



„For more **success** in
flower retail.“

www.florieren-online.de



Title Portrait

„For more success in flower retail“

florieren! (flourish!) is an independent monthly trade magazine, which supports the floristry retail business on the path to a successful future.

The target group

- Professionals and committed young talent
- Co-owner
- General managers and executives

>> That's „florieren“ (flourish)! at the same time: an ideal medium for professional B-to-B communication - supporting your success!



Marketing und Verkaufsberatung

If you have any questions about florieren, I am happy to help you. Call me!

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The florieren! - content concept

Success in the floristry retail business is based on two pillars: good, sophisticated floristry combined with an economic and sales-oriented approach.

This is why consequent linking of inspiration and marketing is the key subject in florieren! (flourish!). This is emphasised in monthly core subjects.

Continuous subject areas

- Floristry
- Ranges / purchasing sources
- Trends and new markets
- Plants
- Business management
- Marketing
- Services
- Innovations and new concepts
- Training
- Trade shows and exhibitions

florieren!

Vital Statistics

Editor / Publishing House

Eugen Ulmer KG

Volume / Frequency of Publication

41th volume in 2011
monthly

Purchase Price

Domestic annual subscription
109,20 €

ISSN 1863-9534

Analysis of distribution:



Inspection of Distribution

Print Editions	9.182
Distributed Editions	8.791
Sold Editions	5.785
Third quarter 2010 to second quarter 2011	

Publishing Information

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www.campos-net.de

Adverts

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BIC: DEUTDESS
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DE62600700700147687800

Südwestbank AG, Stuttgart
Sort Code: 600 907 00
Account: 741 3710 06
BIC: SWBSDESS
IBAN:
DE04600907000741371006

Austria

Bank Austria, Bregenz
Sort Code: 12 000
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BIC: BKAUATWW
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florieren!






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Formats	Colour	Prices / Euro	Width × Height
1/1 	sw	2.319,-	Type area format
	2c	2.674,-	
	3c	3.029,-	176 × 255 mm
	4c	3.384,-	
	sw	2.551,-	
	2c	2.906,-	Section format*
	3c	3.261,-	210 × 297 mm
	4c	3.616,-	
2/3 	sw	1.546,-	Type area format
	2c	1.901,-	176 × 170 mm
	3c	2.256,-	116 × 255 mm
	4c	2.611,-	
	sw	1.700,-	Section format*
	2c	2.055,-	210 × 191 mm
	3c	2.410,-	131 × 297 mm
	4c	2.765,-	
1/2 	sw	1.159,-	Type area format
	2c	1.419,-	176 × 130 mm
	3c	1.679,-	86 × 255 mm
	4c	1.939,-	
	sw	1.275,-	Section format*
	2c	1.535,-	210 × 148 mm
	3c	1.795,-	102 × 297 mm
	4c	2.055,-	

Formats	Colour	Prices / Euro	Width × Height
1/3 	sw	773,-	Type area format
	2c	1.033,-	176 × 85 mm
	3c	1.293,-	56 × 255 mm
	4c	1.553,-	
	sw	850,-	Section format*
	2c	1.110,-	210 × 105 mm
	3c	1.370,-	70 × 297 mm
	4c	1.630,-	
1/4 	sw	579,-	Type area format
	2c	764,-	176 × 64 mm
	3c	949,-	86 × 130 mm
	4c	1.134,-	
	sw	637,-	Section format*
	2c	822,-	210 × 83 mm
	3c	1.007,-	102 × 148 mm
	4c	1.192,-	
1/8 	sw	289,-	Type area format
	2c	379,-	176 × 32 mm
	3c	469,-	84 × 64 mm
	4c	559,-	

mm-Preis sw: 2,23 €. All prices shown in the tariff are exclusive of legal VAT. The general business terms and conditions for advertisements and external supplements in newspapers and magazines apply.


* Plus 3 mm bleed difference all round.

Themes and Dates 2012

florieren!

Edition	Date of publication	Closing Date for Texts	Closing Date for Adverts	Themes	Exhibitions / Trade Fairs
January	02.01.12	24.11.11	02.12.11	<ul style="list-style-type: none"> ■ Trends 2012 - an overview ■ Ordering for spring and summer: Trade show preview IPM, Christmasworld & Co. ■ Orchids 	<p>Trendset München 06.-08.01.12</p> <p>INNOWA Dortmund 07.- 09.01.12</p> <p>TrendForum Sinsheim 21.-23.01.12</p> <p>IPM Essen 24.-27.01.12</p> <p>paperworld Frankfurt 28.-31.01.12</p> <p>christmasworld Frankfurt 27.-31.01.12</p>
February	01.02.12	27.12.11	05.01.12	<ul style="list-style-type: none"> ■ Bridal floristry: Bridal arrangements and decorations, decor elements and practical aids ■ Customer retention through campaigns 	<p>ambiente Frankfurt 10.-14.02.12</p> <p>CADEAUX Leipzig 25.-27.02.12</p>
March	01.03.12	27.01.12	03.02.12	<ul style="list-style-type: none"> ■ Spring inspiration ■ Review spring trade shows part 1 	<p>Creative A-Salzburg 02.-04.03.12</p>
April	02.04.12	23.02.12	05.03.12	<ul style="list-style-type: none"> ■ Decorations for private customers and business clients ■ Large containers ■ Review spring trade shows part 2 	<p>Nufam Mannheim 17.-20.04.12</p>



