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## Greenhouse Grower Launches New GreenhouseGrower.com

### *Enhanced Searchability, Easier Navigation, Deeper Content Are Focus of New Site*

#### FOR IMMEDIATE RELEASE

WILLOUGHBY, OHIO (December 20, 2011) – *Greenhouse Grower*, the nation’s brand leader in the commercial greenhouse ornamentals industry, announces the launch of their completely redesigned website, GreenhouseGrower.com. Chief advantages for readers include deeper, more topically focused navigation, especially in the all-important area of plant varieties; topic-focused subsections; multiple windows to related content; and deeper, more accurate and more refineable search results.

Categories such as Latest News, Most Viewed and Most Commented quickly allow users to see what is current and the most talked-about topics. Interactive elements include videos throughout the site, the Fresh Air Forum and #Greenhouse on Twitter. The topical navigation categories – Varieties, Plant Culture, Crop Inputs, Structures & Equipment, Business Management – each contain articles on the latest products, news and research in those areas. Additionally, Top 100 focuses on the techniques of the most successful businesses in the industry. Of course, content from the latest issues of *Greenhouse Grower* magazine and its sister publication, Today’s Garden Center, are available for viewing on the website as well.

“Commercial growers and the retail garden center industry in general are increasingly turning to the Web for information they need to run their businesses,” says Jim Sulecki, director of eMedia for Meister Media Worldwide, *Greenhouse Grower*’s parent company. “This website is the most visible part of a deeper investment in the technology that is being used by *Greenhouse Grower* editors to produce not only the website but also the print magazines. Now the editors are using one single platform from which flows content for all other media platforms, such as the magazines and newsletters. GreenhouseGrower.com is only the second launch on this new platform; eventually all of Meister Media’s brands will be using this format.”

The new interface was applauded by the audience that tested the beta version of the new site. “My impression so far is that the menus and pages are very well organized and easy to navigate,” said one tester.

“The new site is very appealing! I enjoy the boxes highlighting videos,” said another beta tester. “Overall I think the site has a very professional and “newsy” feel ... like a CNN-type destination. I think growers will enjoy this site, because it will answer their basic questions: Plant Culture and Latest News. [And] I think advertisers will enjoy this site because of the larger ad spaces and opportunities for sponsorship.”

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**About *Greenhouse Grower*:** *Greenhouse Grower* represents the best interests of the commercial greenhouse ornamentals industry with a focus on the knowledge and tools to sustain and enhance the industry’s vitality and profitable growth. Readers are growers of floriculture crops, including bedding plants, potted plants, fresh cut

flowers, potted foliage plants, greenhouse vegetables, container perennials, plugs, woody ornamentals and other floriculture crops. GreenhouseGrower.com is the digital location to find what's new in the greenhouse industry. The site features top content from the print magazine and newsletters, featured video and content and viewpoints of our columnists and bloggers.

**About Meister Media Worldwide:** Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at [www.meistermedia.com](http://www.meistermedia.com).