





bio



Birmingham native **MARGOT SHAW** attests that she became a “flower person” only within the last eight years. While working for esteemed floral designer Sybil Sylvester in her downtown shop, Shaw was converted.

“I was able to see not only the aesthetic value of working with flowers, I was a witness to the healing powers as well,” Shaw explains.

After scouring stores for a magazine that reflected her newfound passion for flowers, Shaw came up empty. “I found there was a hole in the industry,” she adds, “and the more I talked to people the more I realized I wasn’t the only one who wanted a resource.”

This was part of how **flower** was born.

Both a patron of and participant in the arts, Shaw studied Art History at Hollins College, Interior Design at the University of Texas and has nurtured an ongoing interest in photography. **flower** is her first foray into the world of magazine publishing.

**flower**'s inaugural year proved Shaw's initial inkling to be a well-founded one. “I am daily encouraged by the phenomenal response from both our readers and professionals in the field,” she says. “There’s something in this magazine for everybody who loves flowers.”



# demographics



## READER PROFILE

- > Discerning, college-educated women and men 30 years of age and older
- > Homeowners with an annual income totaling \$100,000 and above
- > Interested in flowers, gardens, décor, travel, entertaining, and the arts

### Gender

|       |     |
|-------|-----|
| Women | 90% |
| Men   | 10% |

### Age

|       |     |
|-------|-----|
| 18-34 | 19% |
| 35-49 | 31% |
| 50-64 | 30% |
| 65+   | 20% |

### Household Income

|            |     |
|------------|-----|
| \$50,000+  | 71% |
| \$100,000+ | 45% |
| \$150,000+ | 26% |

### Home Value

|            |     |
|------------|-----|
| \$100,000+ | 85% |
| \$200,000+ | 54% |
| \$500,000+ | 17% |

Source: 2009 subscriber file with zip code overlay sourced from InfoUSA.

## POTENTIAL ADVERTISERS

Retailers aiming to reach our educated audience:

- |                             |                                  |
|-----------------------------|----------------------------------|
| Antique dealers             | The bridal industry              |
| Jewelers                    | Spas and salons                  |
| Floral designers            | Home or garden events            |
| Restaurants and caterers    | Fashion retailers                |
| Photographers               | Event planners                   |
| Real estate and development | Interior designers               |
| Garden shops and suppliers  | Resorts and hotels               |
| Automobile dealerships      | Floral retailers and wholesalers |
| Caterers                    | And more...                      |



# testimonials



"flower magazine is one of the prettiest and most colorful publications I have seen in my career, and each issue offers great stories and information about what's coming up in the world, flower-wise. I shall save each issue for its beauty and content, just as I treasure each issue of *Architectural Digest*."

**Carleton Varney of Dorothy Draper, Inc. of New York in *Palm Beach Daily News***

"If you've been looking for a magazine that speaks to you and your passion for flower arranging—one that isn't totally devoted to the florist trade—then you must check it out."

**Kit Wertz, *Flower Duet*, Los Angeles, California**

"flower magazine just keeps on getting better. So glad some American magazine is finally filling this niche! And so well! It is a beauty."

**Gay Estes, The Garden Club of America Lecturer and Flower Show Judge; author and illustrator of *The Church Ladies' Guide to Divine Flower Arranging***

"Thank you! I've been looking for this magazine for years! I knew immediately when I looked at the cover that it was what I'd been wanting. No one has done a publication for professionals, semi-professionals, and amateurs."

**Wendy Burns, *Woodmont Designs*, Crozet, Virginia**

"flower magazine covers just what its name promises, with stories on everything from party arrangements to floral fashions to favorite species."

***Knoxville News Sentinel***

"I've just subscribed to your magazine and cannot wait to start receiving it! I am a flight attendant for NetJets Aviation and often use flowers in the cabin."

**JoDelle Burwell, *Lee's Summit*, Missouri**

"Check [flower] out—it's a magazine worth paying attention to."

**Amy Stewart, author of *Flower Confidential* and blogger at "*Garden Rant*" and "*Dirt: A Blog by Amy Stewart*"**

"[flower] is like a mini-coffee table book. I also appreciate the mix of event and home designs—something to guide anyone for every occasion. Keep up the good work."

