

FLOWER

HOUSE | GARDEN | LIFESTYLE





FLOWER READER

AFFLUENT AUDIENCE

The *Flower* reader is stylish, sophisticated, cultured and curious. She loves decorating, design, traveling, entertaining and gardening. Her home is impeccably appointed, her table meticulously set. Her walls are adorned with impressive works of art, set amid books and treasures collected from travels near and far. And, throughout her home, she has vases filled with blooms and boughs that set the tone for each and every season.

This is a woman who is a purveyor of the finest; an avid collector of objects and experiences. She's affluent, educated, acquisitive and influential — and her magazine of choice is *Flower*, a beautifully produced brand where style is celebrated and classic and modern forms happily co-exist.



FLOWER

DEMOGRAPHICS

MEDIAN AGE:

53

MEDIAN HHI:

\$300k

FEMALE/MALE:

94%/6%

MARRIED:

75%

TOTAL AUDIENCE:

475k

RPC:

4.57

OWN HOME:

90%

OWN 2+ HOMES:

37%

MEDIAN HOME VALUE:

\$1.2M

MEDIAN NET WORTH:

\$2M



FLOWER PSYCHOGRAPHICS

PLAN TO PURCHASE FURNITURE, LIGHTING,
DECORATIVE ACCESSORIES:

74%

PLAN TO PURCHASE ART/ANTIQUES:

56%

HAVE USED AN INTERIOR DESIGNER:

58%

ENTERTAIN AT HOME:

81%

PLAN TO TRAVEL:

78% (4+ domestic and/or foreign trips in the next year)

PLAN TO PURCHASE APPAREL AND FINE JEWELRY:

45%

FLOWER NATIONAL REACH

PRINT AUDIENCE:

475k+

SUBSCRIPTIONS:

80%

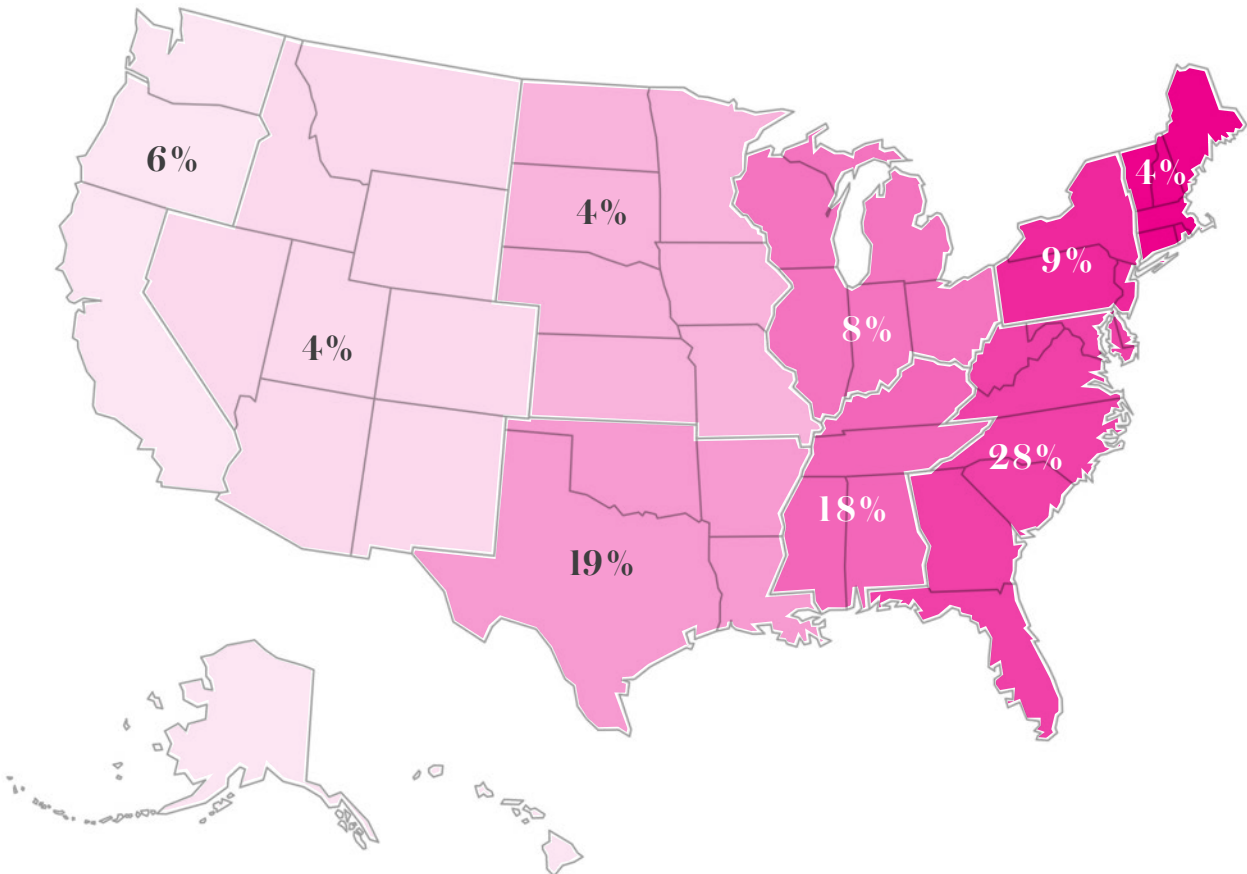
NEWSSTAND:

