



2025 MEDIA KIT

Florists' Review



Tying it all together **FOR YOU**

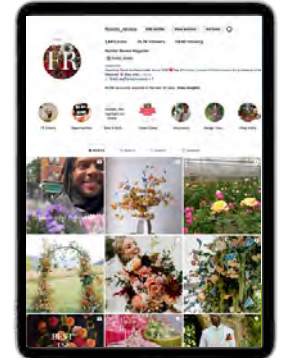
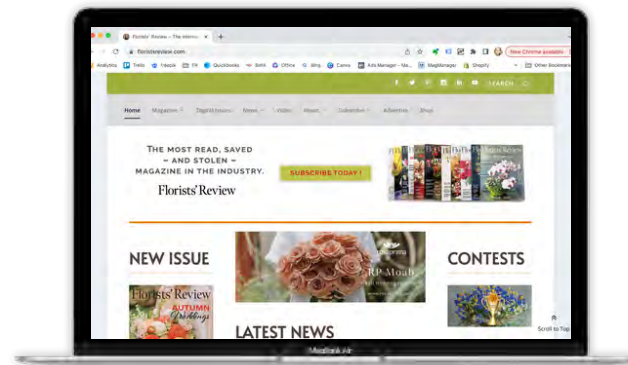
We help you grow your business with floral professionals.

Since 1897, *Florists' Review* has been the trusted source for floral inspiration and education. We deliver a target-rich environment for those looking to sell products and services to flower professionals in the U.S., Canada, and beyond. With *Florists' Review's* targeted audience, credibility, and creative opportunities, we provide a platform to engage with our dedicated floral audience and enhance brand awareness.

For decades, we have provided communication between florists and vendors. Today, we do the job in a variety of ways and through many channels. We tie the digital and print worlds together for you, giving you the immediate and long-term returns of investing in both! At *Florists' Review*, we create custom multi-platform packages to give you, our advertising partners, the multiple touch points you need across all channels: Print, Social, Website and Email.

Since 1897
Florists' Review

The oldest and best way to reach floral professionals.





Our Audience

- Over **5,000** monthly print publications mailed to subscribers and industry leaders.
- The wholesale floral industry's largest and most engaged social media communities with over **155,000** floral professional followers and over **1,800,000** monthly views.
- **20,000+** Floral industry email subscribers and an average email open rate of **39%**.
- **15,000+** Unique Monthly Visitors to FloristsReview.com.

*"I love this magazine.
Tons of ideas and
stories. Thank you"
Scarlet T.*

*"The issues are all
Beautifully done! Love
the new format."
Kim H.*

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

*"Love this magazine!!
I get so excited when
I get a new
month!!!!"
Melinda S.*

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**
- **Email Newsletter EBLASTS**
- **NEW Podcast Series "Flower Hour with Florists Review"**
- **Tutorial Sponsorship Magazine & Web**
- **FloristsReview.com Banners**
- **Unboxing Collaborations**
- **Instagram Partnerships**
- **Poster or Catalog Insert**
- **Sponsored Trend Reports**
- **Custom Publishing Products**



Florists' Review

Editorial
CALENDAR 2025

JANUARY

Floral trends
Color theory
How Florists Can Manage Stress During Peak Seasons
Marketing International Women's Day

FEBRUARY

Picture Perfect Contest Winners
Ceremony Flowers
All About Prom
The Art of Customer Service

MARCH

Women in Floristry
Mother's Day
Video Marketing
Garden Report

APRIL

A Guide to Sustainable Weddings beyond the bouquet- new ways of featuring floral in wedding party's
Preserved Flowers
Fina Art Floristry

MAY

International Design Stars
Breeders Corner
European Design Trends
Mental Health and Flowers

JUNE

Pets In Petals Contest Winners
Mastering the Art of Floral Paint
Peony Mania
Floral Associations

JULY

American Grown Flowers
Best Floral Software
Giftware Guide
"Best in Blooms" Contest Winners

AUGUST

Holiday Trends
Winter Greens
Hosting Holiday Workshops
Holiday Marketing

SEPTEMBER

"Autumn Weddings" Contest Winners
In Season- Chrysanthemums
Dried Flowers
Fall Flower and Foliage Favorites

OCTOBER

South Korean Florists
Japanese Flower Growers
Houseplant Trends
Balloon Feature

NOVEMBER

Floral Mechanics
"Best in Blooms" Contest Winners
How to Market Sympathy Flowers
Tropical Flower Guide

DECEMBER

Valentines Day
Reader Choice: Best of 2025
Retail Display
Container Corner



Limited Time

Marketing Opportunity:

Florists' Review **2025 Calendar**

*Would you like your ad hanging in
floral workshops across the U.S. and beyond?*

Reserve your month now!

