seamlessly. This approach elevates your brand's recall and ad Click-Through-Rate.



ENHANCED ONLINE DISPLAY UNITS:

- | | |
|------------|------------|
| 1. 970x250 | 5. 320x50 |
| 2. 970x90 | 6. 300x250 |
| 3. 728x90 | 7. 300x600 |
| 4. 300x50 | 8. 160x600 |

HIGH IMPACT DISPLAY OPTIONS:

1. Retargeting of our audience off site available
2. 1658x1058 / 300x250 responsive site skin ([Example Here](#))
3. Homepage or section takeovers - based on availability
4. High impact campaigns are served onsite only

NATIVE CONTENT UNITS

Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **two different ad sizes and locations**.

1. The larger native ad will always appear on the right-hand side as the page loads
2. The smaller native ad will appear under the "related" column on an article's landing page

Recommended



Software & Technology

How Software Improves Fleet Management

Fleet management software is a powerful tool for tracking and monitoring fleet assets, including vehicles, landscaping equipment and inventory...

Fleetio

March 14, 2023



Business Management

The 4 Signs Your Business is Ready to Offer Financing Options

Financing allows customers to make necessary home repairs on a budget. It also helps them tackle larger projects and upgrade to higher...

Mosaic

March 6, 2023

Native Display Ad



Sponsored

Unmatched Convenience in the Palm of Your Hand!

Download the Heritage+ App now to experience unmatched convenience and efficiency. Elevate your browsing and transform the way you shop...

September 18, 2024

BENEFITS

- Target your ad based on channel category
- Appears anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Receive on average, 8,000-10,000 impressions per month
- Tracks of the success of your campaign through real-time reporting platform
- Full control over your creative throughout the entire campaign

VIDEO PROMOTION

Harness this opportunity to align your video with relevant industry content...

Your customers are watching more videos than ever before! Whether it's a short video ad or a teaser for a longer segment, you can amplify the value of your video assets by targeting segments of our audience.

- **Pre-Roll Video:** Feature your promo video prior to our content videos. Pre-roll assets are featured on our websites and targets our audience on social media and the digital ad network.
- **In-Content Video Ads:** Place your video within our content pages. Target your video ad run-of-site or run-of-channel.
- **Featured Video:** Host and promote your company video on our industry leading sites for increased exposure and SEO value.
- **Connected TV:** Broadcast your commercial to those who are accessing content through their SmartTV and streaming apps. Connecting with our first-party data, we will serve your ad to those in your target audience.



PRODUCT LAUNCH SIMULCAST SERVICES

In a crowded social media space, how do you gain attention and grab market share for new and innovative solutions...

A simulcast is a simu-live video broadcast, meaning it appears live to the viewer on their preferred social media platform but is actually pre-recorded by the creator.

You provide a video under 10 minutes – or we create one for you! Videos can be formally produced or informal, selfie-style captured on a mobile phone. Both types work! We then “livestream” the recording using simulcast technology that ensures it appears on multiple social platforms at once.

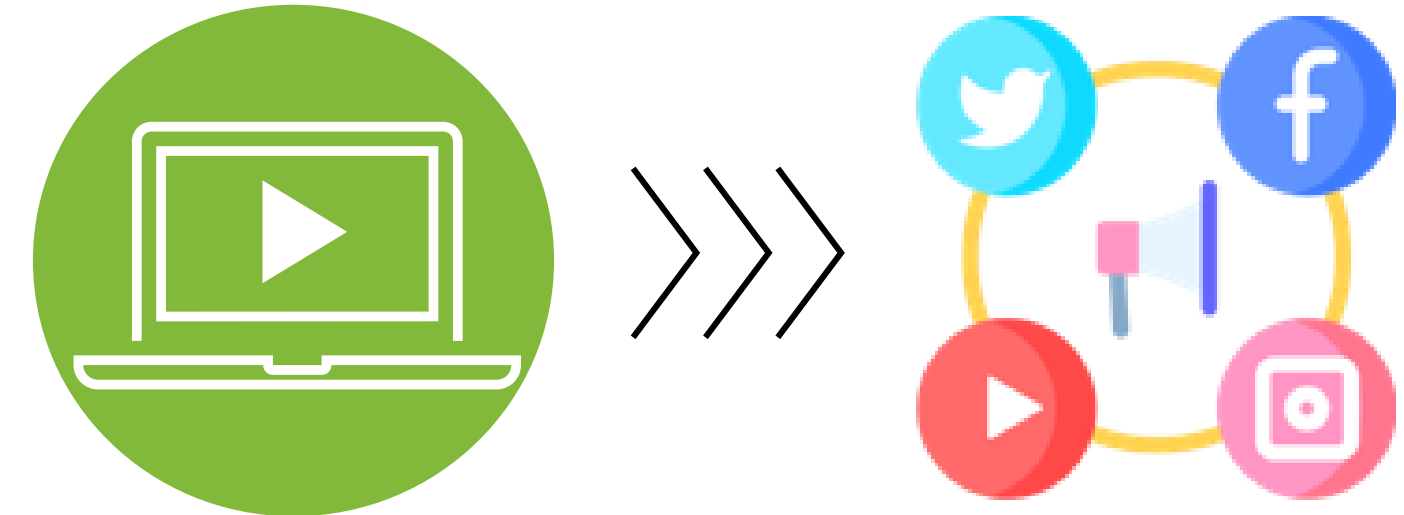
TURNKEY PROMOTIONS:

- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated email
- Behavioral email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter

Saturate the market with your message.
High-impact impressions are waiting for you!

 **Don't have a video?** No worries, utilize our team of multi-media experts who will produce a high-quality video that can be distributed to your target audience.

[CLICK HERE >>](#)



- ✓ **GOOD VALUE PACKAGE** SCORES YOU AN EST. 30K IMPRESSIONS
- ✓ **BEST VALUE PACKAGE** SCORES YOU AN EST. 70K IMPRESSIONS

CONNECTED TV

Reach your audience where THEY view video. Fragmented video viewership across screens is a major challenge that most advertisers face – on the flip side, it's also part of the beauty of video, since the number of opportunities to reach target audiences is still on the rise. An increase in free content providers has opened a supply of ad placements.

OVER 85% OF US
HOUSEHOLDS HAVE
AT LEAST 1
CONNECTED TV

BENEFITS

- Connected TV is an additional device to reach your audience on
- Allows 100% full-screen viewability with limited skipping options
- Has the most premium and engaging inventory available in-market
- Reach 1st & 3rd party data segments

CONNECTED TV DEVICE TYPES



Smart TV



Blu-ray Players



Gaming Consoles



Streaming Players

AD FORMATS

Ad placements on Connected TV are bought and sold like digital video, just on a TV screen.

- In-Stream Video Ad Placements
- Interactive Pre-Roll
- Home Screen Placements
- Mid-Roll Placements

