



# Florists' Review

## 2023 MEDIA KIT

*Serving the floral industry 126 years*

PUBLICATIONS | COMMUNITIES | EDUCATION

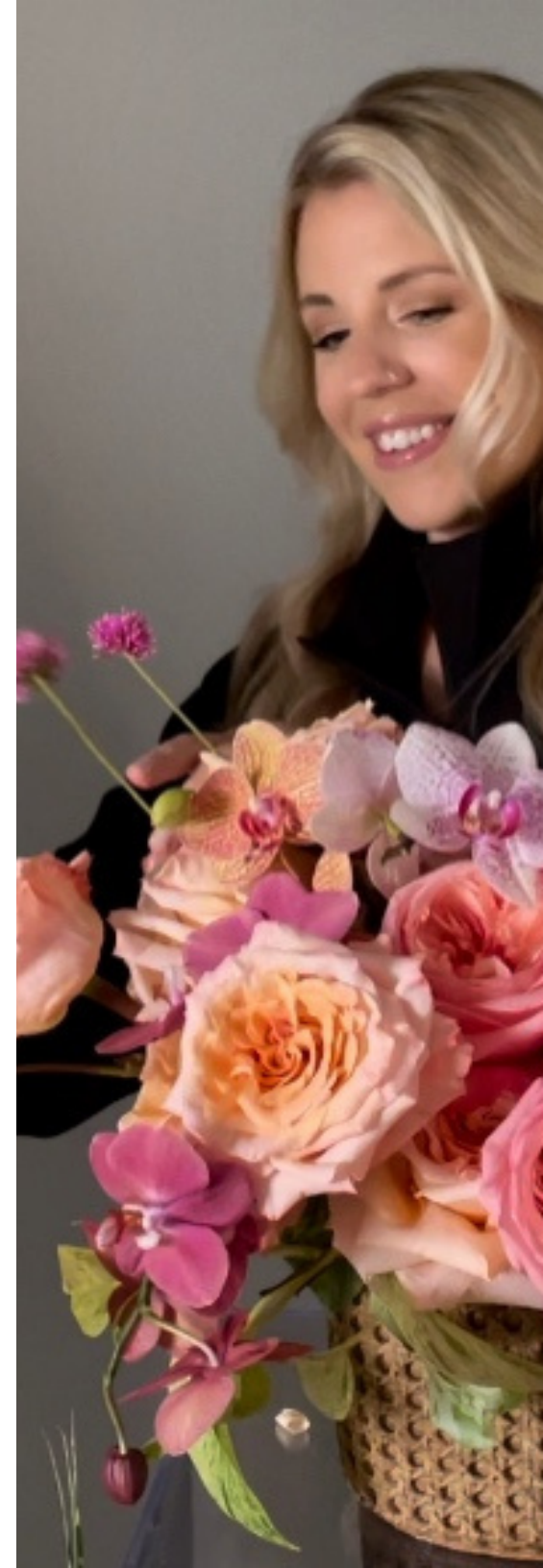
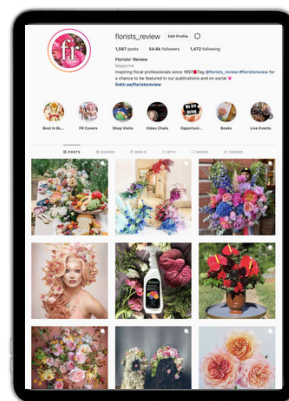
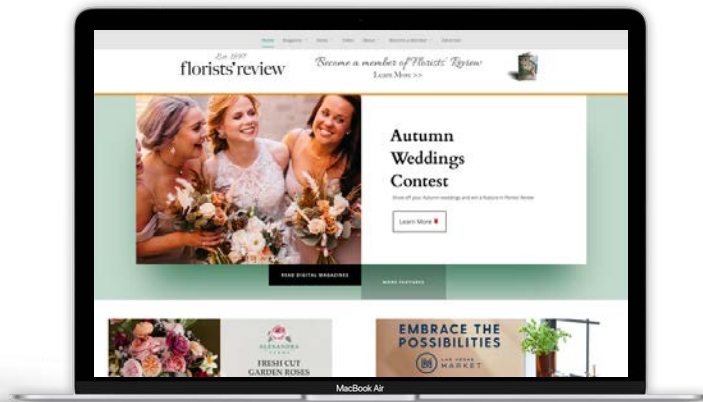


# Tying it all together **FOR YOU**

**We tie the 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 **28,000** 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.
- **28,000+** Floral industry email subscribers with an average open rate of over **24.5%** 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 Products

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







# Florists' Review

## Editorial CALENDAR 2023

### **JANUARY**

American Floral Trends Forecast  
Goals for the New Year  
Realistic Pricing Analysis  
Studio vs Store: Which is Right For You?

