

superfloral

2017 EDITORIAL CALENDAR

<p>January Cover: Winter Your Best Valentine's Day Sales and labor strategies Merchandising displays Design ideas</p> <p>Economic forecast</p> <p>Ad Closing Date: Nov 9, 2016 Ad Materials Due: Nov 11, 2016</p>	<p>February Cover: Valentine's Day Get Ready For Spring Focus on the Spring holidays - Women's Day, Easter, Admin Professionals Day Mother's Day Gardening</p> <p>Ad Closing Date: Dec 9, 2016 Ad Materials Due: Dec 13, 2016</p>	<p>March Cover: St. Patrick's Day Grow Your Sympathy Business Designs & strategies for working with clients & funeral directors</p> <p>Bonus Distribution: World Floral Expo Ad Closing Date: Jan 20, 2017 Ad Materials Due: Jan 24, 2017</p>
<p>April Cover: Wedding Winning At Weddings Designs & strategies for getting more business</p> <p>Ad Closing Date: Feb 17, 2017 Ad Materials Due: Feb 21, 2017</p>	<p>May Cover: Spring/Summer Trade Show Success IFE preview and new products Getting the most of your trade show experience How to throw a successful bridal show</p> <p>Ad Closing Date: Mar 21, 2017 Ad Materials Due: Mar 23, 2017</p>	<p>June Cover: Summer Industry Spotlight Top chains Reader sales survey A look at floral department demographics</p> <p>Bonus Distribution: International Floriculture Expo Ad Closing Date: Apr 21, 2017 Ad Materials Due: Apr 25, 2017</p>
<p>July Cover: Fourth of July Christmas In July Design, display and sales ideas</p> <p>Ad Closing Date: May 18, 2017 Ad Materials Due: May 22, 2017</p>	<p>August Cover: Contest winner Great Merchandising Displays Contest Winners Ideas for creating your own great displays</p> <p>Bonus Distribution: Fun N' Sun Ad Closing Date: June 13, 2017 Ad Materials Due: June 15, 2017</p>	<p>September Cover: Fall Focus On Design We will focus on all levels of design, from basic to high style</p> <p>Bonus Distribution: Proflora, SAF Convention Ad Closing Date: July 13, 2017 Ad Materials Due: July 17, 2017</p>
<p>October Cover: Halloween Floral Department Makeovers Why and how you should do so Launch Merchandising Award of Excellence</p> <p>Bonus Distribution: PMA Fresh Summit, WF&FSA Floral Distribution Conference Ad Closing Date: Aug 14, 2017 Ad Materials Due: Aug 16, 2017</p>	<p>November Cover: Thanksgiving Grow Your Outdoor Business New bedding plants Garden statistics Strategies for selling more outdoor wares</p> <p>Ad Closing Date: Sept 14, 2017 Ad Materials Due: Sept 18, 2017</p>	<p>December Cover: Christmas The Flower Issue New varieties Changing supply chain</p> <p>Ad Closing Date: Oct 13, 2017 Ad Materials Due: Oct 17, 2017</p>