APPS & NETWORKS



PREMIUM DISTRIBUTORS



CTV SSP



AUDIENCE EXTENSION – SOCIAL MEDIA

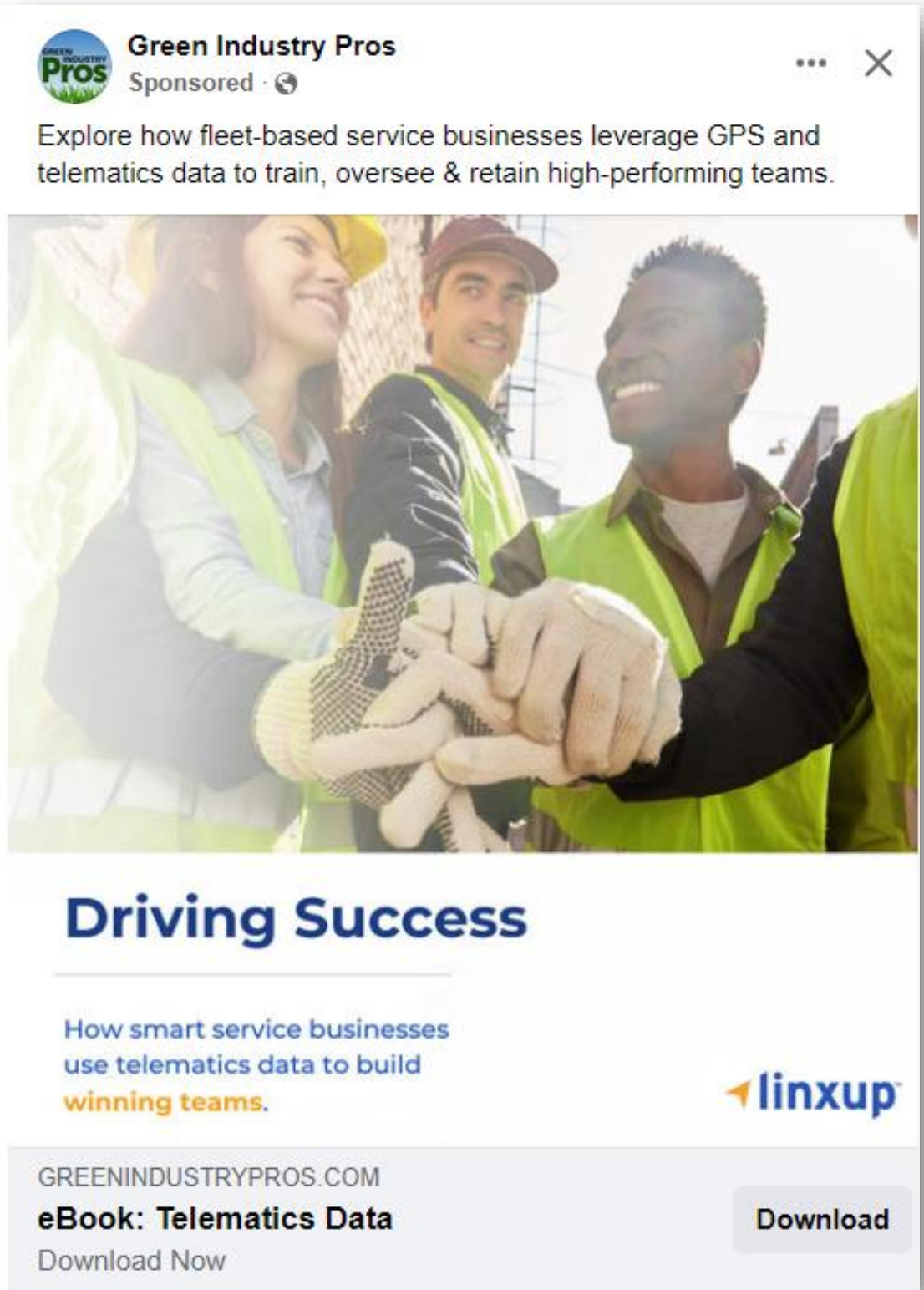
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1st party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

BENEFITS

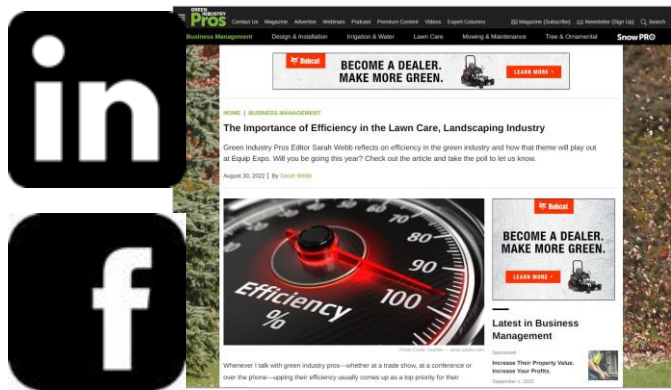
- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

FAST FACTS

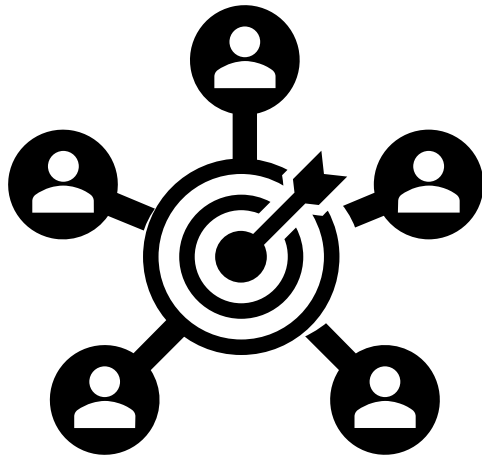
- We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



IRONMARKETS' 1st party data for our subscribers



Used to promote your content or other assets on social platforms



To the exact segment you wish to target

WEBINARS & SEMINARS

Utilize one of two content strategies to deliver thought leadership advantage while driving leads...

