

1 top 10 reasons to spend your advertising dollars in *Florists' Review*

BONUS distribution

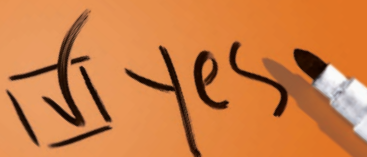
at more trade shows and gift markets than all other floral industry publications
See back of page for list.



Opportunities for editorial support in the magazine and on www.floristsreview.com.

<http://>

The most content-filled and frequently updated website of all floral industry publications.



Florists' Review readers **choose** to subscribe by actively purchasing the magazine.

With our **pass-along readership**, your ad is seen by as many as 89,000 potential buyers each month.



93% of our subscribers make the buying decisions for their companies; **97%** of subscribers are influenced to buy a product as a direct result of seeing it advertised in *FR*.

LOWEST cost-per-thousand

FR offers the lowest cost-per-thousand (CPM) of any floral magazine.



97% of our advertising revenue is from repeat customers; advertisers keep coming back to *FR* because it works.

Established in 1897, *FR* is the most prominent and highly read publication serving the floral industry.



22,300 magazine circulation

FR reaches the largest number of retail and wholesale florists in the industry.

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(800) 367-4708

BONUS distribution

at more trade shows and
gift markets than all other
floral industry publications

january

- Atlanta International Gift & Home Furnishings Market
- California Gift Show
- Canadian Gift & Tableware Assn. (CGTA) Gift Show
- Holiday & Home Expo
- New York (City) Gift Show
- New York (City) International Gift Fair
- San Francisco International Gift Fair
- The Chicago Market: Living and Giving

march

- Boston Gift Show
- Illinois State Florists' Assn. Spring Conference
- Michigan Floral Association Spring Conference
- Northeast Floral Expo
- World Floral Expo
- WUMFA (Wisconsin & Upper Michigan Florists Assn.) Spring Convention

may

- Holiday & Home Expo

june

- International Floriculture Expo

july

- AIFD (American Institute of Floral Designers) National Symposium
- Atlanta International Gift & Home Furnishings Market
- Ballooniversity On the Road
- California Gift Show
- OFA Short Course & Trade Show
- Oklahoma State Florists Assn. Conference
- Texas State Florists' Assn. Convention & Trade Show

august

- Arkansas Florists Assn. Convention & Trade Market
- Canadian Gift & Tableware Assn. (CGTA) Gift Show
- New York (City) Gift Show
- New York (City) International Gift Fair
- San Francisco International Gift Fair
- Tennessee State Florists Assn. Convention
- West Texas New Mexico Florist Assn. Convention

september

- FlorEcuador-Agriflor
- Maine State Florists & Growers Assn. Fall Show
- Middle Atlantic Florists' Assn. (MAFA) Convention
- Ozark Florist Assn. Convention
- SAF (Society of American Florists) Annual Convention

november

- Association of Specialty Cut Flower Growers (ASCFG) National Convention
- WF&FSA Floral Distribution Conference