Join us for our second annual calendar made for florists. The oversized 20"h x 12"w 2025 calendar is designed specifically for a floral workshop. The calendar will include useful information such as in-season flower facts, floral recipes, and design tips. The high-quality calendar will be mailed to our print subscribers with their December 2024 issue.

Rate: \$2000 per month

** Buy 3 months and get one free*

Pick your month of choice (first come first serve)

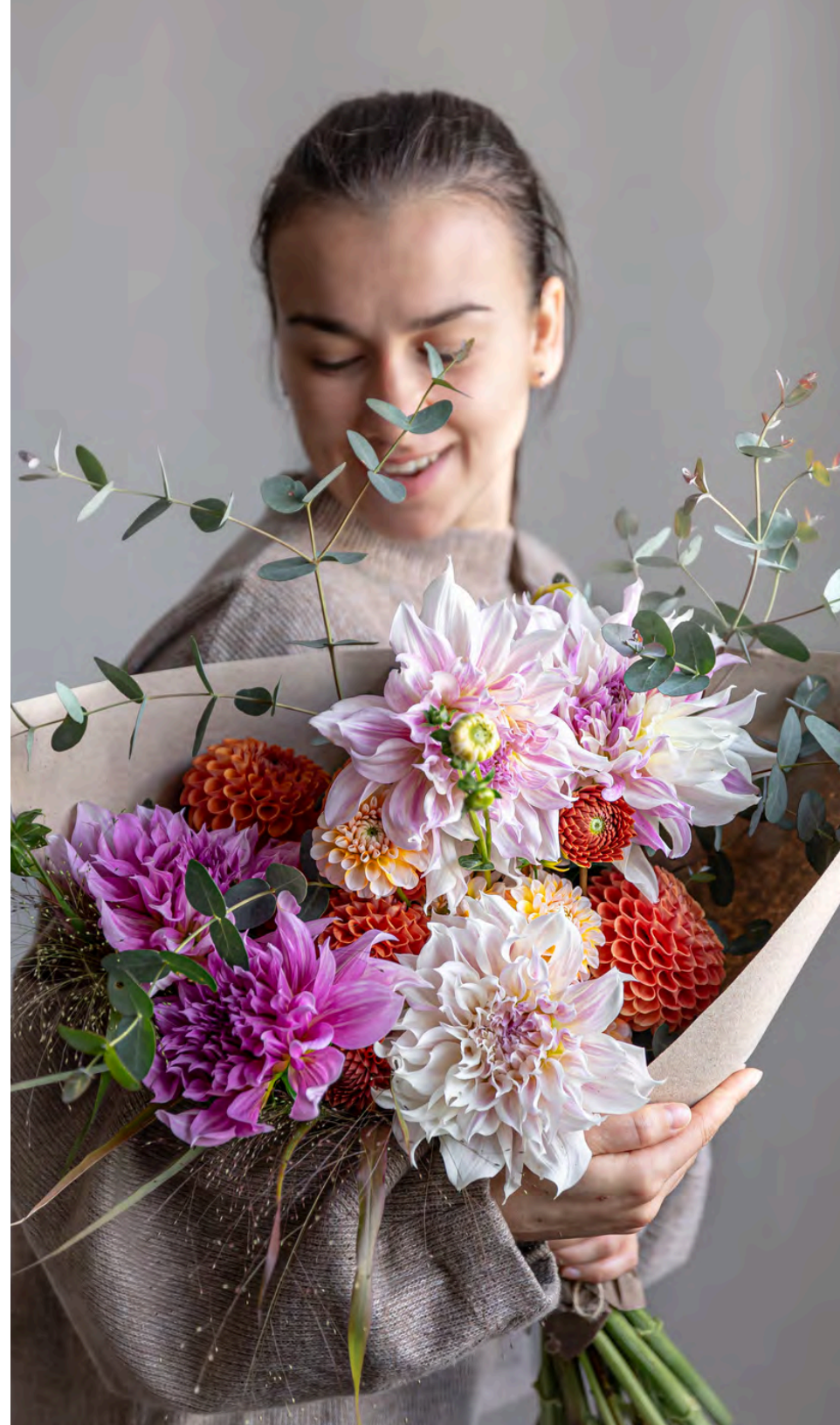
sales@FloristsReview.com

Join us in promoting International Women's Day March 8th

Our goal is to make International Women's Day a major flower-gifting opportunity to celebrate women.