WEBINARS:

- ✓ **Client driven** topic and presentation—not a sales pitch, but a chance to highlight your subject matter experts
- ✓ Delivered **live, on-demand or both** – your choice
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Your experts** create topic, description and presentation
- ✓ 100 lead minimum

SEMINARS:

- ✓ **Editorially driven** topic and presentation—work with us to customize from a list of hot topics in the industry and we will provide the speakers
- ✓ Delivered **live and on-demand**
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Our experts** create topic, description and presentation
- ✓ 100 lead minimum





LEAD GENERATION: SUMMARY OF OFFERINGS

	Catalyst	Content Marketing	Webinars & Seminars	MQL Video
Lead Type	MQLs & SQLs	MQLs Only • SQLs Only • Both	MQLs & SQLs	MQLs Only
Lead Quantity	No Set Minimum	Lead Goal Specified	Webinar: 100 Lead Guarantee Seminar: No Set Minimum	No Set Minimum
Promotion	Specific package guaranteed and scaled by tier	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	Specific package guaranteed and scaled by tier
Content	Product Giveaway Incentive	High Value Content Assets	Educational, trending or emerging topical content	Video
Timing	2 Weeks	30 – 90 cycles are typical but can vary based on campaign	6 Weeks Surrounding Event 12 Month On-Demand	1 Month

CONTENT MARKETING

EXTEND YOUR BUDGET, TEAM, AUDIENCE AND SUCCESS RATE...



Position yourself as an industry expert while educating a target audience about an industry topic. Our team of writers, editors, and designers have years of experience in your industry. Fill your blog with SEO-friendly content, produce memorable custom publications or arm your sales team with the case studies they need to go to market.

EFFECTIVE CONTENT MARKETING CAN:

- Provide Direct Value to Clients and Prospects
- Offer Content, Data and Insights in Exchange for Engagement
- Attract Quick Interest with Variable Media Types



- Case Study
- Presentation
- Webinar
- Newsletter
- Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book

- Spec Guide
- Long Format Video
- Online Courses
- Tutorials

VIDEO PRODUCTION SERVICES

YOUR CUSTOMERS ARE WATCHING MORE VIDEOS THAN EVER BEFORE...

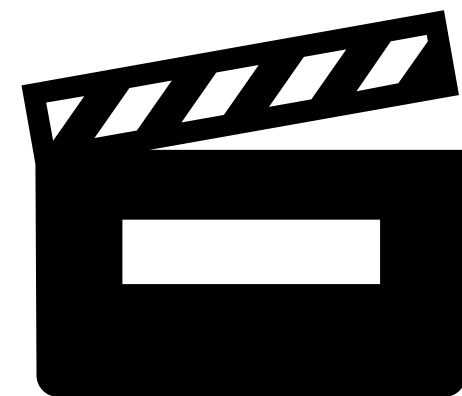
Wield the power of *IRONMARKETS*' Content Marketing Services team and produce a high-quality video that can be distributed to your target audience.

VIDEO PRODUCTION:

No video, no problem! By partnering with our multi-media experts, our videos can be used to grow your social media following, amp up your website, draw crowds to your tradeshow booth and power cross-platform commercials.

WE HANDLE:

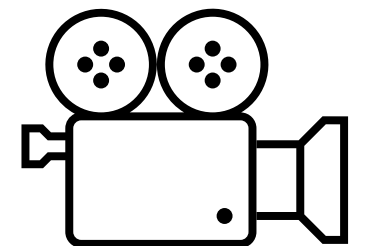
- Story Boarding
- Script Production
- Video Direction
- On-Site Crew
- Post-Production
- Video Editing



Note: We can do it full service or a-la-carte to meet your unique needs!

AND

TRADESHOW VIDEO PRODUCTION:



Bring our crew to your booth for a product walkaround with your subject matter expert or engage in an interview with a member of our editorial team.

WE CAN:

