

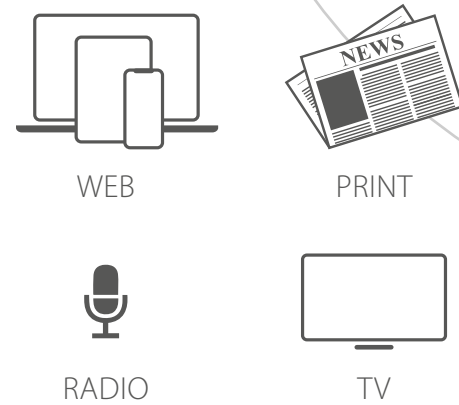
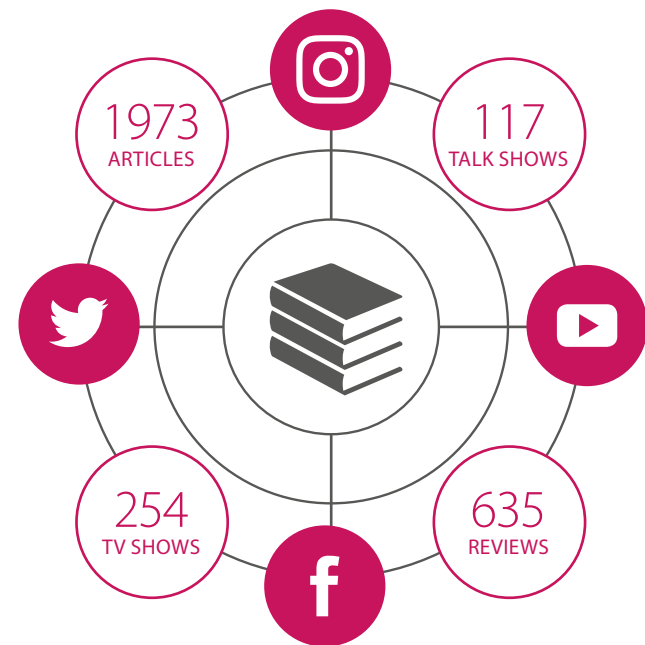
Media & Socials Coverage

From specialised magazines
to mainstream national television
More than 2,980 Press reviews online.
More than 35,400 Active Followers.



VISIBILITY IN THE MEDIA...

MEDIA COVERAGE⁶



WORLDWIDE MEDIA & RETAILERS

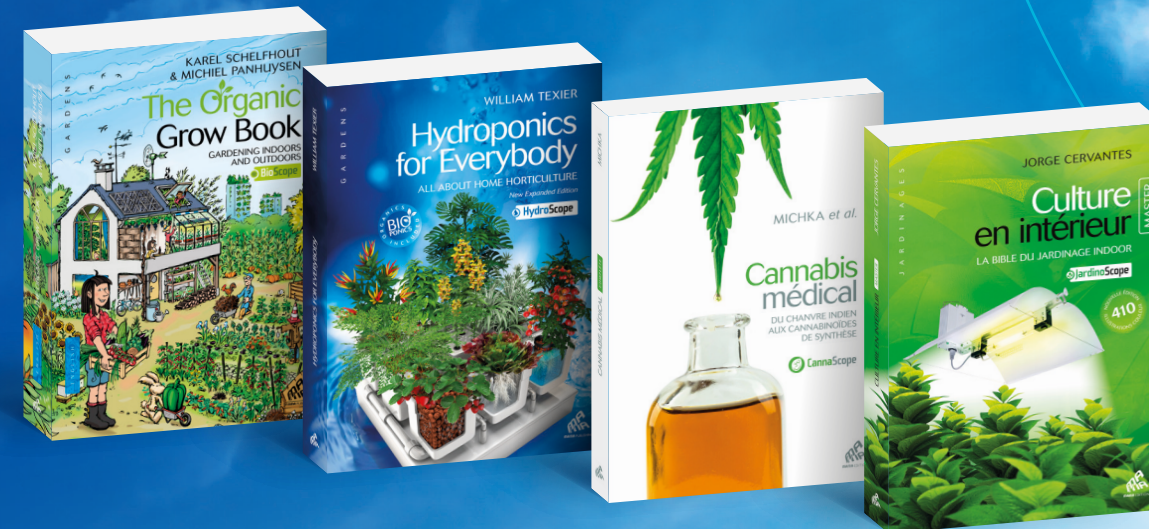


⁶ Sources: Press Argus, Google alerts, Google analytics.

MamaScopes



5 CONTINENTS
10 LANGUAGES
24 YEARS
1,329,500 COPIES



CONTACT



+33 1 48 87 87 77
+34 9 30 15 32 01
advertising@mamapublishing.com
mamapublishing.com

THE #1 **GROWBOOKS** WORLDWIDE:
SPECIALISED ADVERTISING IN PRINT & **DIGITAL**

2024
EDITIONS



MamaScopes

INCREASE YOUR VISIBILITY



MAMA PUBLISHING



THE #1 GROWBOOKS WORLDWIDE: SPECIALISED ADVERTISING IN PRINT & DIGITAL!



