NURSERY TRADES ASSOCIATION

landscape alberta

Green for Life!

2027 MAGAZINE ADVERTISING GUIDE

CUTTING-EDGE • COMPELLING CONTENT • INDUSTRY-FOCUSED



CONTACT ADVERTISING@LANDSCAPE-ALBERTA.COM

OR CALL 1-800-378-3198 TO BOOK YOUR ADS FOR 2027.

Advertise with Alberta's Top Green Industry Resource

Target Key Audiences With Green for Life Magazine

Green for Life Magazine is your top advertising choice if you need to reach Alberta's green industry market and enhance your brand reputation. Published quarterly by Landscape Alberta, *Green for Life* is a professional publication for the landscape horticultural trade.

The magazine discusses top issues, highlights the latest news, and presents compelling articles for Alberta's green industry, making *Green for Life* a key resource for industry professionals.

Available both online at www.landscape-alberta.com and in print, *Green for Life* gives your ad the reach it deserves. With print and digital magazines being sent directly into the hands of members and industry professionals, your ad is guaranteed to get noticed.



2024
LANDSCAPE AWARDS

Each year, we see beautiful, well-designed landscapes that truly showcase the best this industry has to offer. This year we had 38 entries with 15 winners in the Merit category and 8 winners in the Excellence category.

We congratulate 2024 winners: Planta Landscape Inc., Modern Earth Landscaping Ltd., Jenron Creative Landscapes, Bradbosh Landscaping & Snow Removal, MaisonScapes, Blue Isle Contracting, VisionScapes a division of Stillwater Ventures Inc., Seven M Construction Ltd., Green T Design, Land Tec Landscape Contractors Ltd. and Your Space by Design Incorporated.

We would like to thank this year's volunteer judges for taking their assignment seriously and giving so generously of their time and expertise: Ryan Redmond, Mark Janzen, Jeff Campbell, Arianna Strydhorst, Brad Parker, Karl Jesske, Christian Houle, Mae Kapler, Maria del sol Galdon, Bill Hardy and Nathan Gill.

We would also like to congratulate those who have been nominated for the 2024 National Awards of Landscape Excellence through the CNLA: Planta Landscape Inc., Modern Earth Landscaping Ltd., VisionScapes a division of Stillwater Ventures Inc. and Land Tec Landscape Contractors Ltd.

THE LANDSCAPE AWARDS PROGRAM

The Landscape Awards reflect the association's commitment to creating and preserving the beauty of the urban landscape. The program is also designed to reward independent landscape contracting professionals who execute top quality landscape projects.

The Landscape Awards program has four main objectives:

1. Encourage landscape contractors to be the best in their field
2. Provide a marketing opportunity to those companies that receive an award
3. Encourage a company's employees to aspire to excellence
4. Provide an opportunity to compete in the National Awards of Landscape Excellence

Members can enter projects into nine different categories covering construction, maintenance and design. Each entry is evaluated using a set of criteria; the submissions are not judged against each other. There are two award levels: a Merit Award goes to an entry that earns 70-84 points, and an excellence Award goes to an entry earning 85 or more points. Entries that achieve Excellence status are eligible to be selected for the National Awards of Landscape Excellence, a Canada-wide program developed by the Canadian Nursery Landscape Association.

We would also like to give a special thank you to Eagle Lake Nurseries Ltd., Parkland Nurseries & Landscape Services Ltd. and Eagle Lake Turf Farm & Landscape Supply for being prize sponsors for the 2024 Landscape Awards.

GREEN FOR LIFE SPRING 2025 • 16

A Smart Buy

Focused Content
Industry-focused content keeps readers engaged, informed, and up-to-date on key industry topics.

Better Engagement
With direct online mailouts and print copies being sent to members, your ad gets noticed.

Members First
Landscape Alberta members receive a 15% discount on all ad rates.

Focused Audience
Target garden centres, landscape contractors, nurseries, sod growers, municipalities and more.

Better Rates
We're non-profit. Compare our rates to other media, and you'll see the difference.

Repeat Savings
The more issues you advertise in the more you save with better rates.

Green for Life Magazine Ad Rates

Landscape Alberta members receive a 15% discount on all ad rates. *(Rates are non-negotiable.)*

	1 TIME		3 TIMES	
	Non Member	Member	Non Member	Member
Outside Back Cover	$1,732.50	$1,472.63	$1,380.75	$1,173.64
Inside Front/Back Cover	$1,653.75	$1,405.69	$1,323.00	$1,124.55
Inside Full Page Colour	$1,533.00	$1,303.05	$1,267.35	$1,077.25
Inside 1/2 Page Colour	$1,076.25	$914.81	$859.95	$730.96
Inside 1/3 Page Colour	$787.50	$669.38	$630.00	$535.50
Inside 1/4 Page Colour	$645.75	$548.89	$514.50	$437.33

Above rates do not apply to the October/November/December Green Industry Show & Conference issue.