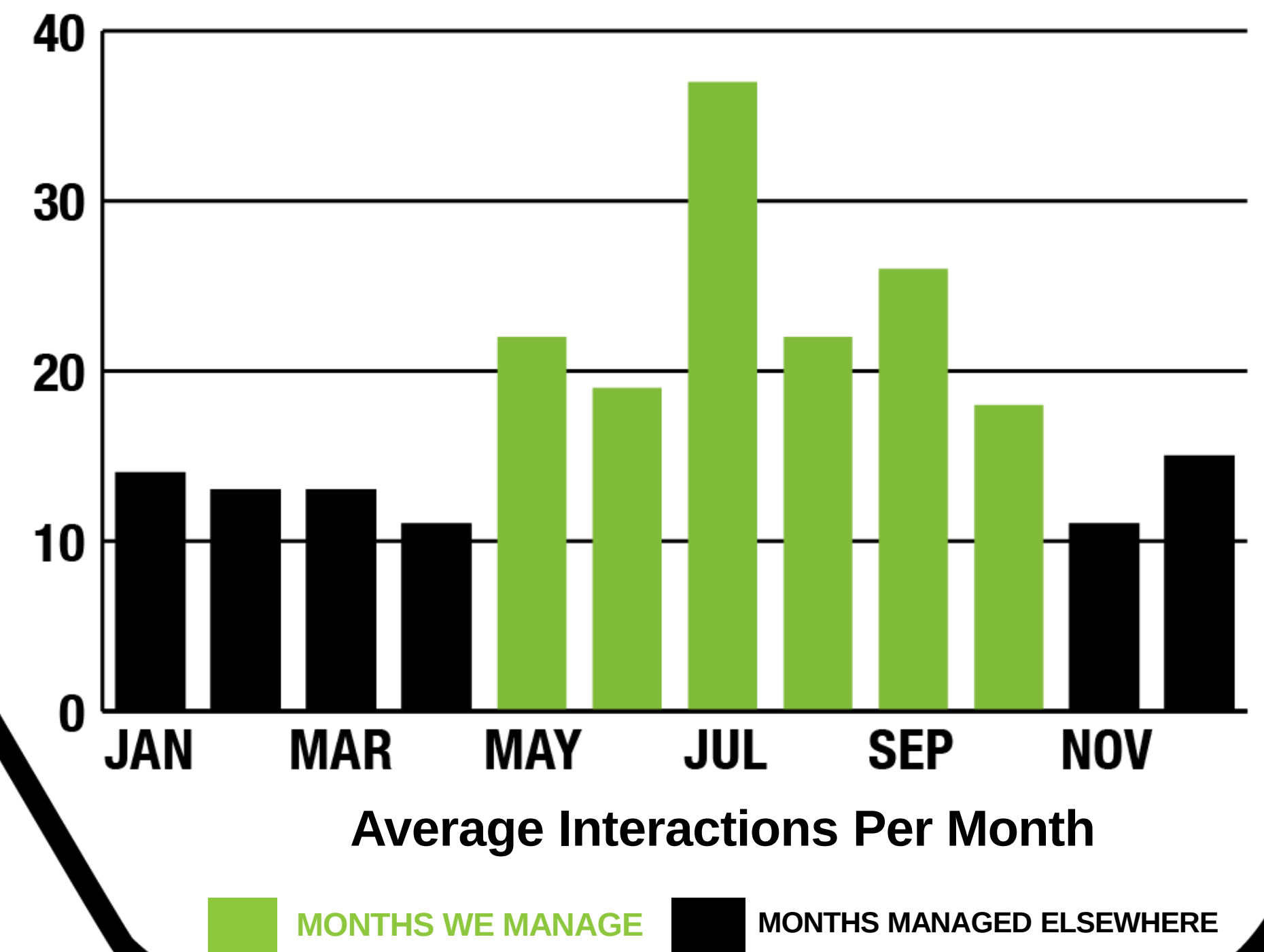
- Create a video to showcase what you are currently exhibiting
- Produce a video that can be used for years to come
- & MORE!

Note: Only applicable to tradeshow that IRONMARKETS is attending.

SOCIAL MEDIA MANAGEMENT

Maximize your return of investment (ROI) with low cost, high impact marketing, and create a community, build authority and project authenticity for your brand **ALL IN ONE PLACE**.

Our team of proven experts in social media management know how to speak directly to your target customers because they are the same people who read our publications.



