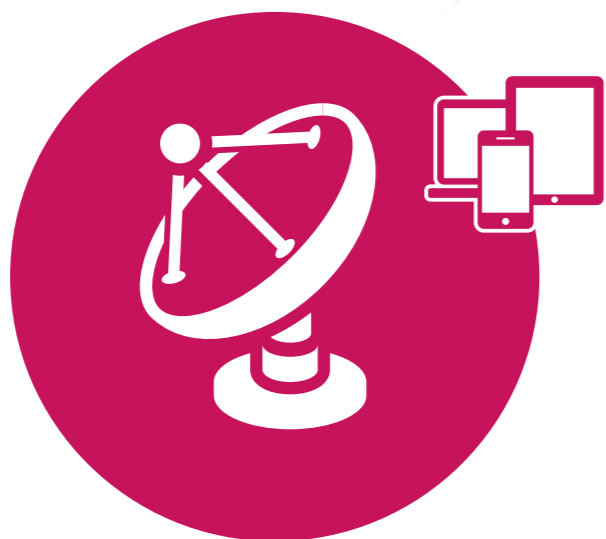


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From specialized magazines to mainstream national television
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PRINT

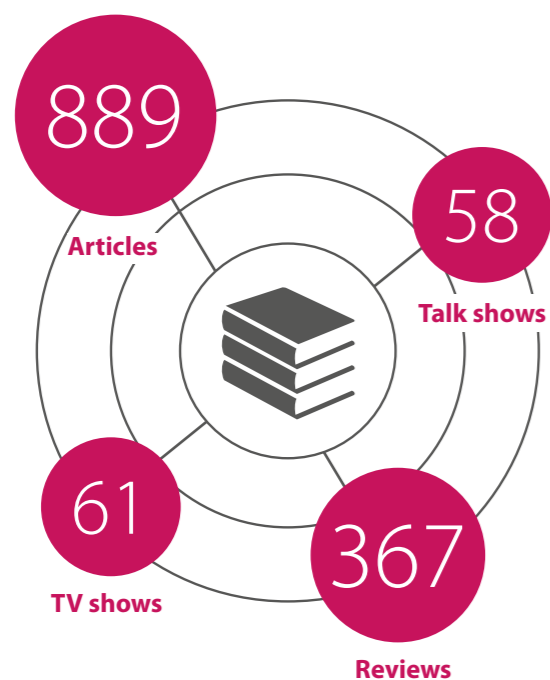
Soft Secrets
DolceVita
MAXIMUM YIELD
CANAMO
grow! Cannabis Magazine
HYDRO MAG
Hanf Journal



