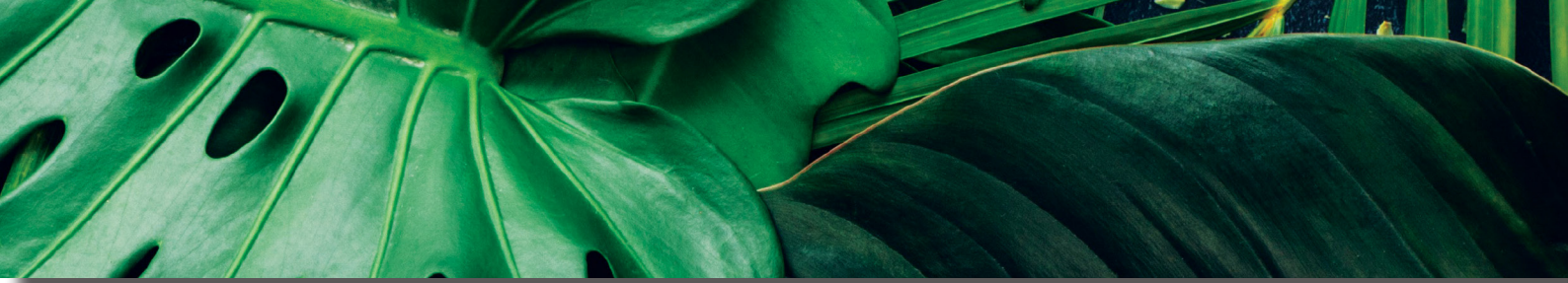




 *IP* Plants  
Magazine

MEDIA KIT

- 2024 -



# I-PLANTS MAGAZINE - ABOUT US

## OUR MISSION

I-Plants Magazine is an **online magazine** for the interior landscaping industry and beyond. Through this international hub, our mission is to provide firsthand knowledge in top business trends and education which will create new and innovative opportunities to heighten brand awareness and build new partnerships for industry professionals, and create long-term sustainability for the interior landscaping industry.

## OUR ASSETS - click on logo(s) to learn more!



INTERNATIONAL  
**PLANTSCAPE**  
AWARDS



**PLANTSCAPE**  
HALL OF FAME





# I-PLANTS MAGAZINE GROWTH CHART ANALYSIS

A blueprint showcasing the growth by percentage on how I-Plants Magazine's assets have grown over the year (December 31, 2022 to Decemeber 31, 2023).



I-PLANTS MAGAZINE READERSHIP GROWTH (2022-2023)

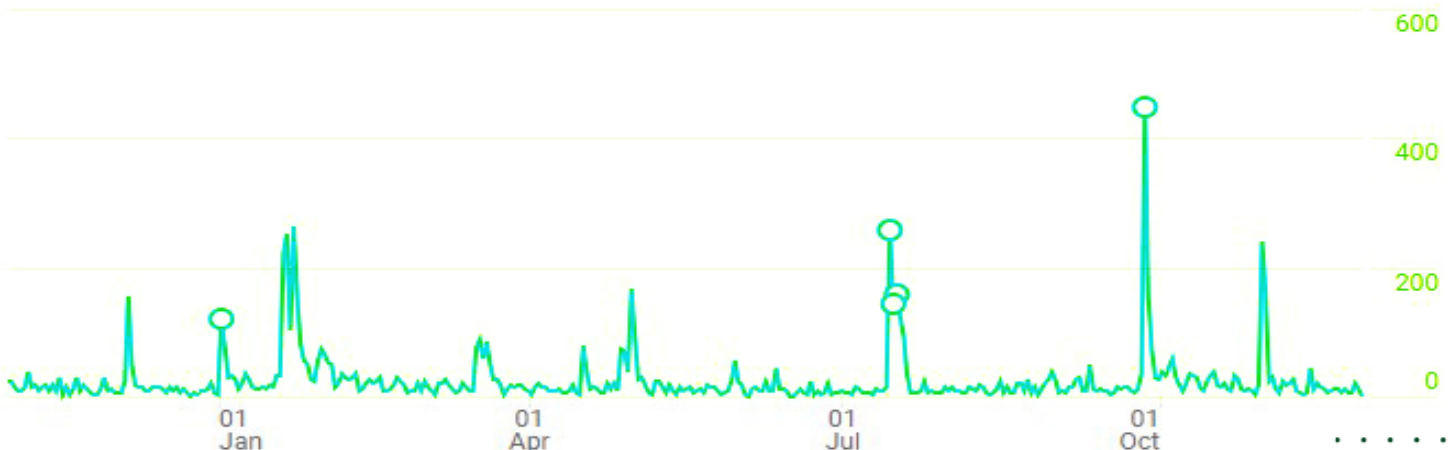
BIOPHILIC DESIGN AWARDS INCREASE (2022-2023)

