florists’ review

MEDIA KIT
2019

Contact us
Florists’ Review
221 SW 33rd St.
Topeka, KS  66611
800.367.4708
advertising@floristsreview.com
www.floristsreview.com
Dear Advertiser,

During the past two years, *Florists’ Review* has undergone a metamorphosis, using better quality paper in a larger format, top-notch design featuring amazing images, plus stories and features illuminating all that is exciting in the floral world and the individuals creating it. We have also invested in a new digital magazine and now have an extensive presence on social media, making your advertising messaging more appealing and with additional reach.

With the help of Readex Research, we recently conducted a reader survey to make sure that we are delivering what floral designers and florists want to know, learn, experience and enjoy. When asked about the products presented by you, our advertisers, we were delighted to learn that 80 percent of our readers have purchased as many as 10 of your products in a 12-month period. Ninety-five percent are responsible for product purchasing for their businesses, and a whopping 93 percent keep the magazine so that they can refer to it again and again.

In addition to offering advertising within our monthly magazine, we have a new menu of special supplements and significant creative opportunities as vehicles to tell your product story and to reach your customers in different ways. Please contact me or our advertising sales team to discuss how we can help you implement your business strategies for 2018/19.

Thank you for sticking with us during the transition. We take seriously the investment you make with *Florists’ Review* and are committed to making it the most sought-after resource for people in the business of cut flowers, resulting in your success. Let’s bloom together!

*Florists’ Review* publisher
travis@floristsreview.com
(800) 367-4708, ext. 707
While many things have changed in the floral industry since 1897, one thing has not: Florists’ Review remains the brand leader.

Independent Perspective
ONLY publication not owned by an association or wire service.

Coveted List
ONLY publication with a diverse, targeted list of subscribers who pay for the magazine and buy floral-related products and services.

Connected to Our Audience
ONLY publication with electronic editorial content sent directly to buyers’ in-boxes.

Creating better content means expanding our voice to cover all aspects of our industry.
2019

JANUARY - Put Yourself First! Creativity, Business and Work-Life Balance
American Floral Trends Forecast - Quarterly Update
Business Kickoff Issue: Set goals for 2019!
Holiday/Season/Event: Valentine’s Day, Roses
Ad close: 10/23/18  Materials due: 10/25/18

FEBRUARY - The Age of the Studio Designer - How Will Retail Re-emerge?
Business: Branching Out into New Products and Services
Holiday/Season/Event: Spring/Easter: Administrative Professionals Day/Week, Bulb Flowers/Plants, Balloons
Ad close: 11/20/18  Materials due: 11/26/18

MARCH - Create with Intention - In life, Business and Design
Business: Find Your Niche to Make It Big!
Holiday/Season/Event: Prom, Mother’s Day, Gardening Trends
Ad close: 12/20/18  Materials due: 12/26/18

APRIL - American Floral Trends Forecast - Quarterly Update - Weddings
“Picture-perfect Weddings Contest” Winners
Business: Marketing to Brides – Best Practices
Holiday/Season/Event: Graduations and Recitals, Mother’s Day
Ad close: 1/21/19  Materials due: 1/23/19

MAY - Sunset Style - Floral Design in the Mountain West
Business: Setting and Managing COGS, Markups and Margins for Maximum Profitability
Holiday/Season/Event: Summer Conventions and Gift Markets
Ad close: 2/20/19  Materials due: 02/22/19

JUNE - Floral Design Matters - How We Heal, Unite and Celebrate with Flowers
Business: Marketing: Stay with Your Customers for the Long Haul
Holiday/Season/Event: Weddings
Ad close: 3/20/19  Materials due: 3/22/19
JULY - Floral Couture - What’s Chic in Flowers for Design and Wearables
  American Floral Trends Forecast - Quarterly Update - Christmas
  Business: Finding Money in Specialty Floral Designs
  Holiday/Season/Event: Christmas in July; Summer Parties
  Ad close: 4/22/19  Materials due: 4/24/19

AUGUST - Modern Sympathy - How Flowers Fit with Changing Customs and Morés
  Business: How to Market and Grow Your Sympathy Business
  Holiday/Season/Event: Fall, Back to School
  Ad close: 5/20/19  Materials due: 5/22/19

SEPTEMBER - Fall and Winter Weddings
  Business: Make Sure You’re Profitable Doing Wedding Work
  Holiday/Season/Event: Halloween, Fall
  Ad close: 6/20/19  Materials due: 6/24/19

OCTOBER - Holiday and Corporate Parties and Events
  Business: Public Relations: Very Intentional PR and Marketing Agendas
  How to Add Value to Your Customers’ Events
  Holiday/Season/Event: Thanksgiving, Christmas
  Ad close: 7/22/19  Materials due: 7/24/19