Beginning in January 2025, *Florists' Review* and our marketing partners offer floral professionals a library of content and instructions outlining how to use social media platforms, email marketing, and print media to build excitement for International Women's Day in their local community. By offering florists free professional creative assets and step-by-step marketing plans, we are growing momentum from the bottom up and lifting florists in the process. Become our partner in this exciting opportunity to empower women, promote florists, and sell more flowers!

Contact us for sponsorship details!





Introducing **BREEDERS CORNER**

Elevating New Varieties

Join our Breeders Corner program, which is designed to showcase the latest and most promising flower varieties.

Our Exclusive Breeders Corner Package Offers:

- A two-page feature article highlighting your company and new flower varieties.
- A prominent Digital Banner ad on the Florists Review website.
- Digital Banner ad placement in a Florists Review newsletter.
- Article publication on the Florists Review website and across social media platforms.
- Social engagement
- We will send out a survey to our audience to gain information on florists' feedback and share the results with you.

Special Discounted Price \$3800
Limited Availability





Specifications

Print

Full page: 8.375" w x 10.875" h Trim

(8.875" x 11.375" with bleed .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

Do not include any crop marks within the bleed area.

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

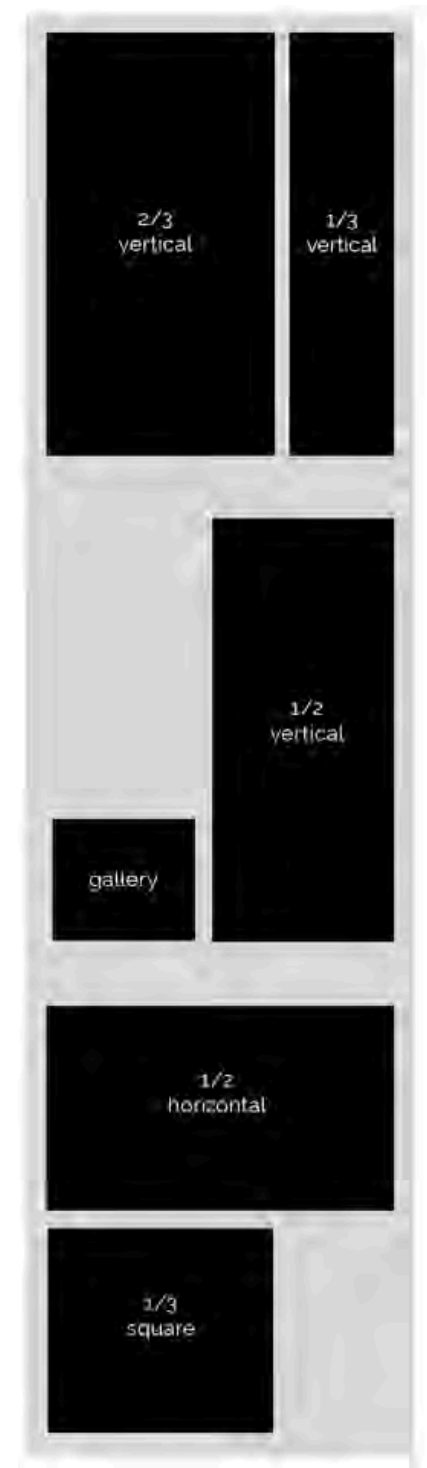
Website Leaderboard: 750w x 280h pixels

Website 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



- EST. 1897 -

Florists' Review

PUBLICATIONS | COMMUNITIES | EDUCATION

After 128 years, florists worldwide still regard *Florists' Review* as the leading voice for the floral trade industry. Our mission is to bring your message to florists around the globe across all channels. 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 floral professionals.

Sales@FloristsReview.com

941.298.1286