INTERNATIONAL PLANTSCAPE AWARDS INCREASE (2022-2023)

PLANTSCAPE HALL OF FAME (1996-2023)  
**63 INDUCTEES**

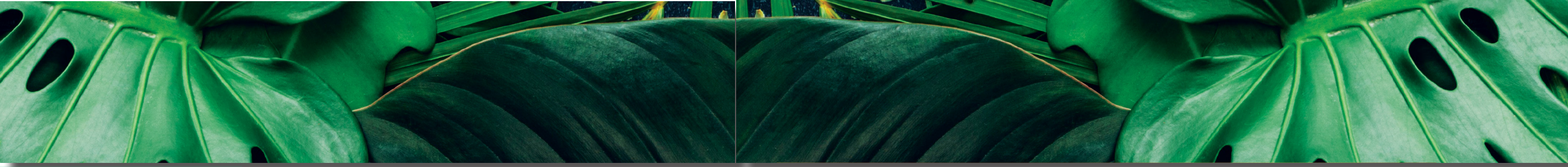
## I-PLANTS MAGAZINE GROWTH IN ENGAGEMENT IN TOTAL NUMBER OF REGULAR USERS AND NEW VISITORS

Users <b>8K</b> ↑ 27.7%	New users <b>9.6 K</b> ↑ 54.5%	Users <b>2m 32 s</b> ↑ 120.0%
-------------------------------	--------------------------------------	-------------------------------------



\*Full-year comparison report: December 31, 2022 to December 31, 2023





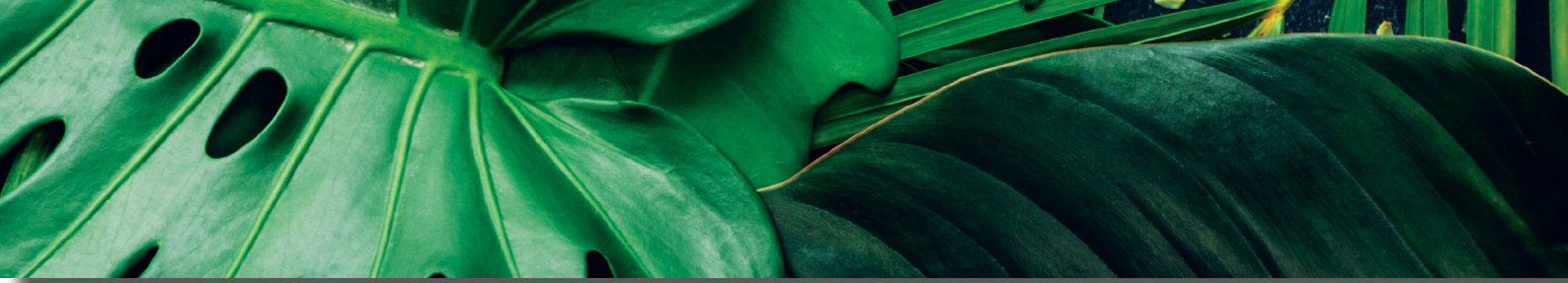
# I-PLANTS MAGAZINE - OUR GLOBAL REACH IS 82 COUNTRIES AND GROWING!