Green Industry Show & Conference (GISC) Issue

Landscape Alberta members receive a 15% discount on all ad rates. *(Rates are non-negotiable.)*

	NON MEMBER	MEMBER
Outside Back Cover	$1,984.50	$1,686.83
Inside Front/Back Cover	$1,816.50	$1,544.03
Double Page Spread Colour	$2,315.25	$1,967.96
Full Page Colour	$1,727.25	$1,468.16
Inside 1/2 Page Colour	$1,291.50	$1,097.78
Inside 1/3 Page Colour	$945.00	$803.25
Inside 1/4 Page Colour	$682.50	$580.13

The October/November/December issue of *Green for Life* Magazine is the official show guide for Landscape Alberta's Green Industry Show & Conference (GISC), which takes place mid-November.

This issue lists all of the trade show's exhibitors and their products, and it also contains a complete guide to the educational conference and other events.

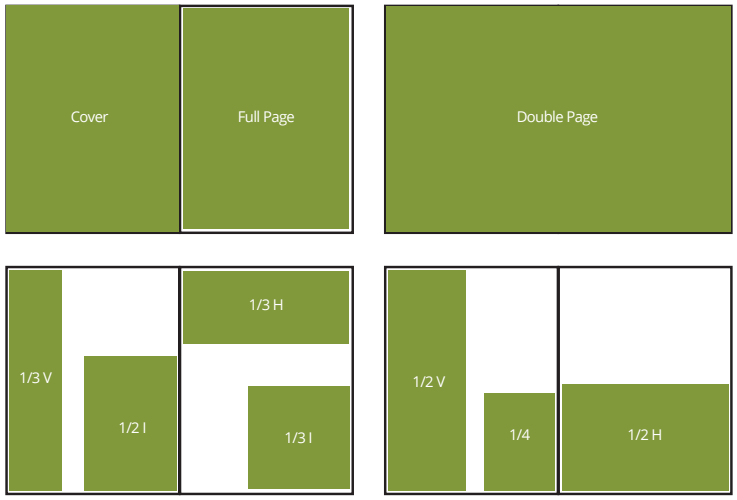
1,500 copies are printed with 1,000 distributed to the green industry sector in advance. Copies are also provided on-site, free to conference and trade show attendees.

The GISC issue represents an excellent opportunity to reach new and expanded audiences.

Ad Sizes and Dimensions

Green for Life Magazine and Green Industry Show & Conference Guide sizes

Ad Size (Width x Height)	Inches
Covers	8.5” x 11”
Full Page	7.5” x 10”
Double Page Spread	17” x 11”
1/2 Page Vertical	3.5” x 10”
1/2 Page Horizontal	7.5” x 4.8”
1/2 Page Island	4.8” x 7”
1/3 Page Vertical	2.3” x 10”
1/3 Page Horizontal	7.5” x 3.3”
1/3 Page Island	4.8” x 4.8”
1/4 Page	3.5” x 4.8”



Artwork Deadlines

JanFebMar December 18, 2026
JulAugSep June 11, 2027

AprMayJun March 12, 2027
OctNovDec Sept 10, 2027

Hort Mart Ads

Hort Mart listings offer you the opportunity to sell excess stock, fill employment needs, and sell equipment or property. Hort Mart ads appear in each issue with prices starting at $47.00 per inch column.

Hort Mart rates are not discounted for members.

	1 TIME	3 TIME	GISC ISSUE
1"	$53.00	$47.00	$58.00
2"	$90.00	$79.00	$100.00
3"	$132.00	$120.00	$150.00
4"	$179.00	$158.00	$200.00

Tech Specs

- Supplied advertising is accepted in high resolution PDF or TIFF format.
- PDF files must have fonts embedded and a minimum resolution of 300 dpi.
- Use CMYK colour for colour ads or grayscale colour for black and white ads.
- Landscape Alberta does not accept responsibility for colour reproduction.
- Ads not print-ready will be charged a production fee.
- We reserve the right to refuse, cancel or edit advertising.
- Payment terms are net 30 days. Invoice and tear sheets sent after publication.
- A signed contract is required prior to processing advertisement.
- Ads not print ready will be charged a production fee of $75.00/hour, one hour minimum.

Hort Mart Example

FOR SALE

1 ton truck in excellent condition. Only 25,000 km. Used only in summer months.
Call: Fred. 403-555-1245

Book Your Ad Today!

To book your ad, please email us at advertising@landscape-alberta.com or call 1-800-378-3198.