NOVEMBER - French Provençal Design - Mediterranean Floral Design in Wedding, Event and Sympathy Work
  Business: Upgrading Your Website. Why It Pays to Stay Current
  Holiday/Season/Event: Thanksgiving, Christmas
  Ad close: 8/20/19  Materials due: 8/22/19

DECEMBER - Christmas Trends 2020
  Business: Gearing Up for Spring. What Do I Need to Do to Get Ready?
  Holiday/Season/Event: Christmas, New Years
  Ad close: 9/20/19  Materials due: 9/24/19
2019

JANUARY
Atlanta Int’l Gift & Home Furnishings Market
Dallas Total Home & Gift Market
Florida State Florist’s Assn. Convention
NY NOW
World Market Las Vegas

FEBRUARY
Georgia State Florists Assn. Convention
Great Lakes Floral Expo
LA Mart Winter Market
Northeast Floral Expo

MARCH
Illinois State Florists Assn. Convention
Louisiana State Florists Assn. Convention
Maine State Florists Assn. Convention
South Dakota Florists Assn. Convention
Texas Floral Showcase (TSFA)
World Floral Expo
Wisconsin & Upper Michigan Florist’s Assn.

JUNE
International Floriculture Expo
Dallas Total Home & Gift Market

JULY
AIFD National Symposium
Atlanta Int’l Gift & Home Furnishings Market
Arizona State Florists Assn. Convention
Fun N’ Sun
La Mart Summer Market
Oklahoma State Florists’ Convention
South Carolina Florist Assn. Convention
Tennessee State Florists’ Assn. Convention
Texas Floral Expo (TSFA)
West Texas New Mexico Florist Assn. Convention

AUGUST
Arkansas Florists Assn. Convention
North Carolina State Florists Assn. Convention
NY NOW

SEPTEMBER
North Dakota State Florists’ Assn. Convention
Ozark Florist Assn. Convention
SAF Annual Convention

OCTOBER
Iowa’s Florists Assn.
Montana Florists Assn.
Proflora
Texas Floral Showcase
WF&FSA Floral Distribution Conference
DON’T MISS OUT ON THESE SPECIAL OPPORTUNITIES

American Floral Trends Forecast
January 2019
Ten pages of design trends read again and again by your customers
Deadline 10/23/18

Wedding Trends Forecast
April 2019
Deadline 1/21/19

Christmas Trends Forecast
July 2019
Deadline 4/22/19

American Grown Farm & Flower Guide
July 2019
Market your farm and top crops. Includes a “Botanical Index” of American Grown flowers. Upgrade your listing in the “Flower Farm Index” to stand out.
Early-bird Deadline 3/15/19
Regular Deadline 3/29/19

Company Profile
Create brand awareness with a special two-page advertorial. You provide the information and pictures, and we will create the profile for your company.
Any Month

Floral Designer Sponsorship
Your product showcased in a “How To” segment, created by a top trending floral designer
Any Month
**Breakdown of **Florists’ Review** Subscribers**

Florists’ Review has the most dedicated readership in the industry. Unlike other magazines whose subscription is part of a membership package, our readers actually write a check to subscribe. They value the magazine and read it cover to cover!

- **Studio shops / Designers**: 30%
- **Wholesalers**: 42%
- **Wedding / Event planners**: 5%
- **Students**: 7%
- **Other** (Includes supermarkets, garden centers, mass markets, craft stores, etc): 21%

**Distribution to Wholesalers**

We have 100 wholesalers in our magazine distribution program, which is important for the following reasons:

- This provides us with a constant stream of new subscribers.
- This provides us with exposure to event planners and other nontraditional buyers.
- Wholesalers see your products in the magazine.
- Wholesalers use our magazine to influence customers to buy more products.

94% of our subscribers come from the U.S.A.

80% of our readers have purchased as many as 10 products they have seen in FR during a 12-month period.
12,000 READERS

93% keep the magazine in their library for future reference.

Your product is PURCHASED by Florists' Review readers.

95% Are involved in purchasing everything from flowers, to supplies to business services.

70% Say the advertising they see in Florists' Review is relevant to their business needs.

Your advertising dollars best spent here.

