

florists' review

2022
MEDIA KIT

Serving the floral industry  125 years

PUBLICATIONS | COMMUNITIES | EDUCATION

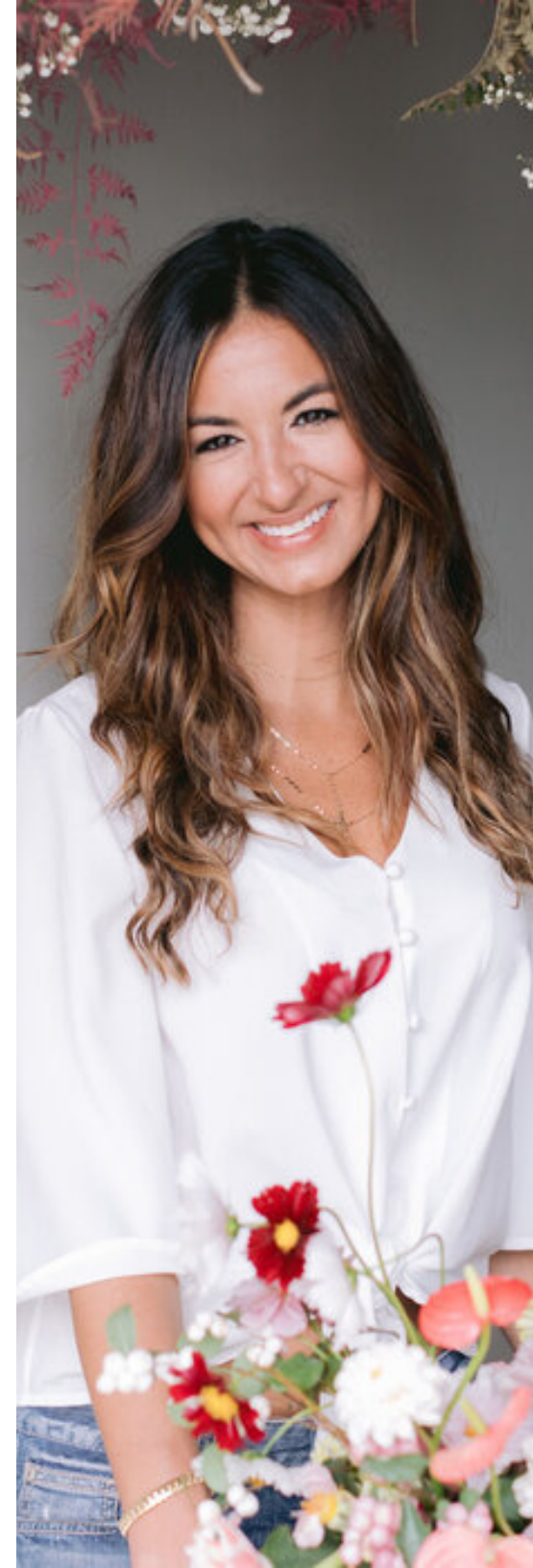
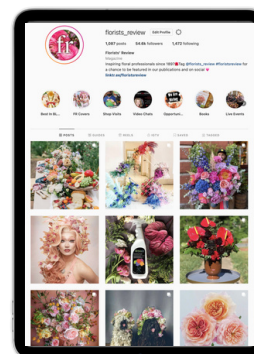
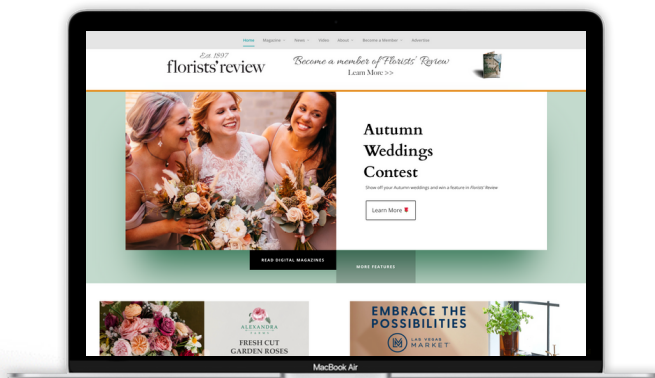


Tying it all together **FOR YOU**

We tie your digital & print worlds together!

At Florist's Review, we create custom multi-platform packages to give our advertising partners the multiple touchpoints you need across all channels.

- Over **5,000** monthly print publications mailed and over **30,000** digital publications emailed to subscribers and industry leaders.
- The floral industry's largest and most engaged social communities with over **125,000** floral professional followers and over **1,500,000** monthly views.
- **30,000+** Email subscribers with an average open rate of over **24%** and unsubscribe rate less than **.5%**.
- **15,000+** Unique Monthly Visitors to FloristsReview.com.





TELL YOUR STORY

First, we want to know your story. Your goals, your plans, your dreams. Then we work to design the custom package that spreads your message to your prospects across multiple channels in different ways. Writing the message is one thing; implementing it through different experiences for the audience is magic. Here are a few of our creative ideas.

- Design Contest Collaborations
- Advertorials Magazine + Web
- Video Spotlight Interviews
- Email Newsletter Spotlights
- FloristsReview.com Banners
- Unboxing Collaborations
- YouTube Video Series
- Instagram Partnerships
- Social Spotlights
- Poster Inserts
- Sponsored Trend Reports
- Event Take-overs
- Tutorials Magazine & Web
- Custom Publishing Experts

"I've been a subscriber for over a decade. Florists' Review inspires, educates, and helps keep my floral business relevant!"



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Editorial
CALENDAR 2022

JANUARY

125th Anniversary Issue
American Floral Trends Forecast
Setting Goals for the New Year
Best in Blooms

FEBRUARY

Prom Season Guide
Picture Perfect Wedding Winners
Pricing for Weddings
International Women's Day

MARCH

Mixing Foliage and Flowers
Graduation Trends
Mother's Day Survival Kit
Best in Blooms

APRIL

Hottest Dresses & Bouquets Trends
Event Contracts
Florists' Review Shop Makeover
35 Under 35: Industry's Up-and-comers

MAY

International Stars
The Global Floral Industry
Online Learning for Entrepreneurs
Best in Blooms

JUNE

Going Tropical
Pets in Petals Contest
Next Generation Marketing
In-Season: Garden Roses

JULY

American Grown
Plants for the Holidays
Giftware Guide
In-Season: Peonies
Best in Blooms

AUGUST

Houseplants Aplenty
Home Accent Trends
In-Season: Delphinium
Merchandising Guide

SEPTEMBER

Holiday Issue
Autumn Wedding Contest Winners
In-Season: Dahlia
Best in Blooms

OCTOBER

Balloonmania
Gift Baskets
Holiday Tablescape
In Season: Chrysanthemums

NOVEMBER

Cultural Winter Holidays
Winter Gift Shows Preview
In-Season: Orchids
Best in Blooms

DECEMBER

Retail Florist of the Year
Valentine's Contest Winners
Year in Review

- EST. 1897 -

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As we celebrate our 125 anniversary, florists worldwide still regard Florists' Review as the leading voice for the floral trade industry. My mission as the new President of Florists' Review Media Group is to bring your voices together across all platforms.



Jules Lewis Gibson
President,
Florists' Review Media Group

Share your stories and grow your business with our highly devoted and engaged audiences. We are now making it easier than ever to connect with your customers!

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Coming
2022

superfloral

Superfloral returns in Spring 2022 to serve the mass-market floral industry.

