

2018 EDITORIAL CALENDAR

ISSUE	THEME	AD CLOSE	MATERIALS DUE
January	Super Floral Reboot: Introduction & Preview of the NEW look of Super Floral	11/20/2017	11/22/ 2017
<i>Fresh Finds:</i> Technology, Design Supplies			
February	The Social Media Issue: How social media is transforming global business, & how companies can it for maximum results	12/8/2017	12/12/2017
<i>Fresh Finds:</i> Balloons, Packaging, Bulbs, New Varieties			
March	Today's Floral Consumers: Who's buying floral? (Generational, Cultural & Regional)	1/8/2018	1/10/2018
<i>Fresh Finds:</i> Merchandisers, Potted & Blooming Plants, Garden <i>Bonus Distribution:</i> World Floral Expo			
April	Science & Technology in the Floral Industry: GMO Flowers, Supply-Chain Efficiencies, Scientific Innovations, Trends	2/8/2018	2/12/2018
<i>Fresh Finds:</i> Ribbon, Wedding, Sympathy			
May	Changing Business Models: From Farm to Florist - How the Industry is Evolving	3/8/2018	3/12/2018
<i>Fresh Finds:</i> IFE Sneak Peak			
June	American Floral Trends Reinterpreted for the Mass Market	4/9/2018	4/11/2018
<i>Fresh Finds:</i> Containers, Succulents, Gift Baskets & Accessories / <i>Bonus Distribution:</i> International Floriculture Expo			
July	Got Flowers? What it would take to promote Floral as a United Front? Mother's Day 2019	5/8/2018	5/10/2018
<i>Fresh Finds:</i> Plush, Ribbon, Christmas Greens			
August	Generation Next: How Millennials are impacting the Industry & how the Industry can better attract the Next Generation	6/8/2018	6/12/2018
<i>Fresh Finds:</i> Valentine's Ideas, Merchandisers, Ready Made Designs			
September	Focus on design Design Issue, Trends in Design, Bouquet Makers, Pantone Colors, AFTF Quarterly Update	7/9/2018	7/11/2018
<i>Fresh Finds:</i> Easter Ideas, Packaging, Orchids / <i>Bonus Distribution:</i> Agriflor, SAF Convention			
October	The Management Issue: Recruiting, Hiring, Training, Retaining, Motivating & Maximizing Staff	8/8/2018	8/10/2018
<i>Fresh Finds:</i> Poinsettia Varieties, Candles, Gift & Gourmet / <i>Bonus Distribution:</i> PMA Fresh Summit, WF&SA			
November	How I Did It: A Focus on Various Industry Leaders & their Personal Success Stories	9/7/2018	9/11/2018
<i>Fresh Finds:</i> Care & Handling, Tools & Equipment, Delivery, New Varieties			
December	What's Next: Biggest Trends to Watch for in 2019; Industry Predictions from Various Movers & Shakers in Floral	10/9/2018	10/11/2018
<i>Fresh Finds:</i> Containers, Dish Gardens, Roses			