15%

EVENTS:

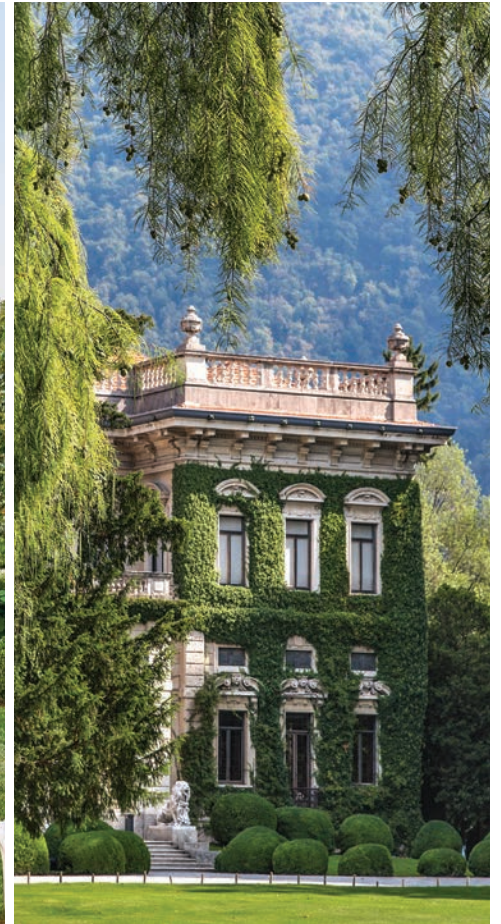
5%

Flower's reach includes affluent homeowners, designers, design influencers, and high profile tastemakers. The magazine is also distributed at high-end interior design centers, boutique retail locations, and antique & garden shows throughout the country.



