

# floral management

## 2018 Media Information

To reserve your advertising space contact:  
**Kelli Nilsson, [kelli@safnow.org](mailto:kelli@safnow.org) | 214-291-3652**  
**Matthew Thomasson, [matthew@safnow.org](mailto:matthew@safnow.org) | 214-291-3656**

**BONUS FOR 10X ADVERTISERS!**  
 Inclusion in the Leading Vendor Profiles feature in December!

### Floral Management Magazine 2018 Media Planning Calendar

Issue	Featured Editorial	Product Focus	Bonus Distribution
<b>January</b> Ad close 12/5/17 Materials Due 12/8/17	<b>2018 TRENDS</b> → Future of the Retail Florist: pop up shops, new buying habits and what retailers need to do to compete. → Gift Show Preview	→ Ranunculus → Balloons	Philadelphia Gift Show, SF Market, Seattle Gift Show, LA Mart, Windy City Gift Show
<b>February</b> Ad close 1/6/18 Materials Due 1/9/18	<b>THE TALENT IMPERATIVE</b> → Internship programs that deliver → Prom Primers → Holiday 2017 Results	→ Pantone color of the year → Candles	California Marketplace
<b>March</b> Ad close 2/6/18 Materials Due 2/9/18	<b>ANNUAL WEDDING ISSUE</b> → 5 ways to up the bride's budget → Bridal dress, accessory trends	→ Gladiolas → Prom, Wedding, Event	Illinois State Florists Assn. Spring Conference, Great Lakes Floral Expo, Northeast Floral Expo, World Floral Expo, SAF's 1-Day Profit Blast (Los Angeles)
<b>April /May</b> Ad close 3/6/18 Materials Due 3/9/18	<b>THE SERVICE ISSUE</b> → Is your service – in store and online – up to par? → Generating rave reviews → Disarming the disgruntled	→ Hydrangeas → Stationery	Boston Gift Show, The Buyers Cash & Carry
<b>June</b> Ad close 5/7/18 Materials Due 5/10/18	<b>TECHNOLOGY</b> → Troubleshoot your tech problems → How good is your UX? → Using video to boost engagement	→ Dahlias → Technology gadgets	Dallas Total Home & Gift Market, Florida State Florists' Association, International Floriculture Expo, Mississippi Market Wholesale Show, Summer Holiday Show – Northeast Market



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→ July - December continues on next page

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← January - June previous page

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<b>July</b> Ad close 6/5/18 Materials Due 6/8/18	<b>OPERATION: GROWTH</b> → Profitable partnerships, product lines and other ways to drive topline growth → Handling High-Volume fulfillment Advertiser Bonus! Show off your roses in the annual <b>Rose Buyers Guide</b>	→ <b>Roses</b> → <b>Bonus advertising section: Rose Buyers Guide</b>	Atlanta International Gift, Arizona State Florists Association, California Gift Show, Cultivate18, Las Vegas Market, Oklahoma State Florists Association, Philadelphia Gift Show, Texas State Florists Association
<b>August</b> Ad close 7/6/18 Materials Due 7/9/18	<b>GROWING YOUR EVENT AND CORPORATE SALES</b> → Deploying a dedicated B2B sales team → Software that streamlines	→ <b>Intriguing Filler</b> → <b>Sympathy</b>	Arkansas Florists Association, N.C. State Florists Association, New York Now Gift Show
<b>September</b> Ad close 8/3/18 Materials Due 8/6/18	<b>RENEGADES</b> → Young and up and coming floral entrepreneurs headed for growth → 10 habits to break, and 10 to start Advertiser Bonus! Advertise in two issues (September — November) and your product sample or brochure will be in the <b>SWAG BAG AT SAF PALM SPRINGS 2018</b> .	→ <b>Celosia</b> → <b>Made In America</b>	SAF's Annual Convention, Dallas Market Center, Ozark Florist Association, South Carolina Florists Association
<b>October</b> Ad close 8/20/18 Materials Due 8/23/18	<b>MARKETER OF THE YEAR</b> → The much-awaited unveiling of Floral Management's 2018 Marketer of the Year Advertiser Bonus! Advertise for 10 issues and get a special section of Floral Management.	→ <b>Pantone fall color palette</b> → <b>Floral Management's Key Advertisers for 2017</b>	SAF's Annual Convention, Kansas City Wholesale Tradeshaw, Montana Florists Association, Wholesale Florist & Florist Supplier Association, Floriology Institute
<b>November / December</b> Ad close 10/5/18 Materials Due 10/8/18	<b>OUTSTANDING VARIETIES</b> → SAF's much lauded annual Outstanding Varieties Competition → Winner's Circle: SAF's Annual Awards Advertiser Bonus! Place an ad in the Nov/Dec issue and receive two free Sales WakeUP! Banners. (\$600 added-value)	→ <b>Amaryllis and/or holiday varieties</b> → <b>Packaging</b>	