### **FEBRUARY**

Picture Perfect Wedding Winners  
Trends for Prom  
Event Logistics  
News Roses for 2023

### **MARCH**

Graduation Prep  
Making the Most of Mother's Day  
POS Success  
Best in Blooms

### **APRIL**

Hottest Bridal Dresses & Bouquets Trends  
How Best to Work with Wedding Planners  
Top 50 Wedding Florists  
In-Season: Ranunculus

### **MAY**

International Stars  
European Flower Design  
Top 10 Floral Workshops  
Best in Blooms

### **JUNE**

Wonderful Wearables  
Show Your Pride Contest  
Top Budget Friendly Flowers  
In-Season: Protea

### **JULY**

American Grown  
Al Fresco Florals  
Giftware Guide  
Best in Blooms

### **AUGUST**

Fantastic Floral Tributes  
Houseplants for Profit  
Smart Mentoring  
In-Season: Lisianthus

### **SEPTEMBER**

Holiday Issue  
Autumn Wedding Contest Winners  
Holiday Marketing  
Best in Blooms

### **OCTOBER**

Sustainable Floristry  
Dried Flowers A-Z  
All About Wreaths  
In-Season: Fall Foliage

### **NOVEMBER**

Corporate Florals  
How to Build Rental Revenue  
Managing Customer Reviews  
Best in Blooms

### **DECEMBER**

FR's Best of 2022: Readers' Choice  
Top Conventions and Shows for 2023  
Valentine's Contest Winners  
Year in Review





# Florists' Review

## Print

**Full page: 8.375"w x 10.875"h Trim**

(8.875" x 11.375" with bleeds, .25" around)\*

Two-page spread: 16.75"w x 10.875"h

(17.25" x 11.375" with bleeds)

Two-Thirds page: 5.25"w x 9.875"h

Half page, horizontal: 7.6"w x 4.8"h

Half page, vertical: 3.65"w x 9.875"h

One-Third, square: 5.25"w x 4.75"h

One-Third, vertical: 2.5"w x 9.875"h

Gallery: 3.65"w x 3"h

*\*Please allow .25" on all sides for bleed ads*

*Do not place text within .5" of trim*

### **Additional Services**

Please contact us for price quotes on Inserts, Gatefolds, Posters, Mini Catalogs, Post-it Notes and Cover Tip-ons.  
sales@floristsreview.com or 941.549.5960

## Digital

Website Leaderboard: 750w x 280h pixels

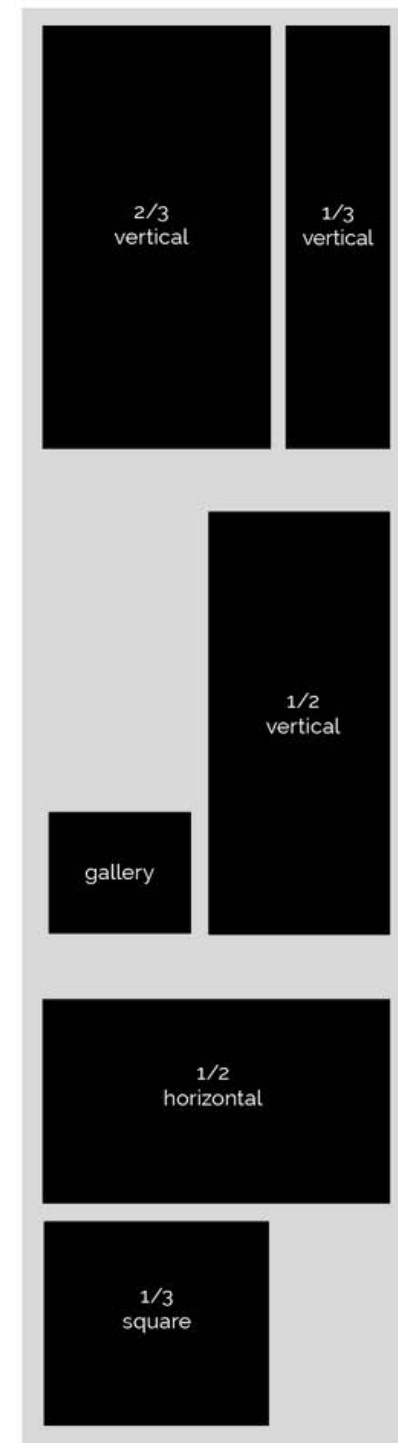
Skyscraper:

(large) 332w x 664h pixels

(small) 300w x 250h pixels

Dedicated Eblasts: 800w pixels x 1100h pixels

Email newsletter banner: 750w x 280h pixels





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PUBLICATIONS | COMMUNITIES | EDUCATION

After 126 years, florists worldwide still regard Florists' Review as the leading voice for the floral trade industry.

Our mission at the Florists' Review Media Group is to bring your voices together across all platforms. 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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