READERSHIP BASED ON SEPTEMBER/OCTOBER 2023 DISTRIBUTION

FLOWER EDITORIAL MIX



DECORATING & DESIGN

ENTERTAINING
& TABLETOP

GARDENS &
OUTDOOR LIVING

TRAVEL

55%

20%

15%

10%



FLOWER

2024 EDITORIAL CALENDAR—PRINT

JANUARY/FEBRUARY NEW BEGINNINGS

Close: 10/31; On-sale: 12/26

MARCH/APRIL SHOWHOUSE CHIC

Close: 1/16; On-sale: 2/27

MAY/JUNE OUTDOOR LIVING

Close: 2/27; On-sale: 4/30

JULY/AUGUST SUMMER TRENDS & ENTERTAINING

Close: 4/23; On-sale: 6/25

SEPTEMBER/OCTOBER FALL STYLE & DESIGN

Close: 6/25; On-sale: 8/27

NOVEMBER/DECEMBER HOLIDAY LUXE

Close: 8/27; On-sale: 10/29

ESTIMATED CLOSE/ON-SALES DATES



FLOWER EDITORIAL CALENDAR—DIGITAL

JANUARY/FEBRUARY

- FLOWER Showhouse: Meet the Designers
- Cutting and Flower Arranging Rooms
- Simple Arrangements
- 100 Wallpaper Ideas for Every Room

MARCH/APRIL

- FLOWER Baton Rouge Showhouse
- The Flower You Need Now
- Spring Arrangements

MAY/JUNE

- Dreamy Porches and Verandas
- Planning and Planting a Cutting Garden
- Mother's Day Gift Guide
- Botanical Gardens to Explore

JULY/AUGUST

- Summer Celebrations
- Pools, Pool Houses, Fountains, and Water Features
- Coastal Homes and Gardens
- Arrangements to Brighten Any Occasion

SEPTEMBER/OCTOBER

- Designers' Guide to Lighting
- Fall Flower Arrangements
- Collecting and Displaying Collections
- The Curated Tabletop

NOVEMBER/DECEMBER

- Holiday Gatherings
- Selecting Fine China, Crystal, and Silver
- FLOWER Gift Guide
- Christmas Traditions

EDITORIAL SUBJECT TO CHANGE



FLOWER DIGITAL

WEBSITE

Flowermag.com transforms the brand's unique content and trusted editorial voice into an interactive experience. The website features exclusive content and videos and is highly promoted in-book, online, and via all social platforms.

PAGE VIEWS:

260k+

UNIQUE USERS:

126k+

E-NEWSLETTER

The *Flower* eNewsletter is distributed weekly to an affluent and engaged audience. It features diverse content from decorating and design to gardens, entertaining, and travel.

OPT-IN SUBSCRIBERS:

100k+

SOURCE: 2023 GOOGLE ANALYTICS; OPT-IN SUBSCRIBERS AS OF SEPTEMBER 2023



FLOWER SOCIAL MEDIA PROFILE

FOLLOWERS:

288k+

INSTAGRAM:

163k+

FACEBOOK:

63k+

PINTEREST:

38k+

TWITTER:

14k+

YOUTUBE:

10k+

AS OF SEPTEMBER 2023



FLOWER MARKETING EXTENSIONS

Flower Magazine offers a variety of multi-platform programs designed to showcase your brand while complementing your sales and marketing goals. Options include:

SHOWHOUSE SPONSORSHIPS

CUSTOM EVENTS

CUSTOM CONTENT

CUSTOM VIDEOS

CUSTOM SOCIAL CAMPAIGNS

CUSTOM DIGITAL CAMPAIGNS

BONUS PAGING



FLOWER 2024 RATES

PRINT

	1X	3X	6X
FULL PAGE	\$7,635	\$6,870	\$6,110
½ PAGE	\$5,365	\$4,830	\$4,290
¼ PAGE	\$3,340	\$3,005	\$2,670

PREMIUM SPACE

COVER 2 (Inside Front)	\$9,165	\$8,245	\$7,325
COVER 3 (Inside Back)	\$8,405	\$7,565	\$6,700
COVER 4 (Back Cover)	\$9,925	\$8,925	\$7,895

DIGITAL

FLOWERMAG.COM BANNER ADS \$1,750 | Month
(728x90 AND 300x250 ROS)

WEEKLY NEWSLETTER ADS \$1,600 | Newsletter
(300x250 OR 728x90)

Additional print and digital opportunities available