## % COUNTRY

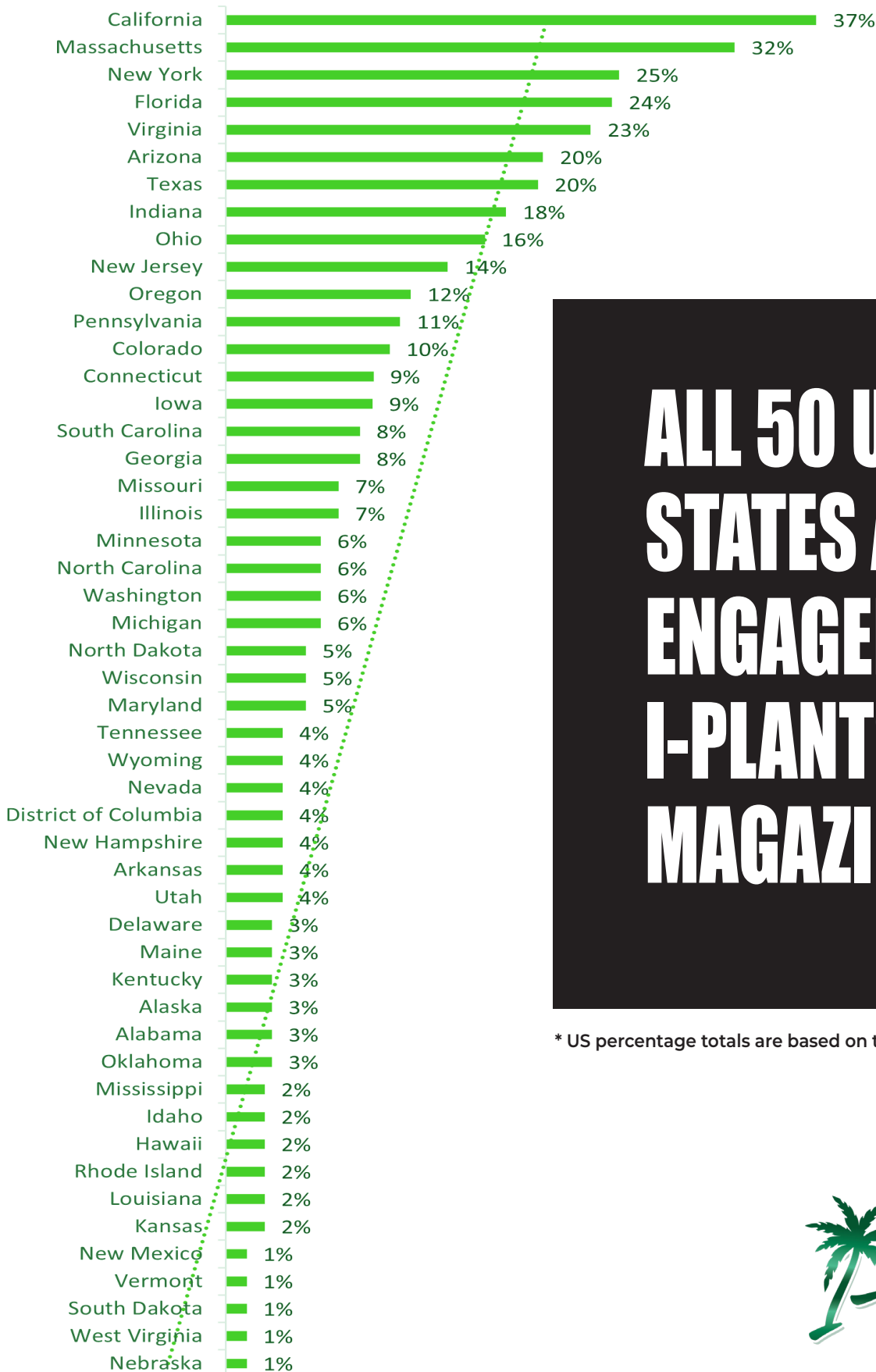
- 1% Albania
- 1% Argentina
- 1% Armenia
- 2% Australia
- 1% Bahamas
- 1% Bahrain
- 3% Belgium
- 1% Belize
- 1% Bosnia and Herzegovina
- 3% Brazil
- 1% Brunei
- 1% Bulgaria
- 19%** **Canada**
- 1% Cayman Islands
- 1% China
- 1% Colombia
- 1% Costa Rica
- 1% Croatia
- 1% Czechia
- 1% Denmark
- 1% Ecuador
- 2% Egypt
- 1% El Salvador
- 1% Estonia
- 1% Finland
- 5% France
- 1% Georgia
- 6% Germany
- 1% Greece
- 1% Guatemala
- 2% Hong Kong
- 3% India
- 2% Indonesia
- 8% Ireland
- 1% Israel
- 3% Italy
- 1% Jamaica
- 2% Japan
- 2% Kazakhstan
- 1% Latvia
- 1% Luxembourg
- 1% Macao
- 2% Malaysia
- 1% Malta
- 3% Mexico
- 1% Morocco
- 1% Nepal
- 4% Netherlands
- 7% New Zealand
- 1% Nigeria
- 1% Norway
- 3% Pakistan
- 1% Peru