TV

235
CANAL+ 6 TFI

MEDIA COVERAGE⁶



RADIO

inter info culture



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

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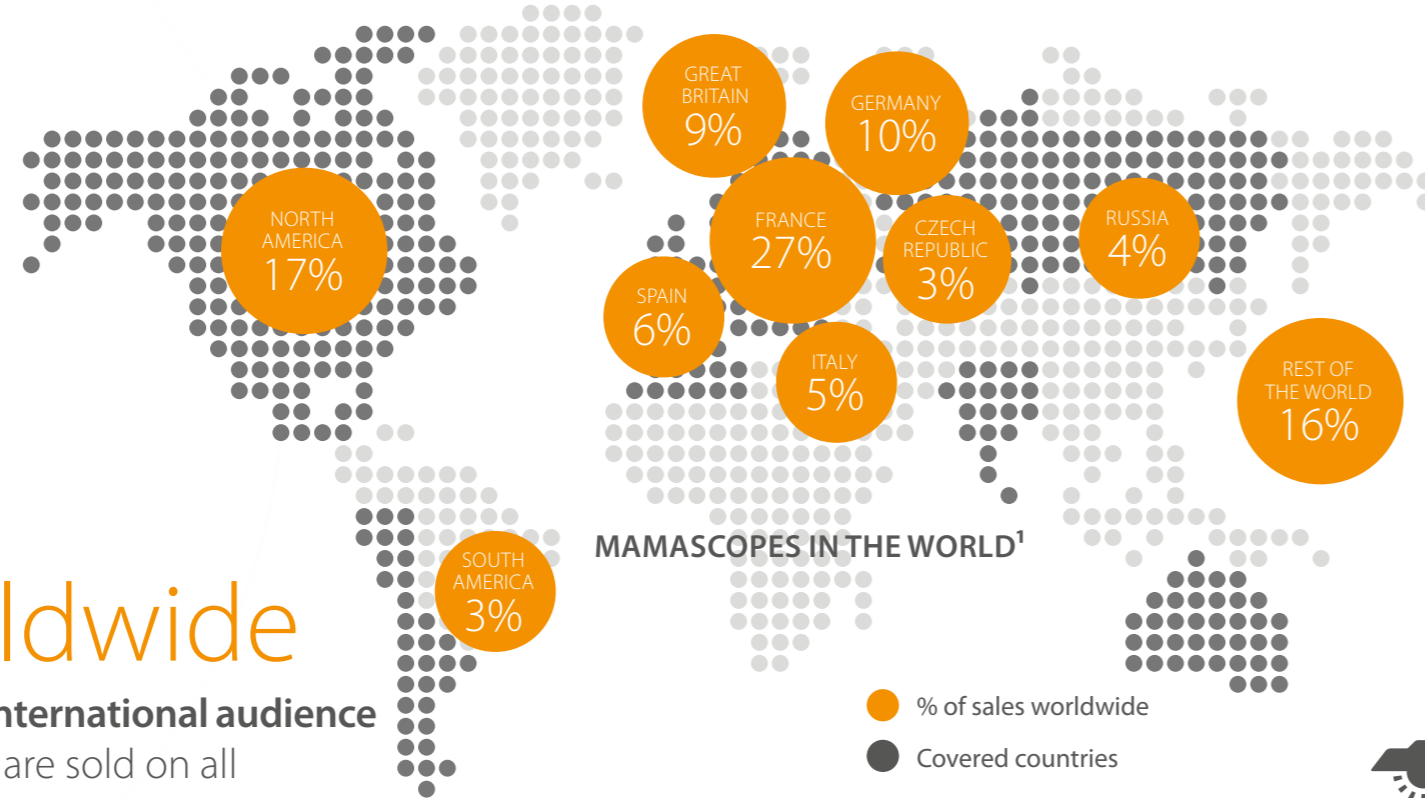
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Reach an international audience

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



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Spread your advertisement through various distribution channels
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BOOKSTORES
(over 5,000 in Europe alone)²



SUPERMARKETS
(more than 1,000 in Europe alone)²



GARDENING STORES
(over 5,000 around the world)²



TRADESHOWS
(more than 20 expos worldwide each year)



WEB
(Amazon, Fnac, BWGS, Hydrofarm...)

