

2006 Editorial Calendar

January

Bonus 3,000+ Circulation:
Holiday & Home Expo '06
Atlanta Gift Mart, and
Chicago Gift Shows

**2006 Trends Report
Balloons**

**Closing Date: Nov. 21
Materials Due: Dec. 6**

February

Bonus 1,000 Circulation:
SAF Pest Management
**Greeting Cards, Lilies,
WF&FSA Convention**

**Closing Date: Dec. 21
Materials Due: Jan. 3**

March

Bonus 2,000 Circulation:
Michigan Florist
Association, Illinois
and Connecticut Floral
Association Conventions
**Weddings that Wow
Potted Plants**

**Candles, Aromatherapy
Closing Date: Jan. 25
Materials Due: Feb. 3**

April

Bonus 500+ Circulation:
**Corsage
Bouquet Accessories
Tropicals/Exotics**

**Closing Date: Feb. 23
Materials Due: Mar. 6**

May

Bonus 1,000 Circulation:
Holiday & Home Expo '06
**Container Trends
Specialty Cuts**

**Closing Date: Mar. 23
Materials Due: Apr. 5**

June

Bonus 1,500 Circulation:
Holiday & Home Expo '06
Superfloral
**2006 Web Site Directory
Roses, Holiday Ornaments**

**Closing Date: April 27
Materials Due: May 8**

July

Bonus 4,000 Circulation:
AIFD Symposium, Atlanta
Gift Mart, Texas State
Florists Convention,
Ohio Short Course

**Designers' Toolkit
Holiday Giftware**

**Closing Date: May 29
Materials Due: June 6**

August

Bonus 5,000 Circulation:
Florida State Florists'
Convention

**Gift Basket Showcase
Holiday Greens
Permanent, Dried
Botanicals**

**Closing Date: June 26
Materials Due: July 6**

September

Bonus 1,000 Circulation:
SAF Convention Issue, Key
Vendor Kit, Illinois Floral
Association Convention

**Family Business
Roundtable**

**Holiday Window Ideas
Closing Date: July 31
Materials Due: August 8**

October

Bonus 1,000 Circulation:
SAF Convention,
**2006 Marketer of the
Year Winner
Holiday Cut Flowers
and Plants**

**Closing Date: August 25
Materials Due:
September 6**

November

**SAF Outstanding
Varieties Winners
PFCI Premier Product
Review**

**Closing Date:
September 22
Materials Due:
October 6**

December

**Lush Plush
Head-Turning Tulips
Valentine's Day Add-Ons**

**Closing Date: October 31
Materials Due:
November 9**

2006 Rates

Call for art specifications and payment policies, (800) 336-4743, or go to www.safnow.org

Four Color

	1X	3X	6X	12X
Full Page	\$2,600	\$2,370	\$2,240	\$2,045
2/3 Page	2,120	1,970	1,850	1,700
1/2 Page	1,965	1,795	1,685	1,585
1/3 Page	1,455	1,400	1,250	1,195
1/6 Page	1,130	880	800	665
2-Page Spread	4,650	4,065	4,025	3,675

Standard Two-Color

	1X	3X	6X	12X
Full Page	\$1,950	\$1,835	\$1,760	\$1,590
2/3 Page	1,750	1,590	1,530	1,250
1/2 Page	1,250	1,165	1,050	985
1/3 Page	965	885	820	770
1/6 Page	600	565	540	500
2-Page Spread	3,355	3,125	2,800	2,500

Black & White

	1X	3X	6X	12X
Full Page	\$1,795	\$1,700	\$1,585	\$1,435
2/3 Page	1,565	1,425	1,355	1,075
1/2 Page	1,075	995	880	815
1/3 Page	795	720	650	600
1/6 Page	425	400	365	325
2-Page Spread	3,175	2,950	2,630	2,330

Cover (four color)

	1X	3X	6X	12X
Back	\$2,950	\$2,820	\$2,730	\$2,575
Inside Front	2,825	2,715	2,615	2,485
Inside Back	2,595	2,540	2,450	2,265