

floral management

2018 Media Information

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

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

Reserve your space today to build sales.

Issue	Featured Editorial	Product Focus	Bonus Distribution
January Reserve space: 12/5/17 Materials Due: 12/8/17	2018 TRENDS → Future of the Retail Florist: pop-up shops, new buying habits and what retailers need to do to compete → Gift Show Preview	→ Ranunculus → Balloons	<ul style="list-style-type: none"> Philadelphia Gift Show (300) SF Market (400) Seattle Gift Show (300) LA Market (500) Windy City Gift Show (300)
February Reserve space: 1/6/18 Materials Due: 1/9/18	THE TALENT IMPERATIVE → Internship programs that deliver → Prom primers → Holiday 2017 results	→ Pantone Color of the Year → Candles	<ul style="list-style-type: none"> Orlando Gift Show (300)
March Reserve space: 2/6/18 Materials Due: 2/9/18	ANNUAL WEDDING ISSUE → 5 ways to up the bride's budget → Bridal dress, accessory trends	→ Gladiolas → Prom, Wedding, Event	<ul style="list-style-type: none"> World Floral Expo (500) Northeast Floral Expo (300) Great Lakes Floral Expo (300) SAF's Congressional Action Days (100) Illinois State Florist Association (100) Meet SAF Staff@ Great Lakes Floral Expo, Grand Rapids, Michigan
April /May Reserve space: 3/6/18 Materials Due: 3/9/18	THE SERVICE ISSUE → Is your service – in-store and online – up to par? → Generating rave reviews → Disarming the disgruntled	→ Hydrangeas → Stationery	<ul style="list-style-type: none"> Boston Gift Show (200)
June Reserve space: 5/7/18 Materials Due: 5/10/18	TECHNOLOGY → Troubleshoot your tech → How good is your UX? → Use video to boost engagement	→ Dahlias → Technology Gadgets	<ul style="list-style-type: none"> AIFD Symposium (75) Dallas Market Center (1,500) Florida State Florist Association (200) International Floral Expo (1,500) Meet SAF Staff@ AIFD Symposium, Washington, D.C International Floral Expo, Chicago



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→ July - December continues on next page

Floral Management Magazine 2018 Media Planning Calendar

← January - June previous page

Issue	Featured Editorial	Product Focus	Bonus Distribution
July Reserve space: 6/5/18 Materials Due: 6/8/18	OPERATION: GROWTH → Profitable partnerships, product lines and other ways to drive topline growth → Handle high-volume fulfillment	→ Roses → Bonus Advertising Section: Rose Buyers Guide	<ul style="list-style-type: none"> Arkansas Florist Association (300) Cultivate (500) Northeast Market Center (100) Texas State Floral Forum (300) Meet SAF Staff@ Cultivate, Columbus, Ohio Texas State Floral Forum, Houston
Advertiser Bonus! Show off your roses in the annual Rose Buyers Guide			
August Reserve space: 7/6/18 Materials Due: 7/9/18	GROWING YOUR EVENT AND CORPORATE SALES → Deploy a dedicated B2B sales team → Software that streamlines	→ Intriguing Filler → Sympathy	<ul style="list-style-type: none"> Arkansas Florist Association (150) Minneapolis Mart Gift (100) NY Now (200)
September Reserve space: 8/3/18 Materials Due: 8/6/18	RENEGADES → Young and up-and-coming floral entrepreneurs headed for growth → 10 habits to break, and 10 to start	→ Celosia → Made In America	<ul style="list-style-type: none"> Ozark Florist Association (75) Las Vegas Souvenir & Resort Show (100). OASIS Gift Show (100) SAF Palm Springs 2018 (300) Meet SAF Staff@ SAF Palm Springs 2018
Advertiser Bonus! Advertise in two issues (September — November) and your product sample or brochure will be in the SWAG BAG AT SAF PALM SPRINGS 2018 .			
October Reserve space: 8/20/18 Materials Due: 8/23/18	MARKETER OF THE YEAR → The much-awaited unveiling of Floral Management's 2018 Marketer of the Year	→ Pantone Fall Color Palette → Floral Management's 2018 Key Advertisers	<ul style="list-style-type: none"> Association of Specialty Cut Flower Growers (50) Buyer Cash & Carry (75) Dallas Market Center (1,000) Kansas City Wholesale Tradeshow (100) Montana Florist Association (100) SAF Palm Springs 2018 (500) Utah Professional Florists Association (100) WF&FSA Expo (500) Meet SAF Staff@ WF&FSA, Miami
November / December Reserve space: 10/5/18 Materials Due: 10/8/18	OUTSTANDING VARIETIES → SAF's lauded annual Outstanding Varieties Competition → Leading Vendor Profile (of 10x advertisers)	→ Amaryllis and/or Holiday Varieties → Packaging	
Advertiser Bonus! Place an ad in the Nov./Dec. issue and receive two free Sales WakeUP! Banners. (\$600 added-value)			

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



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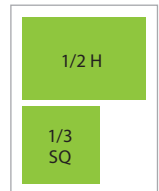
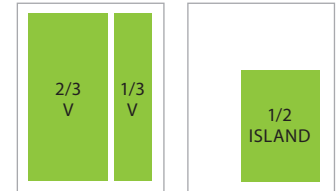
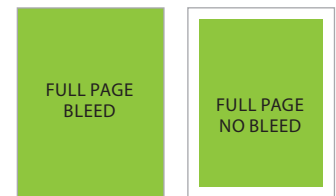
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2018 Advertising Rates

FOUR COLOR	1X	3X	6X	10X
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	10X
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

Floral Management

1001 North Fairfax Street, Alexandria, VA 22314

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

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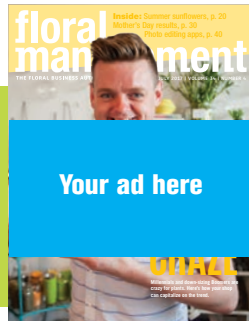
Digital Options give your advertising an extra boost!

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

Your ad here



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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