May	02.05.12	29.03.12	05.04.12	<ul style="list-style-type: none"> ■ Success criteria ■ Outdoor lighting ■ Aquatic plants and water lilies 	
June	01.06.12	25.04.12	04.05.12	<ul style="list-style-type: none"> ■ Quality management in floristry retail: Plants, containers, silk flowers, etc. ■ Keeping cut flowers fresh 	
July	02.07.12	29.05.12	06.06.12	<ul style="list-style-type: none"> ■ Funeral floristry ■ Trade show preview - ordering from autumn and winter 2012 / 13 	
August	01.08.12	26.06.12	05.07.12	<ul style="list-style-type: none"> ■ Location and appearance ■ Store construction and interior decorating 	<p>Formland DK-Herning 12--15.02.12</p> <p>tendence Frankfurt tendence 24.-28.08.12</p>
September	01.09.12	26.07.12	06.08.12	<ul style="list-style-type: none"> ■ Profiling through services ■ Transport vehicles ■ Planning of Advent exhibitions 	<p>spoga+gafa Köln 02.-04.09.12</p> <p>IAA NUTZFAHRZEUGE Hannover 20.-27.09.12</p>
October	01.10.12	27.08.12	05.09.12	<ul style="list-style-type: none"> ■ Commemoration floristry ■ Printing on ribbons ■ IT and till systems 	<p>Horti Fair NL-Amsterdam 12.-15.10.12</p> 
November	02.11.12	26.09.12	05.10.12	<ul style="list-style-type: none"> ■ Advent and Christmas 2012 ■ Tying and arrangement aids 	
December	01.12.12	25.10.12	05.11.12	<ul style="list-style-type: none"> ■ Advanced trainer for master qualification ■ Paper and packaging 	

We reserve the right to make changes!

On the closing date for adverts, we require the artwork by 12.00.

Printing and processing

Printing

Sheet offset

1/1 to 4/4 in colour

Paper

Cover: Wood-free image print glossy 170 g/m²

Inside: Image print 90 g/m²

Processing

Stitched binding

Digital printing information

Printing order: Black – cyan – magenta – yellow.

Profile ISO coated v2 (EU).

Tonal range: half tones min. 2% to max. 98%. Dot gain in middle section is 17% in black, 14% in colour.

Complete application of paint: max. 330%. Please do not use DCS-format, hairlines, RGB/LAB images and duplex images with special colours.

Advertisements with special colours are to be created in CMYK with the correct mixing ratios of the desired HKS colour descriptions. Four-colour advertisements should equally be created in CMYK for the four-colour process.

Data transmission

Please send the printing documents for your advertisement by email directly to the publisher:

- Advert Scheduling
Sabine Geyer
sgeyer@ulmer.de

We need a print-out of your advertisement for inspection purposes. For colour advertisements, please send a colour-proof printout by post to:

- Verlag Eugen Ulmer
Advertising department
PO Box 700561
70574 Stuttgart

Data format

- Printable PDF (PDF/X-3)

Data formats such as Freehand, Photoshop, Word, Corel Draw, etc, only after consultation. The production of printing documents according to other templates will be charged.

magazine format

210 mm breit

297 mm hoch

Type area

176 mm breit

255 mm hoch

4 Spalten je 41 mm breit

Appearance

monthly

Advert scheduling

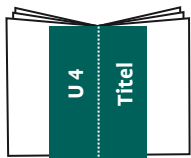
Maria Scheurenbrand

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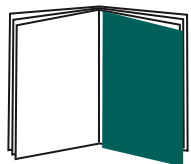
mscheurenbrand@ulmer.de

Special types of advertising



Cover skirt

Flaps the same size as a page on the front and back of the cover. The advertisement can be positioned on the interior and exterior of the flaps. The upper 8cm are reserved for the publishers to place the heading and logo. A flap on the reverse side can be combined with an advertisement on the outside back cover. Both the interior and exterior of the flaps can be used. Advertisement format and prices upon request.



Supplements

Maximum format: 205 X 297 mm (W X H), unit weight of up to 25g per

Up to four pages: € 240 per thousand copies

Up to eight pages: € 260 per thousand copies

Each of these includes the distribution fee. Heavier weights, other numbers of pages and partial supplements upon request. Additional charges will be levied according to the particular situation in cases of complicated technical processing.



Einhefter

Bound inserts

Delivered folded in uncut format 214mm X 305mm (W X H), unit weight of up to 25g.

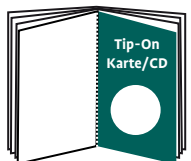
Prices:

3.038,- € (4 Seiten)

4.240,- € (6 Seiten)

5.512,- € (8 Seiten)

Number of bound inserts and all details upon request.



Tip-On-Card/CD

Prices and all details upon request.

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Further special types of advertising upon request

Your contact person:

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Mailing address for supplements, bound inserts, etc.

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71634 Ludwigsburg

Delivery memo

For „florieren!-Nr. ...“

Delivery date for supplements, bound inserts, etc.

14 days before publication. Please send at least three samples directly to the publisher at the same time