79% “Florists' Review is the best publication for information for florists.”
**Print Advertising REACH & ENGAGEMENT**

Magazines show the highest return on advertising spend (across 1400 advertising campaigns)

- **Magazines**
- **Display**
- **Cross Media**
- **Linear TV**
- **Mobile**
- **Digital Video**

Advertising in magazines raises brand awareness & purchase intent

- **+6%** BRAND AWARENESS Issue Readers
- **+4%** PURCHASE INTENT Issue Readers
- **+11%** PURCHASE INTENT Issue Readers Who Saw Ad

» Advertising in magazines increases sales on both print & digital platforms

**766 New Magazine, Special Editions & Bookazines debuted in 2017**

**134 New Print Magazines Launched in 2017** *with frequency of quarterly or greater*

**Print Magazine Ads WORK**

PAPER READERS READ MORE:

- more focused attention, less distraction
- higher comprehension and recall
- stimulates emotions and desires
- preferred by majority (even millennials)
- drives sensory involvement which contributes to reader impact
- slower reading speeds

**65%** of our readers take action after seeing a print #magazine ad

*Source: 2018 Media Fact Book*
SLOW FLOWERS JOURNAL is an award-winning editorial project written by Debra Prinzing and created for Florists’ Review readers showcasing local, seasonal and sustainable flowers. Ongoing features cover retail flower shops, studio florists, wholesale florists, farmer-florists, USA-made floral products & accessories, innovators/influencers in the Slow Flowers community.

---

SLOW FLOWERS JOURNAL

- 7.7 million social media impression per month #slowflowers
- 17k average monthly Facebook reach
- 20k combined Instagram reach
- 3.1k social media impressions for American Flowers Week
- 11k average monthly downloads for Slow Flowers Podcast

---

60% of Florists’ Review Subscribers are interested in reading more about locally grown flowers

50% of Florists’ Review Subscribers are interested in reading more about the farmer-florists’ movement
**Website Banner Ads** 7k Unique Monthly Visitors

Online Florists' Review is the only publication in our industry with a comprehensive website to attract viewers and drive traffic. Our website is new, fresh, intriguing and viewable on mobile devices. [floristsreview.com](http://floristsreview.com)

- 300w x 600h pixels
- 300w x 250h pixels
- 728w x 90h pixels

**Sourcebook Directory** 7k Unique Monthly Visitors

Highlight your company with a full-page profile. Be part of the floral industry’s only complete online directory of products and services, with more than 1,300 company listings. This is where floral buyers look for products from trusted suppliers. Upgrade your listing with 10 photos and expanded copy.

**Design of the Week** 16k Subscribers

Deliver your sales message every Monday morning, when nearly 15,000 readers receive a video how-to floral design delivered right to their in-boxes. Your ad is placed adjacent to the design video.

240w x 400h pixels

**Product Offer Eblasts** 16k Subscribers

Send a message about your products or company easily and affordably with our email marketing options. Your marketing message will be sent exclusively to our readers’ in-boxes on a date of your choice. Limited spaces available.

800 pixels wide
Stay Connected

**Facebook**
- 21k Likes

**Twitter**
- 12.2k Followers

**Instagram**
- 21k Followers

**Pinterest**
- 347k Monthly Views!

Stats You Can't Ignore

- Facebook: 21k
- Instagram: 21k
- Twitter: 12.2k
- Pinterest: 4k
- YouTube: 13k
ADVERTISING DIMENSIONS

A 15% discount on the gross rate is given for print-ready files.

### DISPLAY AD

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,210</td>
<td>$3,000</td>
<td>$2,840</td>
<td>$2,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,665</td>
<td>$2,525</td>
<td>$2,410</td>
<td>$2,150</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,985</td>
<td>$1,860</td>
<td>$1,800</td>
<td>$1,595</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,240</td>
<td>$1,180</td>
<td>$1,125</td>
<td>$1,070</td>
</tr>
<tr>
<td>Gallery Ad</td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
</tr>
</tbody>
</table>

**Full-Page Ad Files**

Content must fit in trimmed area 9 x 10 -7/8”. Include full 0.125” bleeds. To ensure important content does not get cut off, fit all text and images 0.25” inside trimmed area.

**Ad Layout**

Layout must be made to final ad size. Florists' Review advises against crossing “gutter” in two-page facing ad with either lettering or design.

### AD SIZES

<table>
<thead>
<tr>
<th>Two page spread (with bleed)</th>
<th>18” x 10.875”</th>
<th>18” x 11.125”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (with bleed)</td>
<td>9” x 10.875”</td>
<td>9.25” x 11.125”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.3” x 9.8125”</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.125” x 4.75”</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.8875” x 9.8125”</td>
<td></td>
</tr>
<tr>
<td>1/3 Square</td>
<td>5.3” x 4.75”</td>
<td></td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.475” x 9.8125”</td>
<td></td>
</tr>
<tr>
<td>Gallery</td>
<td>3.5” x 3”</td>
<td></td>
</tr>
<tr>
<td>Calendar strip ad (with bleed)</td>
<td>9” x 1.5”</td>
<td></td>
</tr>
<tr>
<td>(with bleed)</td>
<td>9.25” x 1.75”</td>
<td></td>
</tr>
</tbody>
</table>

Calendar Strip Ad Template below (not to scale)

- Imagery can extend to the edges and must include a .125” bleed
- TEXT CANNOT GO OUTSIDE THIS AREA (8.38” W X 1.2” H)