WE CAN HELP YOU:

- Devise a Strategy
- Create Impressive Content
- Publish Content
- Boost Posts
- Engage
- Analyze

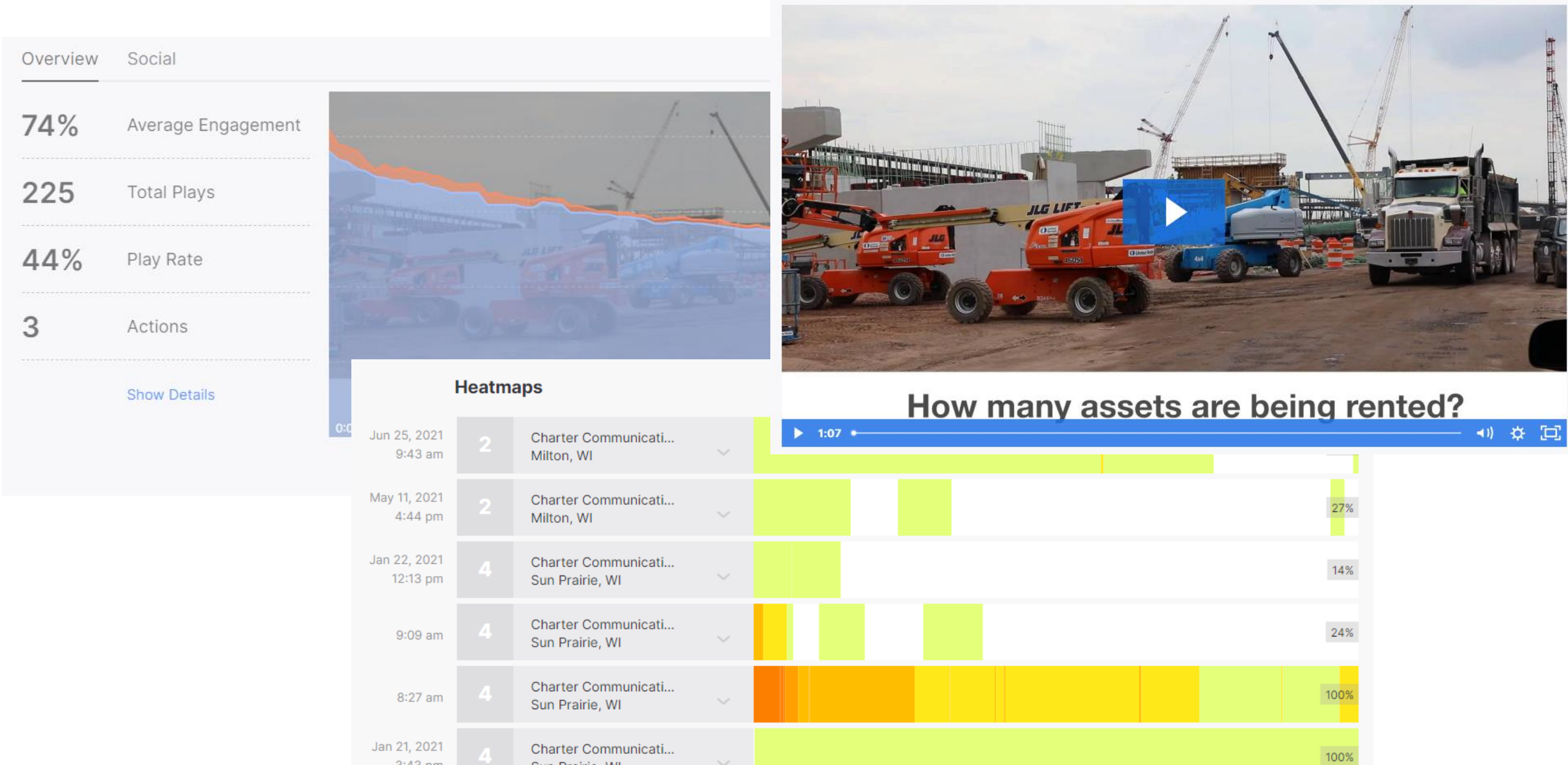
MQL VIDEO

ON DEMAND VIDEOS THAT FUEL THE TOP OF YOUR LEAD FUNNEL – FAST!

MQL VIDEO creates a quick gate to your current video product and packages it for rapid fire distribution across the GreenIndustryPros.com digital ecosystem.

Users access your video or webinar content after completing a brief, “Click Play” lead input that includes name, email address & company.

Full video analytics, play engagement, and lead info are easily available throughout your campaign.



MQL VIDEO

AS A PARTICIPANT, YOU WILL BENEFIT FROM:

- High volume, gated engagement for early identification of future sales prospects.
- Using available video technology, we convert and repurpose your video content and webinar investments into active lead generators.
- Best in class lead generators include:
 - Webinars
 - "How-to"s
 - Interviews
 - Product Walk Arounds
- We will append lead data with any available firmographic information (including sales volume, company size, annual revenue...and more!)

