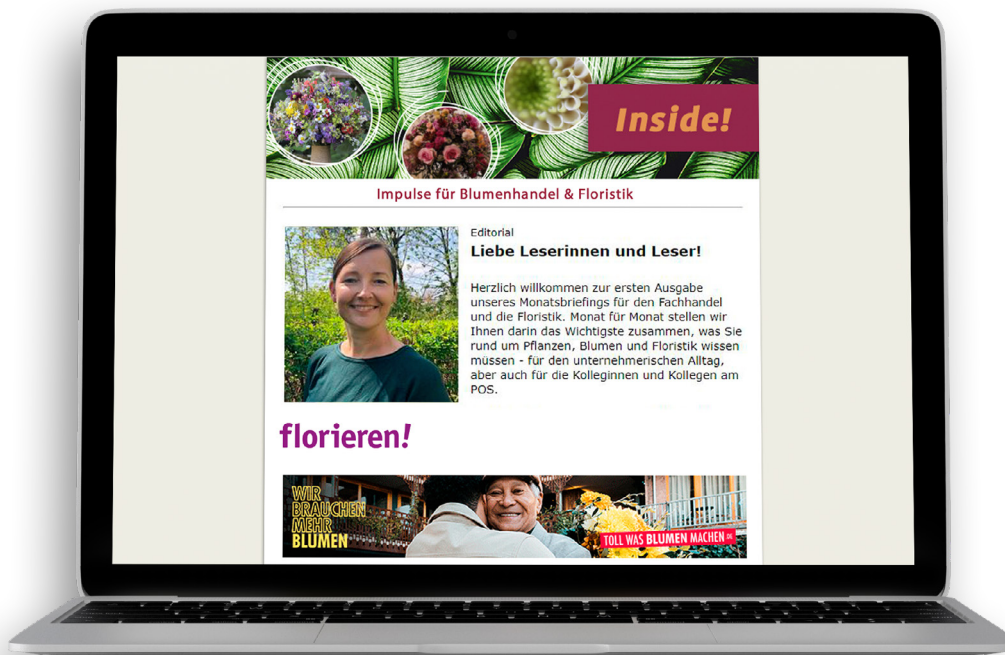


# florieren!

## Inside!

### Impulses for the flower trade & floristry

Media partners:



Address the green sector specifically.

# Advertising formats and prices

<b>Content banner</b> 560 b x 100 h Pixel	550.-
<b>Text ad</b> 300 characters text plus 1 image Text Ads are marked with the addition "Advertising"	750.-
<b>Pole position</b> Surcharge for placement as 1st advertising medium in the newsletter	50.-
<b>Special advertising formats</b>	
<b>Event tip</b>	350.-
<b>Product tip</b>	550.-
<b>Job offer</b>	250.-
<b>Discounts</b>	
2 dates:	5% discount
4 dates:	10% discount
All prices are exclusive of VAT	

**Inside!**

Impulse für Blumenhandel & Floristik

Editorial  
**Liebe Leserinnen und Leser!**

Herzlich willkommen zur ersten Ausgabe unseres Monatsbriefings für den Fachhandel und die Floristik. Monat für Monat stellen wir Ihnen darin das Wichtigste zusammen, was Sie rund um Pflanzen, Blumen und Floristik wissen müssen - für den unternehmerischen Alltag, aber auch für die Kolleginnen und Kollegen am POS.

**florieren!**

**WI BRAUCHEN MEHR BLUMEN**

**TOLL WAS BLUMEN MACHEN**

WERBUNG

**Autumn Friends - spätsommerlich-herbstliche Pflanzenkombinationen**

Spätsommer und Herbst werden für den Pflanzenabsatz immer bedeutender! Selectas Empfehlungen für Pflanzenkombinationen aus den Bereichen Stauden und Topfnelken, Gräser, Kräuter und Lavendel bieten viele Möglichkeiten für diesen Trend. **Mehr erfahren**

(c) Selecta

Take a look at our [newsletter](#)

## Distribution

Newsletter	7,700 recipients
Specialist portals	
<a href="http://www.florieren-online.de">www.florieren-online.de</a>	
<a href="http://www.gruener-markt-online.de">www.gruener-markt-online.de</a>	
<a href="http://www.dega-gartenbau.de">www.dega-gartenbau.de</a>	9,700 users*

\* Source: Matomo, June 2023

Additional distribution



## Target groups

- Future-oriented florists, business owners, managers and freelance florists
- From the floristic sector:
  - Florists in the specialist garden trade,
  - Florists,
  - Freelance and contract florists
- Associations, training and educational institutions

## Topics

From the branch for the branch - **Inside!** thrives on the exchange and networking between industry participants from the specialised trade, suppliers and manufacturers (opinions, statements, interviews, discussions).

**We discuss current topics/problems in the sector:** What is currently moving the industry, what do branch experts think about it?

**We pick up on seasonal topics:** With current products, but also with presentation ideas and sales tips

**Permanent topics:** Skills shortage, education and training, digitalisation, sustainability

**We think outside the box:** Trade studies, trade concepts, exciting new openings and promotions relevant to the floristry

## Dates

Publication rhythm:	4 times a year
Dispatch dates:	21.02.24 16.05.24 23.07.24 02.10.24
Booking deadline:	8 working days before the dispatch date
Date of delivery:	5 working days before the dispatch date

## Your advantages

- Reach professionals from the florist trade or floristry shops in a targeted manner
- High attention due to practice-oriented, well-researched professional articles
- Additional distribution via social media channels
- Broad distribution in the relevant target groups
- High number of newsletter recipients and trade portal users as well as social media multipliers

## File formats

As JPG, GIF, PNG, max. file size 40 KB. URL for linking. Texts as open text document. Text length 300 characters incl. headline. Image in 4:3 format, 1200 x 900 px

## Delivery address/service

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Netherlands, Belgium, Denmark, Sweden

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