

editorial calendar 2007

january

- **Industry Outlook**
- Roses
- Poinsettia Varieties
- Annual Marketing Calendar
- Valentine's Day Set-Up

BONUS DISTRIBUTION:
Holiday & Home Expo, TPIE

Ad Closing Date: Nov. 15, 2006
Ad Materials Due: Nov. 20, 2006

february

- **Spring Bulb Plants & Flowers**
- Holland Production
- Spring Balloons
- Prom Ideas

BONUS DISTRIBUTION:
WF&FSA Convention & Floral Expo

Ad Closing Date: Dec. 14, 2006
Ad Materials Due: Dec. 19, 2006

march

- **Gardening**
- Foliage Plants
- Tropical Flowers
- Administrative Professionals Day Set-Up
- Easter Set-Up

BONUS DISTRIBUTION:
*World Floral Expo,
Fresh Produce & Floral Council Expo*

Ad Closing Date: Jan. 15, 2007
Ad Materials Due: Jan. 18, 2007

april

- **Weddings & Events**
- California & Florida Production
- Blooming Plants
- Mother's Day Set-Up

* *Halloween Planner*

BONUS DISTRIBUTION:
NEPC Produce & Floral Expo

Ad Closing Date: Feb. 14, 2007
Ad Materials Due: Feb. 19, 2007

may

- **Super Floral Show & New Products Preview**
- Alstroemerias

* *Thanksgiving Planner*

Special Supplement:
Welcome to Columbus
(distributed at The Super Floral Show)

BONUS DISTRIBUTION:
The Super Floral Show

Ad Closing Date: March 15, 2007
Ad Materials Due: March 21, 2007

june

- **Super Floral Show Special Edition**
- Lilies
- Top Mass-Market Chains
- Fourth of July Set-Up

BONUS DISTRIBUTION:
The Super Floral Show

Ad Closing Date: April 16, 2007
Ad Materials Due: April 19, 2007

july

- **Christmas**
- Holiday Plants, Greenery & Wreaths
- Topiaries

* *Christmas Planner*

Special Supplement:
Fresh Flower Glossary

BONUS DISTRIBUTION:
*OFA Short Course & Trade Show,
Ballooniversity*

Ad Closing Date: May 15, 2007
Ad Materials Due: May 18, 2007

august

- **Packaging**
- Rose Varieties
- Balloons & Accessories
- Fall Set-Up
- "Merchandising Award of Excellence"

* *Valentine's Day Planner*

Ad Closing Date: June 18, 2007
Ad Materials Due: June 21, 2007

september

- **Bouquet Trends**
- South American Production
- Mums
- Halloween Set-Up

* *Easter Planner*

BONUS DISTRIBUTION:
SAF Convention, Proflorea

Ad Closing Date: July 17, 2007
Ad Materials Due: July 20, 2007

october

- **Sympathy**
- Giftware
- Orchids & Bromeliads
- Thanksgiving Set-Up

* *Administrative Professionals Day Planner*

BONUS DISTRIBUTION:
PMA Fresh Summit

Ad Closing Date: Aug. 15, 2007
Ad Materials Due: Aug. 20, 2007

november

- **Technology**
- Ready-Made Arrangements
- Bedding Plants
- Carnations
- Christmas Set-Up

* *Mother's Day Planner*

Ad Closing Date: Sept. 17, 2007
Ad Materials Due: Sept. 19, 2007

december

- **Sourcebook**
- Cut Foliages and Fillers
- Merchandisers & Refrigeration
- Tulips

Special Supplement:
2008 Wall Calendar

Ad Closing Date: Oct. 15, 2007
Ad Materials Due: Oct. 18, 2007