Flowers&

www.flowersandmagazine.com

2018 MEDIA KIT

47,000 likes on **f**

You 83,000 views on Tube

9,000 repins on 🤒



Flowers& join Our Winning Four Vindustry leading designers are nationally recog-

Every month we work with creative & wellinformed experts to produce original content in our professional design studio.

nized as expert floral design and business educators.

• Our targeted readers are established, successful retailers that look to Flowers& for the latest and greatest products and design inspiration.

• Ours is a trusted independent brand for over 35 years.



Bonus Distribution Flowers& is the **most** distributed industry publication at floral-industry events and nationwide. See the last page of this media kit for details.

















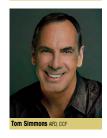












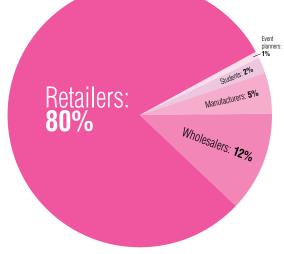
Readers turn to Flowers& for a monthly trove of fresh design ideas and product news. Our pages are filled with work created for us by industry leaders.



We're Here to Help Need assistance with your ad? We can make your ad for you or make changes to an existing ad. Charges are based on scope of work. Materials and specifications can be found on following pages-or just call us: 800-421-4921







Buying Power

Flowers& readers come from all segments of the industry, but the base is squarely centered on fullservice retail buyers.

Special Opportunities

We have partnered successfully with many of our advertisers to deliver inserts, onserts, bindins, catalogs, and other highimpact advertising vehicles. Please contact our Advertising Director for more information: **800-421-4921**.



To learn more about advertising in Flowers&, call Peter Lymbertos at 800-421-4921

Or, email plymbertos@teleflora.com.

Online Advertising

Leaderboard/horizontal

728 X 90 pixels

Skyscraper/ vertical		oer/ I	Banner ads (can be placed
	120 X (in a digital issue, in an email blast, or on our website) \$350
	600 pixels		Discount rate for a banner ad in all three locations \$750

Video Advertising

Sponsorship opportunities are available for our popular how-to videos (\$1495), promoted via email and through the Flowers& YouTube channel, featuring Rich Salvaggio AIFD. Call for more information: 800-421-4921.





Two for One: In Print and Online

Advertising in Flowers& gets double exposure. Our highquality print also lives online in a searchable digital edition.

DISPLAY ADVERTISING

Four-Color

Frequency	1x	3 x	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 twelvemonth period, not necessarily the calendar year.

*Full-page print advertisers receive a FREE online banner ad in the corresponding digital issue.

CLASSIFIED ADVERTISING

Space in our "Emporium" classified advertising section is available in 1", 2", $2\frac{1}{2}$ " and 3" ads. All ads are one column ($2\frac{1}{4}$ ") wide. If you need us to make your classified ad for you, we can do that for just \$25.

Size	3 Issues	6 Issues	12 Issues \$110/Issue	
3 x 2¼"	\$145/Issue	\$130/Issue		
2 ½ x 2¼"	120	110	100	
2 x 2¼"	100	90	80	
1 x 2¼"	55	45	40	

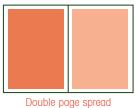
Flowers& SPECS/MATERIALS

AD SIZES

Covers

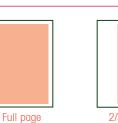
	1 x	3 x	<mark>6</mark> x	12x
Second (4-color included)	\$3610	\$3500	\$3250	\$2865
Third (4-color included)	3610	3500	3250	2865
Fourth (4-color included)	3805	3600	3305	3035

Full Pages



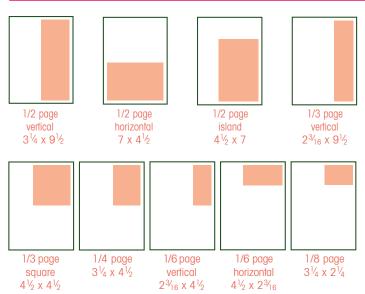
bleed: 16¹/₄ x 11

trim: $16 \times 10^{3/4}$



Full page bleed: 8% x 11 trim: 8¼ x 10¾ 2/3 page vertical 4½ x 9½

Fractionals



The illustration above shows the size of the ad; it does not necessarily indicate how the ad will be placed on the page.

