

floral management

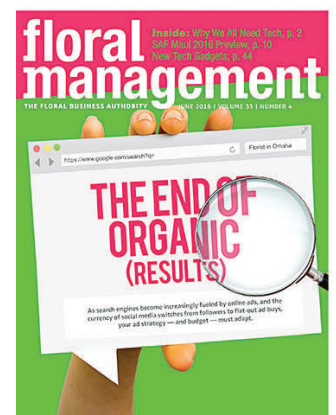
2017 Media Information

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

To reserve your advertising space contact:
Kelli Nilsson, kelli@safnow.org | 214-291-3652 or
Matthew Thomasson, matthew@safnow.org | 214-291-3656

Floral Management Magazine 2017 Media Planning Calendar

Issue	Featured Editorial	Product Focus	Bonus Distribution
January Ad close 12/8/16 Materials Due 12/12/16	→ 2017 TRENDS → Floral, Color, Decorative Accessory Trends → Technology → Floral, Color, Decorative Accessory Trends	→ Baby Items → Alstroemeria	Philadelphia Gift Show, SF Market, Seattle Gift Show, LA Mart, Windy City Gift Show
February Ad close 1/9/16 Materials Due 1/12/17	→ ATTRACTING TALENT - What to look for and where to find it → Holiday 2016 Results	→ Jewelry → Pantone color of the year	California Marketplace
March Ad close 2/6/17 Materials Due 2/10/17	→ ANNUAL WEDDING ISSUE → 5 ways to get the bride to say, 'I do.' → Bridal dress, accessory trends	→ Mother's Day → Bulb Flowers (Hyacinths, Daffodils, Gladiola)	Illinois State Florists Assn. Spring Conference, Great Lakes Floral Expo, Northeast Floral Expo, World Floral Expo, SAF's 1-Day Profit Blast (Los Angeles)
April /May Ad close 3/6/17 Materials Due 3/9/17	→ OPERATION: GROWTH 3 florists and three very different models for driving dramatically higher sales	→ Pets → Gerberas	Boston Gift Show, The Buyers Cash & Carry
June Ad close 5/5/17 Materials Due 5/8/17	→ TECHNOLOGY A comprehensive review of the latest tech tools and how to use them to grow sales → Advertiser bonus: All-Industry Web Directory	→ Technology → Roses	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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July Ad close 6/5/17 Materials Due 6/9/17	→ CHRISTMAS IN JULY 3 top looks to build into 2017 holiday promotions → Bonus advertising section: Holiday Shopping Guide	→ Holiday Shopping Guide → Sunflowers	Atlanta International Gift, Arizona State Florists Association, California Gift Show, Cultivate17, Las Vegas Market, Oklahoma State Florists Association, Philadelphia Gift Show, Texas State Florists Association
Advertiser Bonus! Product of your choice included in the Holiday Shopping guide - for FREE!			
August Ad close 7/6/17 Materials Due 7/10/17	→ EVENTS, CORPORATE The nation's best event planners weigh in on how to get the business — and make money doing it.	→ Containers/ Hardgoods → Proteas	Arkansas Florists Association, N.C. State Florists Association, New York Now Gift Show
Advertiser Bonus Advertise in September and October and your product sample or brochure will be in the SWAG BAG AT SAF PALM BEACH 2017 .			
September Ad close 7/31/17 Materials Due 8/4/17	→ MARKETER OF THE YEAR The much-awaited unveiling of Floral Management's 2017 Marketer of the Year	→ Aromatherapy → Pantone fall color palette	SAF's Annual Convention, Dallas Market Center, Ozark Florist Association, South Carolina Florists Association
October Ad close 9/8/17 Materials Due 9/12/17	→ CH-CH-CH-CHANGES! Retailers swap stories on shaking up their business's product lines, POS, staffing, location and more	→ Key Advertiser listing (see Advertiser Bonus, above) → Chrysanthemums	SAF's Annual Convention, Kansas City Wholesale Tradeshow, Montana Florists Association, Wholesale Florist & Florist Supplier Association, Floriology Institute
November / December Ad close 10/9/17 Materials Due 10/12/17	→ OUTSTANDING VARIETIES SAF's much lauded annual Outstanding Varieties Competition → Winner's Circle: SAF's Annual Awards	→ What's New for 2018 → Carnations → Leading Vendor Profiles	
Advertiser Bonus Place an ad in the December issue and receive two free Sales WakeUP Banners. (\$600 added-value)			



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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

Floral Management

1601 Duke Street, Alexandria, VA 22314-3406

(800) 336-4743; fax (800) 208-0078

2017 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
1/6 page	1,590	1,190	1,130	925
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

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

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 Horizontal	7"	3.375"
1/3 Square	4.6"	4.675"
1/6 Horizontal	4.6"	2.25"
1/6 Vertical	2.2"	4.675"