Worldwide

Reach an international audience

Our books are sold on all continents and published in 10 key languages.

- English
- Spanish
- American English
- American Spanish
- French
- German
- Italian
- Russian
- Czech
- Greek

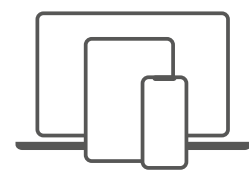
Media

Be visible on multiple platforms

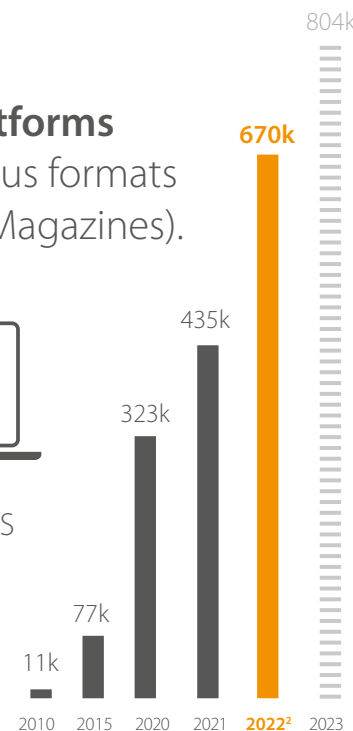
MamaScopes come in various formats (Print, Web, e-Books and e-Magazines).



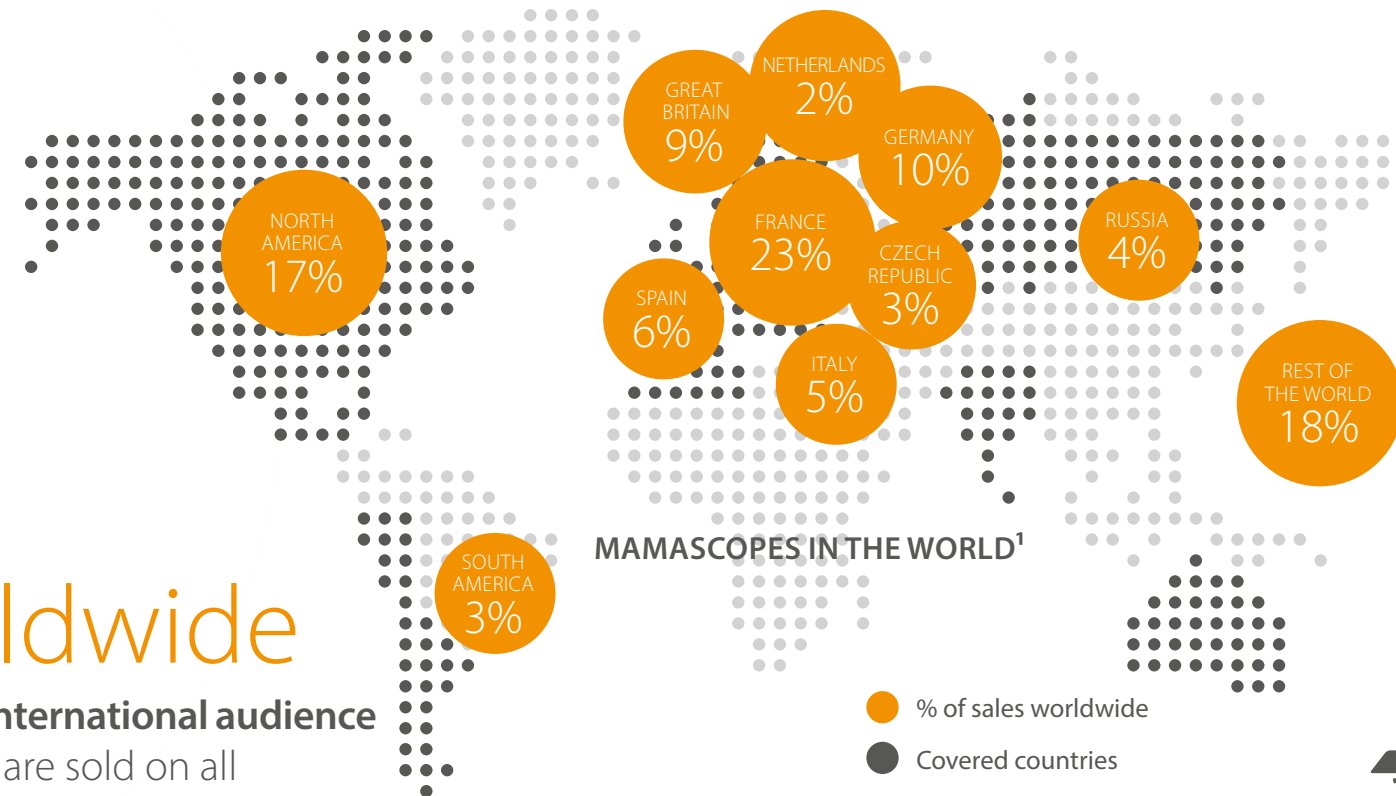
BOOKS



DOWNLOADS



554,000
CUMULATIVE COPIES
SINCE 2005



Markets

Spread your advertising through various distribution channels

From specialised outlets to general retailers, as well as direct networks.



