


JANUARY

Industry Outlook
Valentine's Day
Cut Flower - Rose
Blooming Plant - Cyclamen




BONUS DISTRIBUTION:
TPIE

Space Reservation Deadline: Nov. 17, 2011
Ad Materials Deadline: Nov. 21, 2011

FEBRUARY


Spring Bulbs
Balloons
Easter
Prom
Cut Flower - Hyacinth
Blooming Plant - Easter lily



Space Reservation Deadline: Dec. 16, 2011
Ad Materials Deadline: Dec. 20, 2011

MARCH

Gardening
Admin. Professionals Day
Merchandisers & Refrigeration
Cut Flower - Stock
Blooming Plant - Gerbera



BONUS DISTRIBUTION:
World Floral Expo

Space Reservation Deadline: Jan. 19, 2012
Ad Materials Deadline: Jan. 23, 2012

APRIL

Mother's Day
Weddings
Cut Flower - Calla
Blooming Plant - African Violet
Halloween Planner

BONUS DISTRIBUTION:
Fresh Produce & Floral Council Expo
NEPC Produce & Floral Expo

Space Reservation Deadline: Feb. 17, 2012
Ad Materials Deadline: Feb. 21, 2012

MAY

IFE Preview & New Products "Sneak Peek"
Show Strategies
Cut Flower - 'Matsumoto' / China aster
Blooming Plant - Begonia
Thanksgiving Planner



Space Reservation Deadline: March 19, 2012
Ad Materials Deadline: March 21, 2012

JUNE

IFE Special Edition
Floral Trends
Top Mass-Market Chains
Cut Flower - Hydrangea
Blooming Plant - Campanula

BONUS DISTRIBUTION:
International Floriculture Expo

Space Reservation Deadline: April 18, 2012
Ad Materials Deadline: April 20, 2012

JULY

Christmas
Cut Flower - Anemone
Blooming Plant - Ornithogalum
Christmas Planner



BONUS DISTRIBUTION:
OFA Short Course
Balloons University On the Road
Fresh Produce & Floral Council Expo

Space Reservation Deadline: May 17, 2012
Ad Materials Deadline: May 21, 2012

AUGUST

Bouquet Trends
"Merchandising Award of Excellence" Contest Winners
U.S. Flower Report
Fall Merchandising
Cut Flower - Hypericum
Blooming Plant - Kalanchoe
Valentine's Day Planner

Space Reservation Deadline: June 18, 2012
Ad Materials Deadline: June 20, 2012

SEPTEMBER

South America Flower Report
Halloween
Cut Flower - Orchid
Blooming Plant - Anthurium
Easter Planner
Special Supplement - Focus On Design



BONUS DISTRIBUTION:
SAF Convention, FlorEcuador-Agriflor

Space Reservation Deadline: July 19, 2012
Ad Materials Deadline: July 23, 2012

OCTOBER

Weddings
Thanksgiving
Cut Flower - Gerbera
Blooming Plant - Poinsettia
Admin. Professionals Day Planner



BONUS DISTRIBUTION:
PMA Fresh Summit

Space Reservation Deadline: Aug. 17, 2012
Ad Materials Deadline: Aug. 21, 2012

NOVEMBER

Bedding Plants, Seeds & Tools
Balloons & Accessories
Christmas
Cut Flower - Alstroemeria
Blooming Plant - Christmas cactus
Mother's Day Planner

BONUS DISTRIBUTION:
WF&FSA Floral Distribution Conference

Space Reservation Deadline: Sept. 18, 2012
Ad Materials Deadline: Sept. 20, 2012

DECEMBER

Packaging
Giftware
New Poinsettia Varieties
Cut Flower - Anthurium
Blooming Plant - 'Paperwhite' Narcissus



Special Supplement - 2013 Wall Calendar

Space Reservation Deadline: Oct. 18, 2012
Ad Materials Deadline: Oct. 22, 2012