

2012 editorial calendar

FLORISTS' REVIEW

JANUARY

The Trends Issue
Industry Outlook
Rose Review
Valentine Ideas

Space Reservation Deadline: Nov. 21, 2011
Ad Materials Deadline: Nov. 23, 2011

FEBRUARY

Bulb Flowers
& Plants
Prom
Spring Balloons

Space Reservation Deadline: Dec. 20, 2011
Ad Materials Deadline: Dec. 22, 2011

MARCH

Mother's Day
Garden Trends
New Flowers
& Varieties

- Mother's Day Gallery

Space Reservation Deadline: Jan. 20, 2012
Ad Materials Deadline: Jan. 24, 2012

APRIL

Weddings
"Picture-Perfect
Weddings"
Contest Winners

- Wedding Gallery

Space Reservation Deadline: Feb. 20, 2012
Ad Materials Deadline: Feb. 22, 2012

MAY

Permanents
Convention &
Gift Show Preview
Giftware &
Home Décor

- Candle & Fragrance Gallery

Space Reservation Deadline: March 20, 2012
Ad Materials Deadline: March 22, 2012

JUNE

Sympathy
Care & Handling
"Retail Florist of the
Year" Contest Winner

- Inspiration Gallery

Space Reservation Deadline: April 20, 2012
Ad Materials Deadline: April 24, 2012

JULY

Christmas
Fresh Flower
Report

- Christmas Gallery

Special Supplement:

Design Portfolio

Space Reservation Deadline: May 21, 2012
Ad Materials Deadline: May 23, 2012

AUGUST

Dried Designs
Fall Marketing

- Gourmet & Gift
Basket Gallery

Space Reservation Deadline: June 19, 2012
Ad Materials Deadline: June 21, 2012

SEPTEMBER

Weddings

- Wedding Gallery

Space Reservation Deadline: July 20, 2012
Ad Materials Deadline: July 24, 2012

OCTOBER

Party Planner
Display Ideas
Container Guide

- Prop Gallery

Space Reservation Deadline: Aug. 21, 2012
Ad Materials Deadline: Aug. 23, 2012

NOVEMBER

Christmas Ideas
Valentine Balloons
Delivery
Refrigeration

- Packaging Gallery

Space Reservation Deadline: Sept. 19, 2012
Ad Materials Deadline: Sept. 21, 2012

DECEMBER

Valentine's Day
Gift Show Preview

- Valentine Gallery

Special Supplements:

Christmas Trends

2013 Wall Calendar

Space Reservation Deadline: Oct. 19, 2012
Ad Materials Deadline: Oct. 23, 2012

for more information, contact:
(800) 367-4708 • (785) 266-0888

advertising@floristsreview.com
WWW.FLORISTSREVIEW.COM