

The Power of Print

Each issue of **Floral Management** magazine — on average — reaches **11,000 people** in the U.S. and **11 countries**.

60%

visited the website of an advertiser after viewing the company's advertisement.

40%

save advertisements for future reference.

Why Advertise in Print?

Visibility

Immediate brand exposure — stand out and be seen

Action

Print media drives readers beyond the page

Recognition

Brand recall is higher after seeing a print ad

Reach

Print helps your business reach potential customers and engage target audiences

For sponsorship and advertising opportunities contact: [Sheila Santiago](#), 703-838-5225, to start your program today!



Floral Management Magazine

January/February

Ads Close: 12/9/22
Materials Due: 12/13/22

The Succession Issue

- Exit strategies to plan for the future of your shop
- Efforts to recruit the next generation of floral business owners through internships, community partnerships and industry organizations
- How to market to the next generation of customers

Featured Products:

- Outdoor garden and gifts
- Dreamy daffodils

March/April

Ads Close: 1/27/23
Materials Due: 2/3/23

The Customer Service Issue

- How florists are exceeding new customer service standards
- A luxury wedding flower buyer's tips to find high quality product
- Tips to combat inflation and maintain your margin

Featured Products:

- Fabolous finds from spring market shows
- Pantone color of the year flowers

May/June

Ads Close: 3/22/23
Materials Due: 3/30/23

The Event Issue

- Growing corporate sales in a post-COVID environment
- Navigating the new world of sympathy work
- Popular wedding flowers: from farm to a bride's bouquet

Featured Products:

- Bridal accents and accessories
- American grown flowers

July/August

Ads Close: 5/26/23
Materials Due: 6/2/23

The Innovation Issue

- Products and processes that are changing the industry
- Innovator profiles
- Must-have apps to run your business

Featured Products:

- Key technology vendors
- Fall accents

ATTENTION GETTER

SAF recognizes that industry thought leaders have insight and experience to share with members. Showcase your expertise as a sponsored content contributor in Floral Management. Sponsored content is offered in one-page or a two-page spread formats.



September/October

- Ads Close: 7/28/23
- Materials Due: 8/3/23

The Growth Issue

- SAF Marketer of the Year winner revealed
- Strategies to grow sales in uncertain economic times

Featured Products:

- Sustainable add-ons to boost business
- Alstroemeria

November/December

- Ads Close: 9/29/23
- Materials Due: 10/5/23

The Fresh Products Issue

- Outstanding Varieties Competition winners
- 2024 floral trends forecast
- Strategies for sustainable designs and practices

Featured Products:

- **BONUS:** The 2024 Fresh Product Buyer's Guide
- Chrysanthemums

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Floral Management's Sustainability Spotlight

BONUS: Sustainability Spotlight: Showcase your sustainability practices

- Ads Close: 6/2/23
- Materials Due: 6/9/23

Tell your sustainability story and highlight your company's noteworthy practices in environmental protection, social equality, and economic sustainability. Sustainability stories demonstrate that the floriculture industry is proactively addressing our impact on a changing climate.

What's your story?

- Conserving water and electricity, using renewable energy
- Creating less waste or sustainable packaging
- Reducing carbon emissions and/or footprint
- Using biological agents for pest and disease control
- Investing in employees and their well-being

Rates:



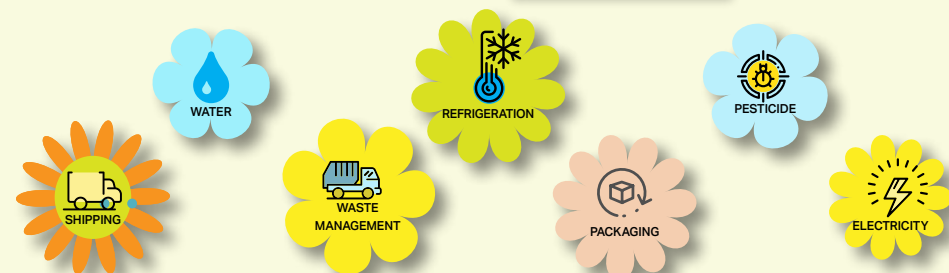
Two-page spread: \$2,000
500 – 700 word description of your sustainable efforts

All participants must submit:

- Headline
- 3 to 5 images of your efforts (images should be high-resolution, 300 dpi .eps or .jpeg)
- Company logo
- 50 word (or less) company description
- Company address, website, phone number, email



One page: \$1,500
300 – 500 word description of your sustainable efforts



For customized multi-channel options contact, [Sheila Santiago](#), Director of Development.



Floral Management Magazine

Issue Rates and Specifications

Ad Specifications:

Publication Trim Size:	8.25" x 10.875"
Full Page:	8.5" x 11.125"
2/3 Vertical:	4.6" x 9.625"
1/3 Vertical:	2.2 x 9.625"
2-page spread:	16.75" x 11.125"

Print Rates:

Cover Position:	\$2,600
Full Page:	\$1,900
2/3 Vertical:	\$1,200
1/3 Vertical:	\$900
2-page spread/ sponsored content	\$2,900

Placement in Floral Management includes digital edition at no additional cost.



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