- 4% Philippines
- 1% Poland
- 2% Portugal
- 1% Puerto Rico
- 1% Romania
- 4% Russia
- 1% Saudi Arabia
- 1% Serbia
- 1% Singapore
- 1% Slovakia
- 2% South Africa
- 2% South Korea
- 3% Spain
- 1% Sri Lanka
- 2% Sweden
- 1% Switzerland
- 1% Taiwan
- 1% Thailand
- 1% Trinidad and Tobago
- 4% Turkey
- 1% Uganda
- 1% Ukraine
- 2% United Arab Emirates
- 2% United Kingdom
- 56%** **United States**
- 1% Uruguay
- 1% Uzbekistan
- 1% Vietnam





# I-PLANTS MAGAZINE - 56% OF OUR GLOBAL REACH IS IN THE USA!



**ALL 50 USA  
STATES ARE  
ENGAGED WITH  
I-PLANTS  
MAGAZINE!**

\* US percentage totals are based on the full year Global Reach report.





# I-PLANTS MAGAZINE -2024 EDITORIAL CALENDAR

## 1. JANUARY 18. 2024

- International Plantscape Awards Winners Issue
- Ad Due Date In By: January 7th, 2024

## 2. FEBRUARY/MARCH 2024

- TPIE and International Plantscape Awards Gala Post Event Issue
- Ad Due Date In By: February 12th, 2024

## 3. APRIL/MAY 2024

- Spring Issue
- Ad Due Date In By: April 1st, 2024

## 4. JUNE/JULY 2024

- Summer Issue: Launch Biophilic Design Awards Competition
- Ad Due Date In By: June 3rd, 2024

## 5. AUGUST 2024

- Biophilic Design Awards Winners Issue
- Ad Due Date In By: July 29th, 2024

## 6. SEPTEMBER/OCTOBER 2024

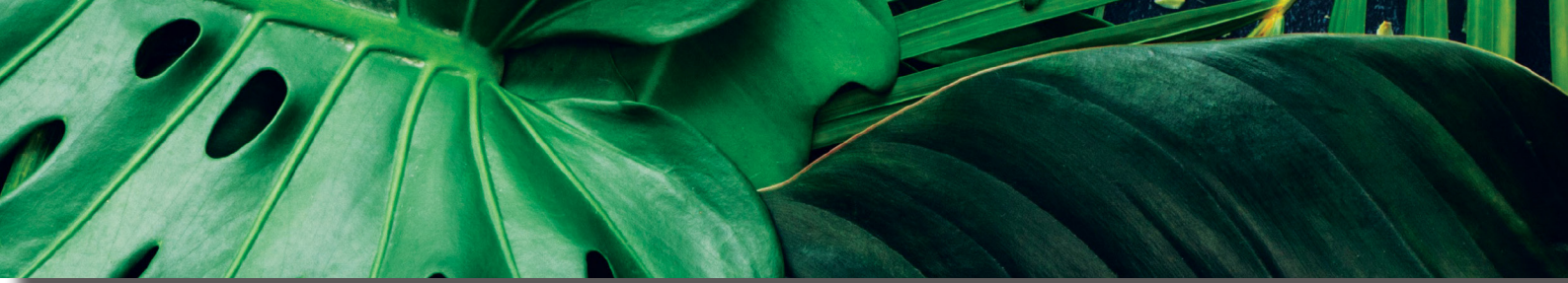
- Falliday Issue: Launch International Plantscape Awards Competition
- Ad Due Date In By: September 9th, 2024

