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## ***Today's Garden Center Launches New TodaysGardenCenter.com Enhanced Search, Focused Navigation, Interactive Features Hallmarks of New Site***

Willoughby, Ohio (March 14, 2012) – *Today's Garden Center*, the go-to brand for progressive garden operations, announces the launch of its completely redesigned and retooled website, [TodaysGardenCenter.com](http://TodaysGardenCenter.com). Chief advantages for readers include multiple windows to related content, more topically-focused navigation and deeper, and more accurate and refineable search. Designed to mimic how a customer might browse through a sales floor, the new site presents information in a fresh new way.

Users searching through Departments on the navigation bar will find hard goods and other accessories important to a retail garden center. Business Management includes information on marketing, finance and operations. Sales Floor provides inspiration and ideas for merchandising and sales techniques, and Varieties covers the top plants in the market today.

Key features such as Steal This Idea, TGC Academy and Expert Opinions provide users with the up-to-date information they need to run their businesses. Categories such as Most Searched, Most Viewed and Most Commented quickly allow users to see the latest news and most talked about topics. Popular features from the previous website are presented in a fresh, more searchable format.

Interactive elements include video throughout the site and two *Todays Garden Center* exclusives: TGCTV streaming video and the Revolutionary 100 community of highly progressive retailers. Of course, content from the latest issues of *Today's Garden Center* is available for viewing.

“Garden center operations by their very nature are reliant on information and a free flow of new ideas, and we’ve designed the new [TodaysGardenCenter.com](http://TodaysGardenCenter.com) to be like an extension of the businesses,” says Jim Sulecki, director of eMedia for Meister Media Worldwide, parent company of *Today's Garden Center*. “Our website’s new navigation even thinks and acts like a garden center, organized as it is at its highest level into Departments, Business Management, Sales Floor and Varieties.

“But there’s a change for us as well. This website is the most visible part of a one single platform from which will flow content for all other media platforms: websites, eNewsletters and print publications. This new platform will enable our editors to produce even better, more relevant content – and faster – with our audience as the direct beneficiary.”

Those who have tested the site are pleased with the new navigation.

“Once I started playing with it, I found it functional and informative. There is a LOT of information packed in there,” one beta tester says.

“We think your new site looks great,” another tester says. “It seems you have adopted the new style many are using of having websites act as portals with links to all of the applicable site pages, other sites/channels, social media networks, etc. This style is an evolving trend, we have found. The pro/plus, in our minds, is the fact these types of sites offer many options/streams to other online content, as a helpful gateway to easily reach all other information.”

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***Today's Garden Center*** is the go-to brand for progressive businesses thriving in the highly competitive and evolving garden retailing sector. The magazine reaches 20,000 garden center retailers, mass merchandisers and growers across the United States with cutting-edge information on retailing trends and techniques, business management, flower and plant varieties, and hard goods products and suppliers. *Today's Garden Center* also compiles annual rankings of the most revolutionary garden centers in the nation, offers dynamic e-media products and manages leading events and award programs.

**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).