**Ask us about our:**  
 Inserts • Outserts  
 Belly Bands  
 Tip-ins  
 And much more!



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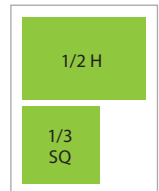
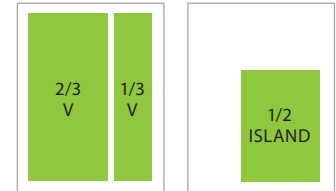
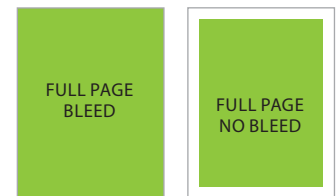


# 2018 Advertising Rates

FOUR COLOR	1X	3X	6X	12X
Full page	3,545	3,040	3,055	2,795
2/3 page	2,990	2,780	2,601	2,395
1/2 page	2,795	2,520	2,375	2,220
1/3 page	2,005	1,920	1,715	1,650
2-Page spread	6,540	5,735	5,660	5,540

COVER (FOUR COLOR)	1X	3X	6X	12X
Back	4,150	3,960	3,855	3,310
Inside Front	3,985	3,825	3,680	3,495
Inside Back	3,655	3,505	3,340	3,175

PRINT AD SIZE	WIDTH	HEIGHT
Full Page (no bleed)	7.25"	10"
Full Page (w/ bleed)	8.5"	11.125"
2/3 Vertical	4.6"	9.625"
1/2 Island	4.6"	7"
1/2 Horizontal	7"	4.675"
1/3 Vertical	2.2"	9.625"
1/3 Square	4.6"	4.675"



## Mechanical Specifications

**Print Date:** 25th of month prior to issue date

**Publication Trim Size:** 8.25" x 10.875"

**Full Page Bleed Live Area:** 8" x 10.625"

**Spread Trim:** 16.5" x 10.875"

**Spread Bleed:** 16.75" x 11.125"

## Printing Specifications

Printing web offset. Direct-to-plate. Saddle Stitched. Separate Cover 110 lb. Gloss, Text 50 lb.

## Guidelines for Electronic Files

**Preferred file formats accepted:** Portable Document Format (PDF). File must be saved as high resolution print ready x1a.pdf (2001 version) minimum 300 dpi. All print, screen fonts and images must be embedded in the file. 4-color artwork must be in CMYK mode, no RGB or Pantone colors.

## Send ad materials, New Product releases to:

**Sheila S. Santiago, [ssantiago@safnow.org](mailto:ssantiago@safnow.org)**

*Floral Management*

1001 North Fairfax Street, Alexandria, VA 22314

(800) 336-4743; fax (703) 836-8705

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Digital Options give your advertising an extra boost!

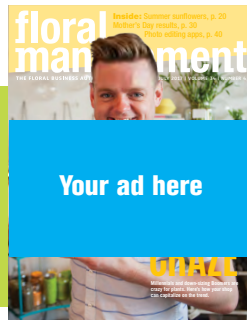
Your print ad is automatically included in Floral Management's digital edition, with a hotlink to your site. Enhance reader engagement with your message even more with any of these options:



## New Issue E-Blast

Sent on first and eighth of the month to more than 7,000 SAF members and subscribers. (\$400 for a video link)  
\$300/issue

**E-Belly Cover Bands**  
Link to your site or video.  
(\$600 for a video link)  
\$500/issue



**Embedded Video**  
Link readers to a video tour of your latest product offerings. \$400/issue



**Sales WakeUp banner ads**  
Sent weekly to all SAF member retailers; circulation 5,000  
\$300/issue

**SAFnow.org website banner ads**  
\$1,000/month



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