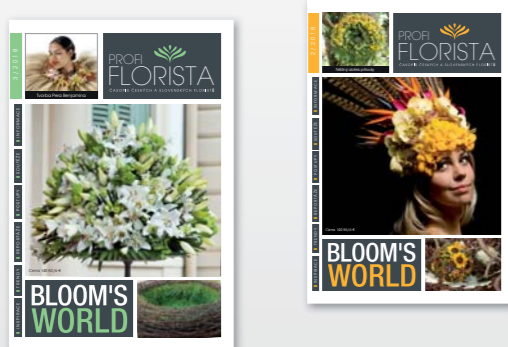
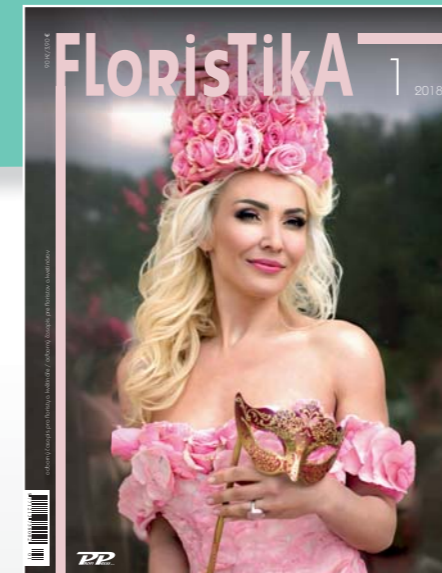


A bimonthly magazine full of new florist trends, ideas, and thematic inspirations, it monitors the work of renowned Czech and world-famous floral designers, provides compact and up-to-date information about our and worldwide prestigious events. Its purpose is to present artistic floristry and the latest design in floristry and decorations. It offers seasonal florist topics and introduces top floristry BLOOM'S that can be used in common practice. It is issued in even months when the Floristry magazine is not.



Specialized magazine full of inspiration for floral designers and florists

Floristry is a bimonthly specialized journal intended for all professional floral designers and florists (florist stores). It provides practical and topical information necessary for trading in floristry. It informs about new trends, techniques of arranging flowers and modern materials. It presents the florist's profession to readers based on events organized throughout the year. It is published both in the Czech and Slovak Republics.



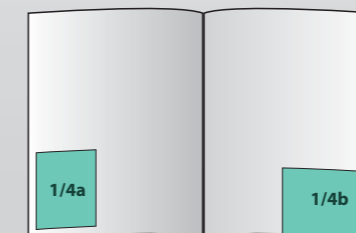
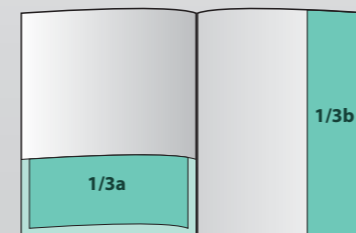
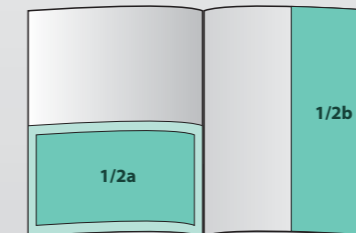
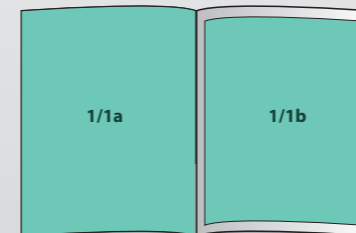
Published every 1st week of the month



Month – No.	Topic	Deadline	Expedition
January – no. 1	St. Valentine, accessory materials	26. 11. 2018	2. 1. 2019
March – no. 2	Easter, dried flowers	25. 1. 2019	1. 3.
May – no. 3	Wedding bouquets and decorations	22. 3.	2. 5.
July – no. 4	Arranging pot plants	23. 5.	1. 7.
September – no. 5	All Souls' Day and funeral floral arrangements	26. 7.	2. 9.
November – no. 6	Christmas holidays	23. 9.	1. 11.
1/2020	St. Valentine, accessory materials	21. 11. 2019	2. 1. 2020

Page ratio	Size (mm)	Price (eur)
1/1a	241 x 316 (fall out*)	1200
1/1b	200 x 265 (zrcadlo)	1200
1/2a	200 x 132 (241 x 155 fall out*)	680
1/2b	120 x 316 (fall out*)	680
1/3a	200 x 88 (241 x 110 fall out*)	480
1/3b	81 x 316 (fall out*)	480
1/4a	100 x 130	400
1/4b	123 x 153 (fall out*)	400
1/8	100 x 65	220

*need to add 3 mm to all sides of advertisement as fall out.



Month – number	Topic	Deadline	Expedition
February – no. 1	Spring decorations, Easter	2. 1. 2019	1. 2. 2019
April – no. 2	Renowned florists' work	25. 2.	1. 4.
June – no. 3	Weddings, Inspiration for the coming summer season	26. 4.	3. 6.
August – no. 4	Autumn inspirations	28. 6.	1. 8.
October – no. 5	Christmas trends	30. 8.	1. 10.
December – no. 6	Winter inspirations	25. 10.	2. 12.

Page ratio	Size (mm)	Price (eur)
1/1	215 x 315 (fall out*)	1200
1/2a	215 x 153 (horizontal*)	680
1/2b	105 x 315 (vertical*)	680
1/3a	215 x 102 (horizontal*)	480
1/3b	105 x 153 (vertical)	480
1/4	105 x 153 (vertical)	400

*need to add 3 mm to all sides of advertisement as fall out. Other dimensions of advertisements, corporate PR articles and their price offer are processed individually.

Publishing article for unlimited time 75 eur

Banner complet (The background) 600 eur / month

Banner C2 140 x optional format px 360 eur / month

Banner C1 980 x 70 px 480 eur / month

Banner D 620 x 70 px 120 eur / month

Banner to article 620 x 70 px 120 eur / month

Banner A 250 x 250 px 200 eur / month

Banner B 250 x 250 px 120 eur / month

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