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

AD MATERIALS/PRODUCTION



Most ads are submitted as "Print Quality" CMYK high-resolution (300 dpi) PDFs. In this format all fonts and images need to be embedded.

You may also send your ad as a high-resolution (300 dpi) image file, in a TIFF, EPS or JPEG format.

Ad delivery via email: You can typically email your ad PDF or image file if it is less than 25 megabytes. If it is larger than that, please use a file sharing service like dropbox.com or hightail.com or email it as a "stuffed" "selfextracting" file.

If you wish to place files on our FTP site, please call or email us for instructions.

Advertising production: If you need us to make an ad for you from either supplied materials or images we create, we are happy to do so. We can also make changes to your existing ad. Reasonable production charges may apply—for example, the standard fee for creating a new display ad with supplied materials is \$125.

Questions about ad materials or how to send files? E-mail Tony Fox at afox@teleflora.com or call 310-966-3636.

Flowers&

CALENDAR

800-421-4921 • plymbertos@teleflora.com www.flowersandmagazine.com



Trends 2018 Last day to reserve ad space: 10/31/17 Ad materials due: 11/06/17



February Sympathy Design Spring Flowers & Holidays

Last day to reserve ad space: 12/05/17 Ad materials due: 12/11/17



March Mother's Day **Prom Flowers** Last day to reserve ad space: 01/02/18 Ad materials due: 01/08/18



April Ad materials due: 02/12/18



Fresh-Flower Buying Last day to reserve ad space: 03/06/18 Ad materials due: 03/12/18



June

Evervdav Desian **Special Events** Last day to reserve ad space: 04/03/18 Ad materials due: 04/09/18



July

Holiday Planning Last day to reserve ad space: 05/01/18 Ad materials due: 05/07/18



August

Fall Flowers Thanksaivina Last day to reserve ad space: 06/05/18 Ad materials due: 06/11/18



September Fall & Winter Weddings Last day to reserve ad space: 07/03/18 Ad materials due: 07/09/18

The Flowers& Buyers' Guide



October Holiday Décor Last day to reserve ad space: 08/07/18 Ad materials due: 08/13/18



November **Holiday Gifts** Last day to reserve ad space: 09/04/18 Ad materials due: 09/10/18



December Valentine's Day Last day to reserve ad space: 10/02/18 Ad materials due: 10/08/18

In 2018, the Flowers& Buyers' Guide goes completely online! Already available in a searchable

digital version, the guide will transform into an interactive user-friendly format launching in June 2018. Look to the future for updates on listing and advertising in the NEW Flowers & Buyers' Guide!

Spring & Summer Weddings Last day to reserve ad space: 02/06/18

Flowers& BONUS DISTRIBUTION

Flowers& is widely distributed at floral and gift industry events nationwide. Here is a partial list. Please check with us for updates:



January issue:

- AmericasMart Atlanta
- Dallas Holiday & Home Expo

March issue:

- AmericasMart Atlanta
- Dallas Total Home & Gift Market
- Great Lakes Floral Expo
- Northeast Floral Expo
- South Dakota State Florists
 Association
- Wisconsin/Upper Michigan Florist Assn.
- World Floral Expo

May issue:

• International Floriculture Expo

June issue:

- AIFD National Symposium
- Dallas Holiday & Home Expo
- Florida State Florist Assn.

July issue:

- AIFD National Symposium
- AmericasMart Atlanta
- Arizona State Florists Association Expo
- Kentucky Florist Assn.
- Oklahoma State Florist Assn.
- South Carolina State Florist Assn.
- Texas State Florist Assn.

August issue:

- Arkansas Florist Assn.
- North Carolina State Florists Assn.
- Tennessee State Florist Assn.
- West Texas New Mexico Florist Assn.

September issue:

AmericasMart Atlanta

- Dallas Total Home & Gift Market
- Iowa Florist Assn.
- Maine Florists' Assn.
- New Mexico State & Regional
 Florist Assn.
- Ozark Florist Assn.
- Society of American Florists (SAF)

October issue:

- Montana State Florist Assn.
- Nebraska/Heartland Floral Assn.
- South Dakota Florist Assn.