## 7. DECEMBER 2024

- Holiday Issue: Promote TPIE and International Plantscape Awards Gala
- Ad Due Date In By: November 25th, 2024

## 8. JANUARY 1, 2025

- New Years' Issue
- Ad Due Date In By: December 19th, 2024



# I-PLANTS MAGAZINE - RATES, SPECS & GUIDELINES

- Over **2,000** regular subscribers, over **2,660** social media followers and an estimated **8,000 to 10,000** readers.
- **8** I-Plants Magazine issues circulated per year.
- Available for viewing in Flipbuilder or a downloadable PDF *includes Google Analytics tracking*.
- All ads full color at no additional charge.
- Live links to your website address, email address, social media channel or YouTube channel.
- Also distributed through MailChimp with over **2000** subscribers as well to our **4 Facebook pages and 4 Instagram pages**.

**Sign up for a full year subscription of advertising with I-Plants Magazine and receive a 7% discount!**

*\*Special Savings to N.I.N. Members! For more information on this great opportunity, please contact your N.I.N. account representative.*



## 2024 Ad Specifications and Costs:

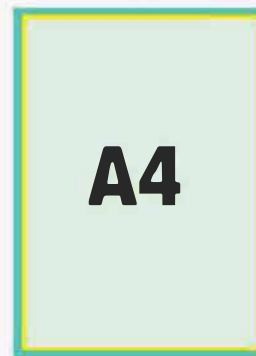
Please send your ad as a high resolution vector file, acceptable formats are:  
🌿 **EPS, PDF, or JPEGS(300 dpi).** IMPORTANT: Do not add **crop, bleed or trim marks.**

Please send your ad file to I-Plants Marketing & Sales:  
🌿 **Email: [hello@iplantsmagazine.com](mailto:hello@iplantsmagazine.com)**

- All transparency and layers flattened.
- Set Transparency Flattener to 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript, TrueType or OpenType.
- CMYK Colour only (No spot / Pantone colour or RGB colour).
- Ad image resolution 300dpi.
- Ad TAC 300%, the use of ISOcoated\_v2\_300\_eci.icc is recommended.
- Neither custom transfer functions nor custom halftones should be used.

### Full-Page Ad

- 🌿 **Specs:** W 210mm x H 297mm
- 🌿 **Cost:** **\$459.99 USD (Inside Cover)**  
**\$359.99 USD (Back Cover)**  
**\$349.99 USD (Regular)**



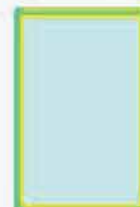
### Half-Page Ad

- 🌿 **Specs:** W 210mm x H 144mm
- 🌿 **Cost:** **\$229.99 USD**



### Quarter-Page Ad

- 🌿 **Specs:** W 93mm x H 135mm
- 🌿 **Cost:** **\$149.99 USD**





FOR MORE INFORMATION:

Contact:

*Elliott Bennett*

*Editor & Chief, I-Plants Magazine*

*E: [hello@iplantsmagazine.com](mailto:hello@iplantsmagazine.com)*

*Tammy Hildebrand*

*PR, Marketing & Communications*

*E: [tammy@iplantsmagazine.com](mailto:tammy@iplantsmagazine.com)*



[www.iplantsmagazine.com](http://www.iplantsmagazine.com)