

Plant your brand ...



Reach decision-makers from companies of every size

- Nearly one-third of Digger readers represent **companies with gross annual sales of more than \$1 million.**
- More than half **researched products or services** from a company Web site as a result of reading Digger.
- More than 40 percent have either **purchased products or services, asked questions** of the advertiser, or **requested more information.**

Digger magazine

Published monthly, including the special Farwest Edition published in August



*Circulation Audited by BPA, 2009

More than 8,200* green industry professionals – growers, landscapers, retailers, plant brokers, suppliers, educators and allied professionals – subscribe to Digger every month, and 53 percent share their copy with their colleagues and friends. **Distribution grows to 13,000 copies in August**, with the official **Farwest Edition** of Digger. While some 59 percent of Digger readers are in the Pacific Northwest, all other regions of the United States are well represented. Digger even makes its way across the world to readers in nine foreign countries.

Digger readers identify themselves as ...

- Nursery Grower 48.4 %
- Garden Center or Retail Nursery 9.4 %
- Greenhouse Grower..... 11.9 %
- Landscape Architect/Designer..... 11.9 %
- Re-Wholesaler/Broker 10.4 %
- Allied Service or Supplier..... 13.5 %
- Educator/Researcher..... 8.5 %

Digger subscribers are located in ...

- Pacific Northwest 59 %
- New England 12 %
- Midwest 11 %
- California and the Southwest 9 %
- South and Southeast..... 7 %
- Other 2 %

“Macore is proud to advertise in Digger each month. The feedback has been wonderful from the marketplace.”

— **Mike Howden** Sales and Marketing Manager, Macore Co.

DIGGER ARTICLES COMING IN 2010 (All story topics subject to change)

JANUARY – State of Perfection Issue

- Profiles of Oregon-grown, family-owned nurseries
- Why plants grow better here

FEBRUARY

- Plant focus: Daphne
- Heating systems
- Organics

MARCH

- Plants with berries
- Crop rotation
- Soil mixtures

APRIL – Greenhouse Issue

- Plant focus: Coleus
- Pest management
- Containers

MAY

- Drought-tolerant plants
- Pruning and sculpting
- Hand tools

JUNE – Sustainability Issue

- Lawn alternatives
- Benchmark analysis
- Machine technology

JULY

- Plant focus: Mahonia
- Budding
- Greenhouse coverings

AUGUST – Farwest Edition

- Hedging options
- Risk protection
- Tractors

SEPTEMBER

- Christmas trees
- Field digging
- New software

OCTOBER

- Succulents
- Dormancy testing
- Packaging

NOVEMBER – Transportation Issue

- Green roof plants
- Partial loads
- Irrigation

DECEMBER

- Plant focus: Junipers
- Weather protection
- Pesticides

**Digger: Farwest Edition* gives you increased exposure with 13,000 copies and distribution at the 2010 Farwest Show.