

Flowers &

A close-up photograph of a pink daisy flower. The flower is the central focus, with its numerous thin, light pink petals radiating from a dark green, textured center. The stem is also green and appears slightly hairy. The background is a soft, out-of-focus light blue, suggesting a bright, sunny day. The overall composition is clean and vibrant.

Media Kit 2010

buyers are waiting

Welcome to *Flowers&*, the premier showcase for floral products and services.

For 30 years, *Flowers&* magazine has captured the hearts and imaginations of floral-industry readers. Established in 1980 as Teleflora's new monthly magazine of floral design, it quickly won a following that went beyond the Teleflora membership to include wholesalers, educators, and other retail florists.

Today that following remains fiercely loyal and deeply interested in everything that appears inside the covers of *Flowers&*. Our 20,000 readers include a solid majority of retail florists in North America. Advertisers include the floral industry's leading suppliers. They know their message will be seen, and embraced, by readers who represent the most successful shops here and abroad, with access to the industry's most advanced marketing tools and technology.

Advertising in *Flowers&* shines in a clean, stimulating print environment with a favorable ad-edit ratio. We invite you to pick up any issue of *Flowers&* and be your own judge of print quality and ad placement.

Let our readers find you on the Web.

Print media remain essential for communication with retail florists. In a recent study by WF&FSA (the Wholesale Florist and Florist Supplier Association), 81% of florists said they preferred receiving product information by regular mail (versus fax, 35%, and e-mail, 30%).

However, we also know that floral-industry suppliers like to be found easily on the Internet. To that end, in 2010, *Flowers&* will bring its Buyers' Guide online. Special opportunities will be made available to *Flowers&* advertisers.

To learn more about advertising in *Flowers&*, call 800.421.4921.



materials

What we need when you send us an ad:

Most advertising materials arrive at *Flowers&* as digital files. We operate in an all-Macintosh environment and prefer that your files are readable by a Mac. We can, in special cases, accept PC files, but please check with us first. Also, **please send a color hardcopy**. Without a color proof, we are unable to control the quality of the printed ad.

In general, we are able to give you the best service when your ad arrives as a PDF at 300 dpi resolution with color set to CMYK and fonts and images embedded.

You may send your file as a TIF with image resolution set to 300 dpi. We will also accept Quark Xpress, InDesign or Illustrator files if need be. Please make sure to send all images and fonts. If using Illustrator, please convert all fonts to outlines.

Compressed files: If you are able to e-mail your files, please use Stuffit Deluxe and make sure that the file is "self-extracting."

Production charges may apply if changes to your ad are requested or required. For example, a \$25 charge applies to any four-color change from previously supplied materials.

For general information about advertising in *Flowers&* or to reserve space, e-mail Pamela Perrine at pperrine@teleflora.com or call 800.421.4921.

For information about advertising materials and deadlines, e-mail Elinor Cohen at ecohen@teleflora.com or call 800.321.2665.

For further questions about how to send your files, e-mail Nancy Blackman at nblackman@teleflora.com or call 310.966.3636.

Flowers &

800.421.4921

Display Advertising Rates

Four-Color

Frequency	1x	3x	6x	12x
Full Page	\$2430	\$2275	\$2100	\$1900
2/3 Page	2020	1915	1785	1615
1/2 Page	1510	1435	1370	1210
1/3 Page	945	900	855	815
1/4 Page	750	725	695	630
1/6 Page	525	500	480	400
1/8 Page	450	400	330	280

Frequency rates are based on the number of issues used within a twelve-month period, not necessarily the calendar year.

Black & White

Frequency	1x	3x	6x	12x
Full Page	\$1475	\$1375	\$1275	\$1140
2/3 Page	1135	1075	1000	805
1/2 Page	835	780	700	570
1/3 Page	520	480	440	395
1/4 Page	480	440	420	380
1/6 Page	310	280	250	215
1/8 Page	300	260	220	180

For second color, add \$250 to black and white rate.

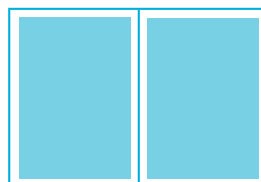
Classified Advertising Rates

Space is available in 1", 2", 2½" and 3" by one column width (2¼"). For 4-color, add 25% to black and white rate below.