### CLASSIFIED ADS

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Copy</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>3”</td>
<td>24 lines of copy</td>
<td>$210</td>
<td>$200</td>
</tr>
<tr>
<td>2.5”</td>
<td>20 lines of copy</td>
<td>$175</td>
<td>$170</td>
</tr>
<tr>
<td>2”</td>
<td>16 lines of copy</td>
<td>$150</td>
<td>$145</td>
</tr>
<tr>
<td>1.5”</td>
<td>12 lines of copy</td>
<td>$115</td>
<td>$110</td>
</tr>
<tr>
<td>1”</td>
<td>8 lines of copy</td>
<td>$90</td>
<td>$85</td>
</tr>
<tr>
<td>0.5”</td>
<td>4 lines of copy</td>
<td>$65</td>
<td>$65</td>
</tr>
</tbody>
</table>

Classified column width is 2.475”
**SUPPORTED APPLICATIONS**

Supported applications are listed below in order of preference. Macintosh platform is preferred. Files created on a PC might require font substitution and type manipulation due to incompatibility.

- Adobe Acrobat PDF file: CMYK color, embedded fonts*, 300-dpi resolution, include bleed where applicable.
- Keep trim and registration marks outside of the bleed area.
- Adobe Illustrator: CMYK color, EPS file with fonts* and images** embedded. Or, include all fonts and supporting picture files**.
- Adobe Photoshop: CMYK color, EPS or TIF file, 300 dpi.
- Adobe InDesign, CS4 or later: CMYK color, export as an EPS or PDF. Include full bleed where applicable.

*Fonts
Florists’ Review will accept only digital files created with PostScript fonts. All fonts (printer and screen) used in the digital ad file must be included. This includes fonts used in any EPS file imported into the page layout document.

**Picture File Format
All ad images need to be CMYK format and at a minimum 300-dpi resolution at their applied size. RGB colors will be converted to CMYK color. Florists’ Review will not be responsible for color quality of advertiser-supplied RGB images, but every effort will be made to provide pleasing color.

**SENDING FILES**

MagHub
Approximately one week prior to the date your advertising materials are due, you will receive an email message from smtp@maghub.com. This email will contain a link to your private account in the “Client Center” on our secure MagHub site; simply click on that link and upload your ad materials. Your “Client Center” account will be password protected, dedicated and secure for your company, and only you will be able to access it.

**NEW ACCOUNTS**

The first ad placed by a new advertiser must be prepaid. After the first ad, credit terms are available upon approval of credit application.

**NET RATES**

A 15 percent discount on the gross rate is given for print-ready files.

**CANCELLATIONS**

A charge of 50 percent of the space cost, plus any applicable production costs, will be made for any advertising canceled after the deadline.

**ADDITIONAL SERVICES**

Please call for price quotes on Inserts, Gatefolds, Posters, Reply Cards, Mini Catalogs, Post-it Notes and Cover Tip-ons.

---

Address contracts, space orders and ad materials to:

**Florists’ Review**

Advertising Department

221 SW 33rd St.

Topeka, KS 66611

advertising@floristsreview.com
WildFlower Media Inc. is more than a publishing company — we can assist you with a variety of marketing programs. We have been helping our corporate clients with their marketing for more than 10 years, and we can help you, too.

PHOTOGRAPHY AND DESIGN SERVICES

**stock photography**

Purchasing stock photography can be a smart way to obtain a professional image at an affordable price. Our library contains thousands of copyright-free images that are released for repurposing one year after publication date.

Current Advertisers:
- $75 for a photo containing your product
- $150 for a photo without your product

Non Advertisers: $175 per photo

**custom photography**

We can photograph your products in our studio and size the images correctly for printing or electronic usage. We are the experts in floral and product photography.

- White background shot: $75
- Styled studio shot: $250

It is always a delight to work with the Florists’ Review team. They are professional, responsive and super creative! We work with them for all of our advertising needs worldwide, as well as our social media content and our marketing materials. They always come up with fresh and creative ideas for all our projects. I don’t know what we would do without them!

Joey Azout, president
Alexandra Farms
email signature lines
We can create a custom email signature line with an image to add pizzazz to your email correspondence. The image can change monthly, bimonthly or seasonally.

$55 per new item
One-time email signature: $75

graphic design and copywriting
Graphic design and writing for the floral industry is our expertise. Projects we have completed for our customers includes catalogs, books, brochures, calendars, posters, newsletters, signage, sleeves, business cards and packaging.

Priced per project

print services
We may be the best resource for your next printing job project. We have access to affordable overseas printing services. No job is too large or too small.

Priced per project

email signature lines
We can create a custom email signature line with an image to add pizzazz to your email correspondence. The image can change monthly, bimonthly or seasonally.

$55 per new item
One-time email signature: $75
fiorists' review
Media Kit 2019
floristsreview.com