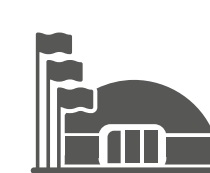
BOOKSTORES
(over 6,200 in Europe alone)²



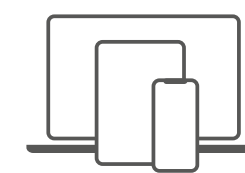
SUPERMARKETS
(more than 1,400 in Europe alone)²



GARDENING STORES
(over 5,900 around the world)²



TRADESHOWS
(more than 24 expos worldwide each year)



WEB
(Amazon, Fnac, Hydrofarm...)

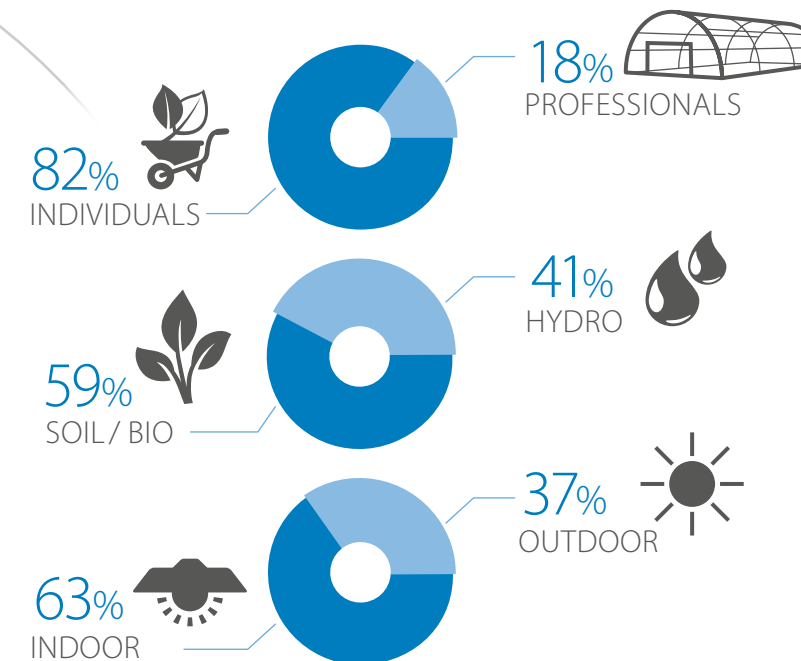


Audience

Reach a wider audience

From beginners to professional growers, for indoor or outdoor gardening, from high-tech growing to kitchen farming.

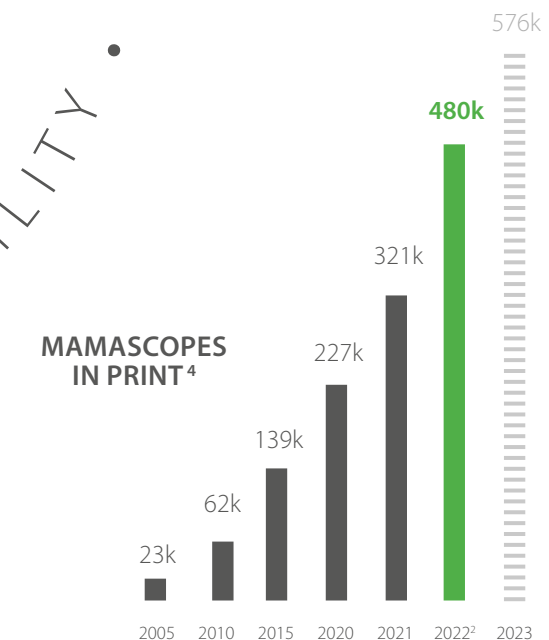
BREAKDOWN OF CUSTOMER DETAILS³



PERMANENT VISIBILITY

Lifetime

Make the most of a best-seller's long life with continuously growing circulation.



BOOKS

554,000
CUMULATIVE COPIES
SINCE 2005

93% of our print-run was bought by readers; 7% is an unusually low return rate in the magazine and book industries.⁵

Sharing

Give your ad a long-lasting visibility

in a worldwide reference guide that people keep for years.

- ➔ Reference guides that people share get more readers.
- ➔ Books have an extra long life compared to magazines.



¹ Sources: Dilisco (Groupe Albin Michel), DG Diffusion S.A.S., amazon.com, amazon.ca, 7switch.com, immateriel.fr, Google analytics.
² Statistics as of October 2023.

³ Sources: Dilisco (Groupe Albin Michel), DG Diffusion S.A.S., Fnac, Amazon, Leclerc, Auchan, Carrefour and an average of 50 distributors.

⁴ Sources: Books print-run by PRINTCORP, SEPEC S.A.S., Laballery S.A., Dumas Titoulet Imprimeurs S.A., Dumas Vasti S.A.
⁵ Sources: Return rates of books sold by Pollen S.A., DG Diffusion S.A.S., and Dilisco - Groupe Albin Michel.