



A captive audience of 54,000 potential buyers wants to know about your company's products and services, now.

Floral Management
 Society of American Florists
 1601 Duke Street • Alexandria, VA 22314
 (800) 336-4743 • www.safnow.org



No Time Like the Present

Make Floral Management a part of 2006 strategy today for reaching the leading buyers in the floral industry market.

WHY?

They have buying power.

Readers spend on average **\$274,450** on products and services annually.

They tell friends. Readers pass each issue onto at least two others, so your message reaches **54,000 readers** each issue.

They're leaders. About **98 percent** of readers are members of the Society of American Florists, a clear indication of their commitment to success.

They're captivated. They spend an average of **54 minutes** with each issue of Floral Management. Their favorite topic: new products.

Numbers based on a **March 2005 Readership study**, sent to all SAF members.

Call us today to map out a marketing plan that gets you results, (800) 336-4743.

Call one of our ad sales team members directly:

- Dave Facinelli, dfacinelli@safnow.org, (727) 866-9647
- Donna Boatman-Riley, dboatman@safnow.org; (815) 393-4624

Plan Now and take advantage of additional benefits

For 12X Advertisers

- FREE access to SAF member database (\$1,500 value)
- Four months of FREE banner advertising on safnow.org (\$1,500 value)
- Three FREE banner ads in SAF's Wednesday E-Brief (\$750 value)
- One FREE Business Reply Card

For 6X Advertisers

- Two months of FREE banner advertising on safnow.org
- One FREE banner ad in SAF's Wednesday E-Brief
- One FREE classified display ad, to run for three months

2006 Editorial Calendar

January

Bonus 3,000+ Circulation:
Holiday Expo '05
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
Closing Date: Dec. 21
Materials Due: Jan. 3

March

Bonus 2,000 Circulation:
WF&FSA Convention, 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:
WF&FSA Convention
Corsage, Bouquet
Accessories
Tropicals/Exotics
Closing Date: Feb. 23
Materials Due: Mar. 6

May

Bonus 1,000 Circulation:
Silk '05
Container Trends
Specialty Cuts
Closing Date: Mar. 23
Materials Due: Apr. 5

June

Bonus 1,500 Circulation:
Silk '05, Superfloral
2005 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, WF&FSA Floral Show 2005
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	99	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

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