

**Floristika  
2023**

**Floristika**

PROFI  
**FLORISTA**  
ČASOPIS ČESKÝCH A SLOVENSKÝCH FLORISTŮ

**BLOOM'S  
WORLD**

**[www.floristikaweb.cz](http://www.floristikaweb.cz)**

**PP**  
PROFI PRESS s.r.o.

**Profi Press s. r. o.**  
Jana Masaryka 2559/56b, 120 00 Praha 2

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.



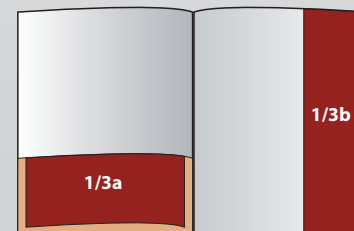
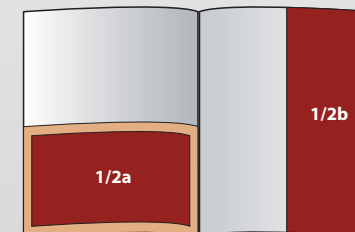
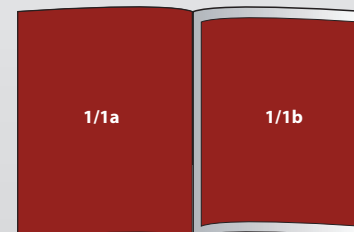
Published every 1<sup>st</sup> week of the month



| Month         | Topic                                          | Deadline     | Expedition |
|---------------|------------------------------------------------|--------------|------------|
| January – 1   | St. Valentine, accessory materials             | 16. 11. 2022 | 4. 1. 2023 |
| March – 2     | Easter, dried flowers                          | 24. 1.       | 1. 3.      |
| May – 3       | Wedding bouquets and decorations               | 23. 3.       | 2. 5.      |
| July – 4      | Arranging pot plants                           | 29. 5.       | 3. 7.      |
| September – 5 | All Souls' Day and funeral floral arrangements | 26. 7.       | 1. 9.      |
| November – 6  | Christmas holidays                             | 27. 9.       | 1. 11.     |
| 1/2024        | St. Valentine, accessory materials             | 23. 11. 2023 | 4. 1. 2024 |

| Page ratio | Size (mm)                       | Price (EUR) |
|------------|---------------------------------|-------------|
| 1/1a       | 235 x 310 (fall out*)           | 1 200       |
| 1/1b       | 200 x 265 (mirror)              | 1 200       |
| 1/2a       | 200 x 132 (235 x 155 fall out*) | 680         |
| 1/2b       | 120 x 316 (fall out*)           | 680         |
| 1/3a       | 200 x 88 (235 x 100 fall out*)  | 480         |
| 1/3b       | 81 x 316 (fall out*)            | 480         |
| 1/4a       | 100 x 130                       | 400         |
| 1/4b       | 115 x 155 (fall out*)           | 400         |

\*It is necessary to add 3 mm to the stated sizes on each side.



Publication of the article on the web for an unlimited period 120 EUR

**Whole background** – all over option (1 920 x 1 080 px)  
400 EUR/month

**Banner C** 1 120 x 230 or 1 120 x 400 px  
240 EUR/month

**Banner B1** 300 x 300 px  
220 EUR/month

**Banner B2** 300 x 300 px  
220 EUR/month

**Banner B3** 300 x 300 px  
140 EUR/month

**Banner B4** 300 x 300 px  
140EUR/month

**B1+B2** 300 x 600 px  
7 500 Kč/month

**B3+B4** 300 x 600 px  
5 000 Kč/month

**Left side** 400 x 1 080 px

**Right side** 400 x 1 080 px

You can find us on Facebooku and Instagram

Prices do not include VAT.



Pavla Čechová  
mobil: +420 602 196 088  
e-mail: pavla.cechova@profipress.cz  
www.profipress.cz