Size	3 Issues	6 Issues	12 Issues
3 x 2¼"	\$145/Issue	\$130/Issue	\$110/Issue
2½ x 2¼"	120	110	100
2 x 2¼"	100	90	80
1 x 2¼"	55	45	40

Cover Rates Non-Cancelable

	1x	3x	6x	12x
Second (4-color included)	\$3610	\$3500	\$3250	\$2865
Third (4-color included)	3610	3500	3250	2865
Fourth (4-color included)	3805	3600	3305	3035



Double page spread
bleed: 16¼ x 11
trim: 16 x 10¾



Full page
bleed: 8¾ x 11
trim: 8¼ x 10¾



2/3 page vertical
4½ x 9½



1/2 page vertical
3¼ x 9½



1/2 page horizontal
7 x 4½



1/2 page island
4½ x 7



1/3 page vertical
2¾ x 9½



1/3 page square
4½ x 4½



1/4 page
3¼ x 4½



1/6 page vertical
2¾ x 4½



1/6 page horizontal
4½ x 2¾



1/8 page
3¼ x 2¼

The illustration above only represents the description of the size of the ad, and does not indicate placement.

Specified position: *Flowers &* will make every attempt to accommodate position requests. Contact the Advertising Department for availability.

Production and Design Charges

Production and/or design charges may apply, depending on how advertising materials are supplied. For more information, see materials information on the opposite page or call 800.321.2665.

rates

Flowers &

800.421.4921

January

Trends 2010

Product focus: containers, decorative accessories

Last day to reserve ad space: 11/3/09

Ad materials due: 11/6/09

February

Spring Holidays

Product focus: Easter and Secretaries' Week

Last day to reserve ad space: 12/1/09

Ad materials due: 12/4/09

March

Mother's Day; Prom Flowers

Product focus: Mother's Day gifts, corsage accessories

Last day to reserve ad space: 1/5/10

Ad materials due: 1/8/10

April

Spring and Summer Weddings

Product focus: wedding accessories

Last day to reserve ad space: 2/2/10

Ad materials due: 2/5/10

May

Fresh-Flower Buying; Corporate Accounts

Product focus: fresh flowers, containers

Last day to reserve ad space: 3/2/10

Ad materials due: 3/5/10

June

Buyers' Guide; Everyday and Party Flowers

Product focus: balloons, party accents, everyday containers

Last day to reserve ad space: 4/6/10

Ad materials due: 4/9/10

July

Holiday Planning

Product focus: candles, ornaments, permanent botanicals

Last day to reserve ad space: 5/4/10

Ad materials due: 5/7/10

August

Permanent Designs; Fall Holidays

Product focus: permanent botanicals, dried and preserved flowers

Last day to reserve ad space: 6/1/10

Ad materials due: 6/4/10

September

Fall and Winter Weddings

Product focus: wedding accessories

Last day to reserve ad space: 7/6/10

Ad materials due: 7/9/10

October

Sympathy Designs

Product focus: sympathy products, gift basket components

Last day to reserve ad space: 8/3/10

Ad materials due: 8/6/10

November

Holiday Designs

Product focus: candles, holiday items

Last day to reserve ad space: 9/1/10

Ad materials due: 9/3/10

December

Valentine's Day

Product focus: roses, Valentine's Day containers and accessories

Last day to reserve ad space: 10/05/10

Ad materials due: 10/8/10

Featured monthly in *Flowers&*

Of special interest to advertisers among our regular monthly columns are Fresh Focus, which covers news in the production and distribution of fresh flowers and foliage, and What's in Store, our high-profile showcase for innovative and trendy products.

The *Flowers&* Internet Advantage

As part of Teleflora, the world's leading floral service and products company, *Flowers&* is able to offer select advertisers premium exposure on Teleflora's business-to-business website, www.myteleflora.com. Call for details.

Bonus distribution

Flowers& is widely distributed at floral and gift industry events, including Teleflora unit programs all across the country. A calendar that details distribution for each issue is available at www.flowersandmagazine.com or upon request.

calendar