



## Reserve Your Space Today!

Kelli Nilsson  
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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 Press Setting with crop marks (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.

# 2015 Advertising Rates

FOUR COLOR	1X	3X	6X	12X
Full page	3,475	2,980	2,995	2,740
2/3 page	2,935	2,725	2,550	2,350
1/2 page	2,740	2,470	2,330	2,180
1/3 page	2,005	1,920	1,715	1,650
1/6 page	1,560	1,170	1,110	910
2-Page spread	6,415	5,625	5,550	5,430

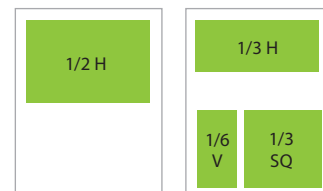
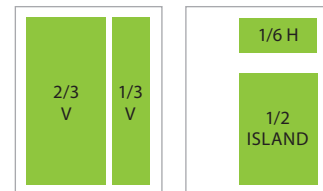
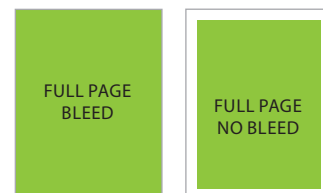
COVER (FOUR COLOR)	1X	3X	6X	12X
Back	4,070	3,885	3,780	3,245
Inside Front	3,910	3,750	3,610	3,425
Inside Back	3,585	3,435	3,275	3,115

## 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:

<b>New Issue E-Blast</b> Sent on first and eighth of the month to all subscribers (\$400 for a video link)	\$300
<b>E-Belly Cover Bands</b> Link to your site or video. (\$600 for a video link)	\$500
<b>Embedded Video</b> Link readers to a video tour of your latest product offerings.	\$400
<b>Sales WakeUp banner ads</b> Sent weekly to all SAF member retailers; circulation 5,000	\$300/ issue

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"





# floral management

## 2015 Editorial Calendar and Rates

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



### January

Ad close 12/8/14

Materials Due 12/11/14

#### Featured Editorial:

- 🌸 **BUYER'S GUIDE TO TRENDS 2015**
- 🌸 **LILIES**
- 🌸 **WHAT'S NEW THIS WINTER**

#### Bonus Distribution:

Atlanta Gift Mart, California Gift Show, Chicago Gift Market, Dallas Apparel & Accessories Market (Winter) New York Now Gift Show, Tropical Plant Industry Exhibition (TPIE)

### February

Ad close 1/8/15

Materials Due 1/12/15

#### Featured Editorial:

- 🌸 **PROM SHOPPING GUIDE**
- 🌸 **GARDENING**

#### Bonus Distribution:

Philadelphia Flower Show, SAF Pest & Production Management Conference, San Francisco International Gift Fair

### March

Ad close 2/6/15

Materials Due 2/10/15

#### Featured Editorial:

- 🌸 **WEDDINGS**
- 🌸 **SPRAY ROSES**

#### Bonus Distribution:

Boston Gift Show, Illinois State Florists Assn. Spring Conference, Great Lakes Floral Expo, Northeast Floral Expo, World Floral Expo

### April

Ad close 3/6/15

Materials Due 3/9/15

#### Featured Editorial:

- 🌸 **SYMPATHY**
- 🌸 **POTTED FLOWERING PLANTS**

#### Bonus Distribution:

The Buyers Cash & Carry

### May

Ad close 4/6/15

Materials Due 4/10/15

#### Featured Editorial:

- 🌸 **GERBERAS**
- 🌸 **STATIONARY**

#### Bonus Distribution:

National Stationery Show, Louisiana State Florists Association

### June

Ad close 5/5/15

Materials Due 5/8/15

#### Featured Editorial:

- 🌸 **TECHNOLOGY**
- 🌸 **ROSES**

#### Bonus Distribution:

Dallas Total Home & Gift Market, Florida State Florists' Association, International Floriculture Expo, Mississippi Market Wholesale Show, SAF Retail Growth Solutions, Summer Holiday Show – Northeast Market

### July

Ad close 6/5/15

Materials Due 6/9/15

#### Featured Editorial:

- 🌸 **HOLIDAY SHOPPING GUIDE\***
- 🌸 **SPECIALTY CUTS**

#### Advertiser Bonus\*:

**Buy ad and get up to 2 items in the Holiday Shopping**

#### Bonus Distribution:

Atlanta International Gift, Arizona State Florists Association, California Gift Show, Cultivate15, Las Vegas Market, Oklahoma State Florists Association, Philadelphia Gift Show, Texas State Florists Association

### August

Ad close 7/6/15

Materials Due 7/10/15

#### Featured Editorial:

- 🌸 **BRIDAL BOOSTERS**
- 🌸 **GREAT FALL FINDS**

#### Bonus Distribution:

Arkansas Florists Association, N.C State Florists Association, New York Now Gift Show

### September

Ad close 7/31/15

Materials Due 8/4/15

#### Featured Editorial:

- 🌸 **SUCCESS STORIES**
- 🌸 **PROTEA**

#### Bonus Distribution:

SAF Amelia Island 2015, Ozark Florist Association, South Carolina Florists Association

### October

Ad close 8/21/15

Materials Due 8/25/15

#### Featured Editorial:

- 🌸 **MARKETER OF THE YEAR**
- 🌸 **FAVORITE REDS**

#### Advertiser Bonus:

**SAF Convention Goodie Bag, listing in New Products section, recognition at SAF Amelia Island 2015**

#### Bonus Distribution:

SAF Amelia Island 2015, Dallas Market Center, Kansas City Wholesale Tradeshow, Montana Florists Association, Wholesale Florist & Florist Supplier Association

### November

Ad close 10/9/15

Materials Due 10/12/15

#### Featured Editorial:

- 🌸 **SAF OUTSTANDING VARIETIES**
- 🌸 **CONTAINERS**

### December

Ad close 11/9/15

Materials Due 11/12/15

#### Featured Editorial:

- 🌸 **VALENTINE'S DAY SHOP SPECIALS**
- 🌸 **STOCK UP FOR MOTHER'S DAY**

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