**Michael Ryan, *Nashville*, Tennessee**

"I've kept every one of my *National Geographics*; I'm going to keep every flower. There are just some things you don't toss."

**Ellen Perry, *Birmingham*, Alabama**

"You are making the kind of magazine I would make in my wildest floral dreams!"

**Lou Ann Brown, *Sprig Flowers*, Nashville, Tennessee**



# distribution & circulation



## The flower reader...

is a college educated individual who has a passion for flowers. Our readers are interested in the arts, design, entertaining, and travel and have the financial means (household income above \$100,000) to support their pursuits.

### flower DISTRIBUTION HIGHLIGHTS:

#### Subscribers

flower subscribers are located in all 50 states in the U.S., in addition to Canada, Europe, Australia, and the Caribbean.

The majority of flower readers live in the Southeast.

flower added 5,000 new subscribers in 2009.

flower readers love the magazine; 1 out of 3 give a subscription to other flower enthusiasts.

#### Newsstand

Newsstand distribution doubled in 2009.

flower can be found in your local bookstore, supermarket and independent retail outlets.

Nineteen (19) countries have requested newsstand copies of flower, including England, Greece, and Spain.

### flower DISTRIBUTION:

#### PRINT ORDER:

|                      | Southeast     | Other         | Total         |
|----------------------|---------------|---------------|---------------|
| Subscriptions*       | 8,000         | 2,000         | 10,000        |
| Newsstand            | 8,000         | 17,000        | 25,000        |
| Targeted HHs**       | 6,000         | -             | 6,000         |
| Other/Promotional*** | 3,500         | 500           | 4,000         |
| <b>Total</b>         | <b>25,500</b> | <b>19,500</b> | <b>45,000</b> |

Southeast represents (AL, FL, GA, LA, MS, NC, SC, TN, VA)

\* Other subscriptions represent 41 additional states, Canada and International subscriptions.

\*\* Target HHs represent high-income households (\$100K+) in our target markets.

\*\*\* Promotional copies are used for speaking engagements and events.



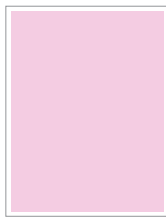
# production specifications



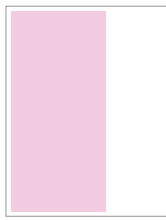
Please check the information below to be sure your ad specifications are correct.



FULL PAGE, BLEED  
8.625" X 11.125"



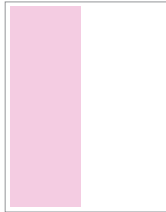
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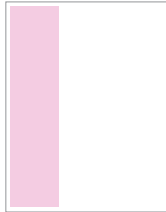
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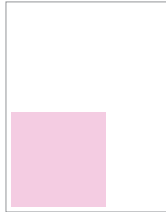
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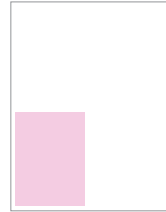
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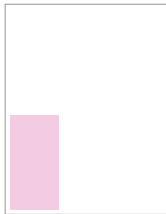
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2.5" X 10.375"



1/2 PAGE SQUARE  
NO BLEED  
4.875" X 4.875"



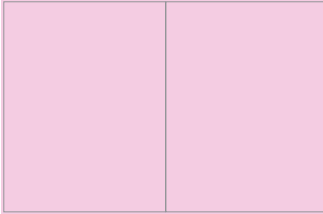
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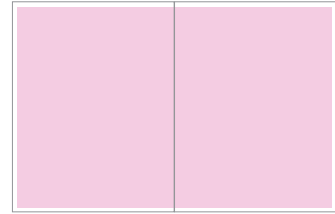
1/4 VERTICAL  
NO BLEED  
2.5" X 4.875"



COVER, BLEED  
8.625" X 11.125"



SPREAD, FULL BLEED  
17" X 11.125"



SPREAD, GUTTER BLEED ONLY  
16.25" X 10.375"

Trim Size = 8.375" x 10.875"  
Bleed = .125"  
Binding = Perfect Bound  
Line Screen = 133

Acceptable Software: High-resolution .PDF, .TIF, .EPS, or .JPG files  
All images must be 300 dpi or greater (web images will not be accepted).  
All images MUST be converted to CMYK format for printing (RGB images will not be accepted).