VISIBILITY FOR EVERYONE

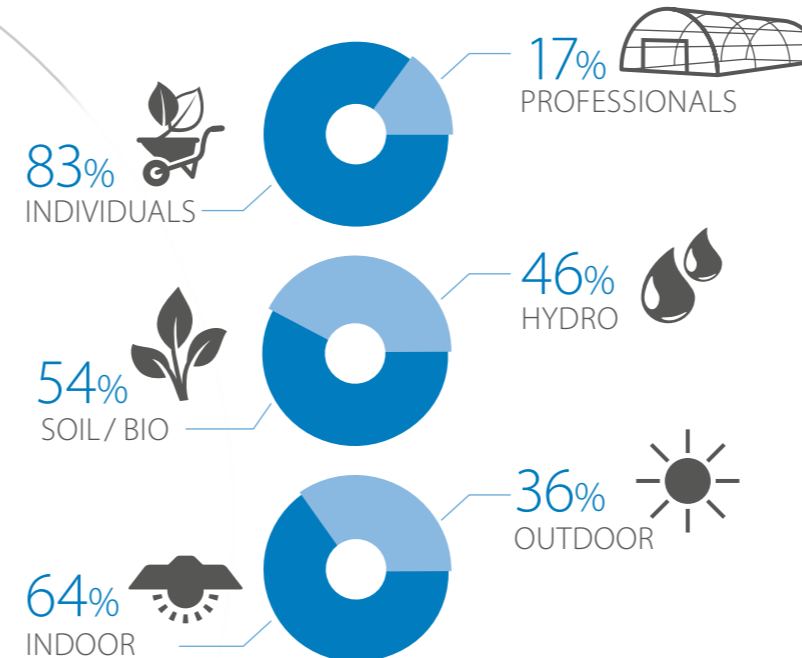


Audience

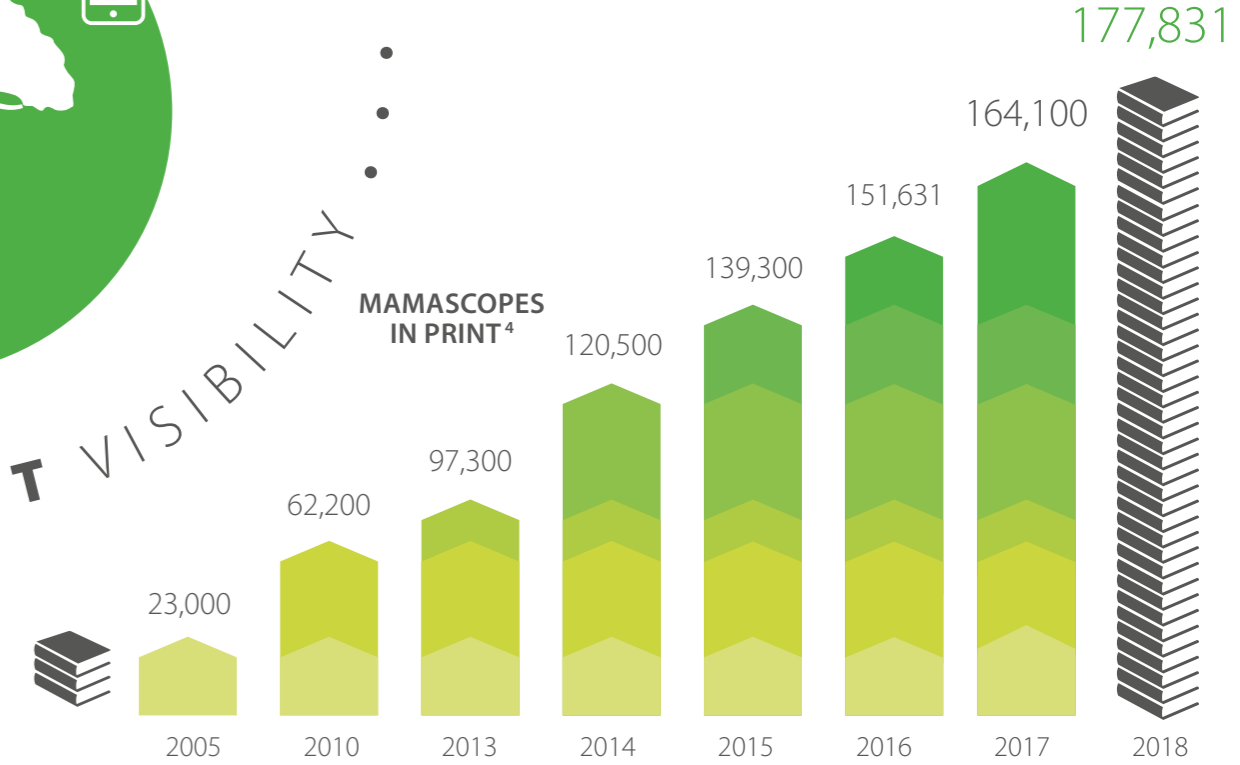
Reach a wider audience

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

BREAKDOWN OF CUSTOMER DETAILS³



PERMANENT VISIBILITY



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.



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¹ Sources: Dilisco (Groupe Albin Michel), DG Diffusion S.A.S., amazon.com, amazon.ca, 7switch.com, xenpad.eu, immateriel.fr, Google analytics.

² Statistics as of August 30, 2018.

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

⁴ Sources: Books print-run by 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.