

FLOWER

HOUSE | GARDEN | LIFESTYLE

PRODUCTION SCHEDULE

JAN/FEB

New Beginnings

**AD CLOSE/
MATERIALS DUE:** 10/29/24

ON SALE: 12/31/24

MAR/APR

Spring Style & Design

**AD CLOSE/
MATERIALS DUE:** 1/7/25

ON SALE: 2/25/25

MAY/JUNE

Outdoor Living

**AD CLOSE/
MATERIALS DUE:** 2/25/25

ON SALE: 4/29/25

JULY/AUG

Summer Trends & Entertaining

**AD CLOSE/
MATERIALS DUE:** 4/29/25

ON SALE: 6/24/25

SEPT/OCT

Fall Style & Design

**AD CLOSE/
MATERIALS DUE:** 6/24/25

ON SALE: 8/26/25

NOV/DEC

Holiday Luxe

**AD CLOSE/
MATERIALS DUE:** 8/26/25

ON SALE: 10/28/25

PRODUCTION SPECIFICATIONS

Print Ad Sizes

| | |
|--------------------------------------|-------------------|
| FULL PAGE, BLEED | 8.625" x 11.125" |
| FULL PAGE, NO BLEED | 7.875" x 10.375" |
| 1/2 PAGE HORIZONTAL, NO BLEED | 7.875" x 4.875" |
| 1/2 PAGE VERTICAL, NO BLEED | 3.625" x 10.375" |
| 1/4 PAGE | 3.625" x 4.875" |
| 2/3 VERTICAL, NO BLEED | 5.125" x 10.375" |
| 2/3 VERTICAL, BLEED | 5.625" x 11.125" |
| 1/3 VERTICAL, NO BLEED | 2.5625" x 10.375" |
| 1/3 VERTICAL, BLEED: | 3.0625" x 11.125" |
| BACK COVER, BLEED | 8.625" x 11.125" |
| SPREAD, FULL BLEED | 17" x 11.125" |

Digital Ad Sizes

| | |
|---------------------|------------------------|
| WEBSITE | 728 X 90 AND 300 X 250 |
| E-NEWSLETTER | 728 X 90 OR 300 X 250 |

Submit print and digital ad files to:
ads@flowermag.com

Print Accepted Format:

High resolution .pdf, .tif, or .jpg files. All images must be CMYK and 300 dpi or greater. Convert all Pantone colors to CMYK. Export to include crop and bleed marks.

Trim Size = 8.375" x 10.875"

Bleed = .125"

Binding = Perfect Bound

NOTE: For full page bleed ads, printer does not guarantee any art or copy that falls within .125" of the magazine trim

Digital Accepted Format: .gif, .jpg, or .png