

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.

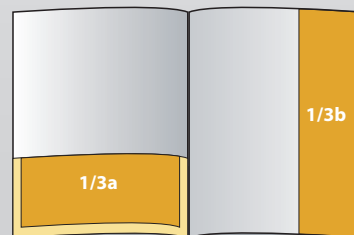
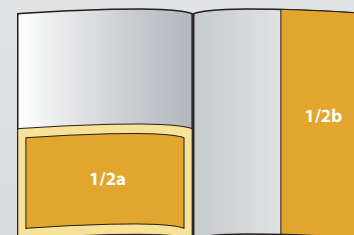
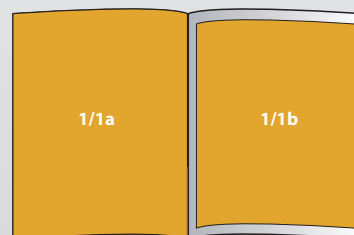
Month	Topic	Deadline	Expedition
January – č. 1	St. Valentine, accessory materials	16. 11. 2021	4. 1. 2022
March – č. 2	Easter, dried flowers	25. 1.	1. 3.
May – č. 3	Wedding bouquets and decorations	23. 3.	2. 5.
July – č. 4	Arranging pot plants	25. 5.	1. 7.
September – č. 5	All Souls' Day and funeral floral arrangements	25. 7.	1. 9.
November – č. 6	Christmas holidays	22. 9.	1. 11.
1/2023	St. Valentine, accessory materials	16. 11.	4. 1. 2023

Page ratio	Size (mm)	Price (EUR)
1/1a	235 x 310 (fall out*)	30 000
1/1b	200 x 265 (mirror)	30 000
1/2a	200 x 132 (235 x 155 fall out*)	17 000
1/2b	120 x 316 (fall out*)	17 000
1/3a	200 x 88 (235 x 100 fall out*)	12 000
1/3b	81 x 316 (fall out*)	12 000
1/4a	100 x 130	10 000
1/4b	115 x 155 (fall out*)	10 000

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



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