Acceptable Media:  
CD: A proof from the disk must be submitted with the ad. **flower** is not responsible for errors on ads not accompanied by a proof.  
Adobe Acrobat: Save as highest resolution PDF  
Illustrator: Convert all text to outlines. Save as an Illustrator EPS  
Photoshop: Save as JPG or TIFF

## ADVERTISING CONTACT

Send printing materials to:

**flower**

Attn: Ad Production

Mail: P.O. Box 530645

Birmingham, AL 35253

FEDEX/UPS: 4112 Abingdon Lane

Birmingham, AL 35243

ads@flowermag.com

(205) 970-9775



# advertising



## flower magazine 2010 RATE CARD

| FOUR COLOR | 1X      | 2X      | 3X      | 4X      |
|------------|---------|---------|---------|---------|
| Full page  | \$3,500 | \$3,300 | \$3,000 | \$2,800 |
| 2/3 pg     | \$2,800 | \$2,650 | \$2,400 | \$2,250 |
| 1/2 pg     | \$2,400 | \$2,300 | \$2,100 | \$1,950 |
| 1/3 pg     | \$1,750 | \$1,650 | \$1,500 | \$1,400 |
| 1/4 pg     | \$1,400 | \$1,300 | \$1,200 | \$1,100 |
| 1/6 pg     | \$1,000 | \$950   | \$900   | \$800   |
| Spread     | \$6,300 | \$5,900 | \$5,400 | \$5,000 |

| BLACK & WHITE | 1X      | 2X      | 3X      | 4X      |
|---------------|---------|---------|---------|---------|
| Full page     | \$3,200 | \$3,000 | \$2,700 | \$2,500 |
| 2/3 pg        | \$2,560 | \$2,400 | \$2,160 | \$2,000 |
| 1/2 pg        | \$2,240 | \$2,100 | \$1,890 | \$1,750 |
| 1/3 pg        | \$1,600 | \$1,500 | \$1,350 | \$1,250 |
| 1/4 pg        | \$1,280 | \$1,200 | \$1,080 | \$1,000 |
| 1/6 pg        | \$960   | \$900   | \$810   | \$750   |

| PREMIUM POSITIONS | 1X      | 2X      | 3X      | 4X      |
|-------------------|---------|---------|---------|---------|
| Cover 2           | \$4,500 | \$4,200 | \$3,800 | \$3,600 |
| Cover 3           | \$4,200 | \$3,900 | \$3,600 | \$3,300 |
| Cover 4           | \$4,700 | \$4,400 | \$4,000 | \$3,800 |
| TOC               | \$4,000 | \$3,800 | \$3,400 | \$3,200 |

| ISSUE  | CLOSING DATE | ADS DUE     | SUBS IN-HOME | ON SALE DATE |
|--------|--------------|-------------|--------------|--------------|
| Spring | February 5   | February 12 | March 22     | April 6      |
| Summer | April 30     | May 7       | June 15      | June 29      |
| Fall   | July 30      | August 6    | September 20 | October 5    |
| Winter | October 29   | November 5  | December 15  | December 28  |

### PRODUCTION COSTS

|                       |
|-----------------------|
| 2-Page Spread = \$200 |
| Full Page = \$125     |
| 2/3 page = \$90       |
| 1/2 page = \$80       |
| 1/3 page = \$60       |
| 1/4 page = \$60       |
| 1/6 page = \$50       |

Production costs assume that logos and high-resolution pictures are supplied; any photography required will incur an additional cost.

### flower magazine Advertising Terms and Conditions

The following are certain general terms and conditions governing advertising published in flower magazine (the "Magazine"), published by Peony Publishing LLC (the "Publisher").

- Rates are effective with the issue dated Spring 2010. Announcement of any change in rates will be made at least ten weeks in advance of the issue date of the first issue to which such rates will be applicable.
- The rate card specifies the publication schedule of the Magazine and its on-sale dates.
- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
- The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorneys fees) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.
- It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of the Magazine's rate card will be binding on the Publisher. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
- Agency Commission (or equivalent): 15% of net advertising charges after discounts to recognized agents.
- Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time.
- All frequency and volume discounts must be used within six months after the end of the period in which they were earned. Unused discounts will expire six months after the end of the period in which they were earned.
- Special advertising production premiums do not earn any discounts or agency commissions.