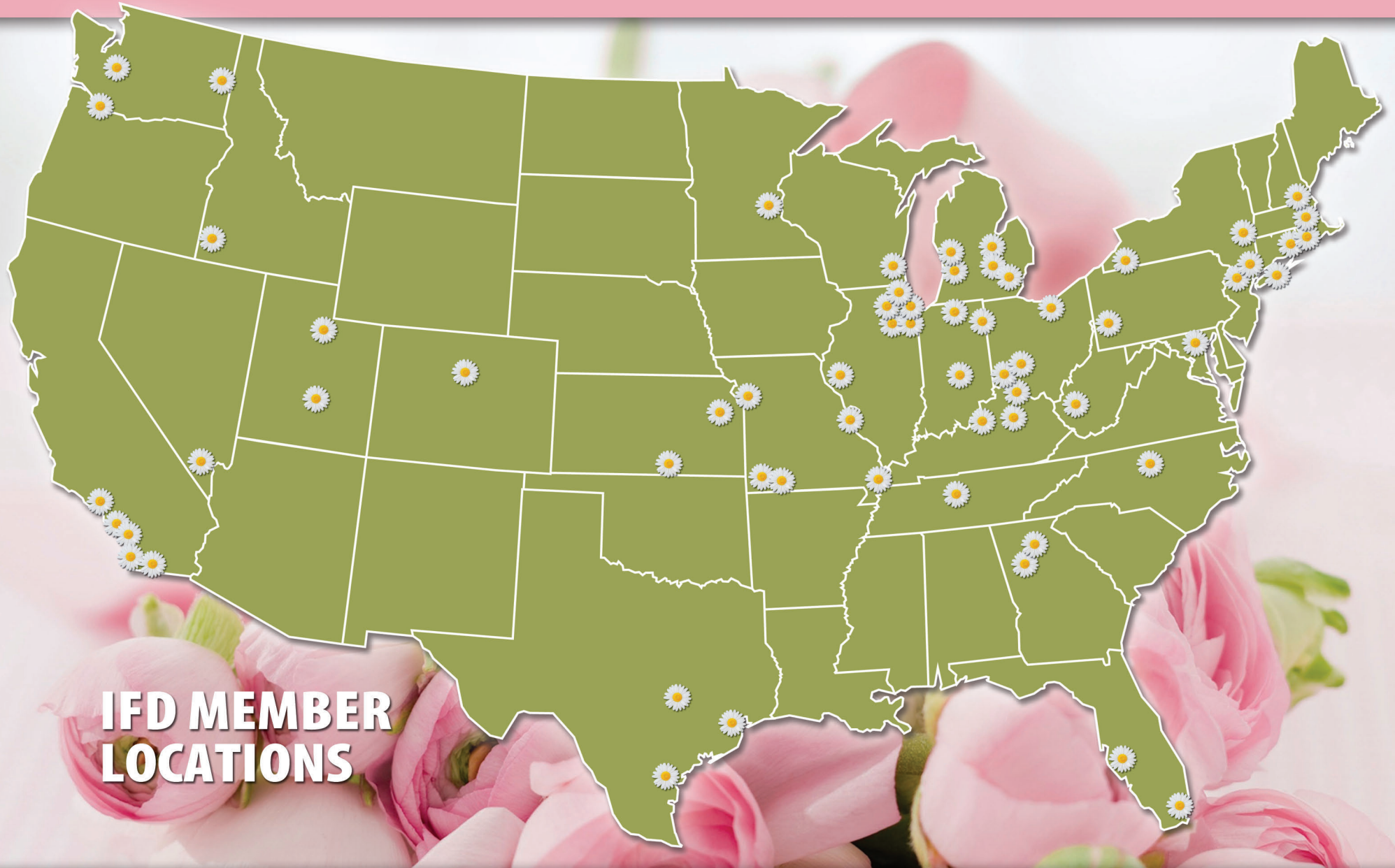


Media Kit 2018

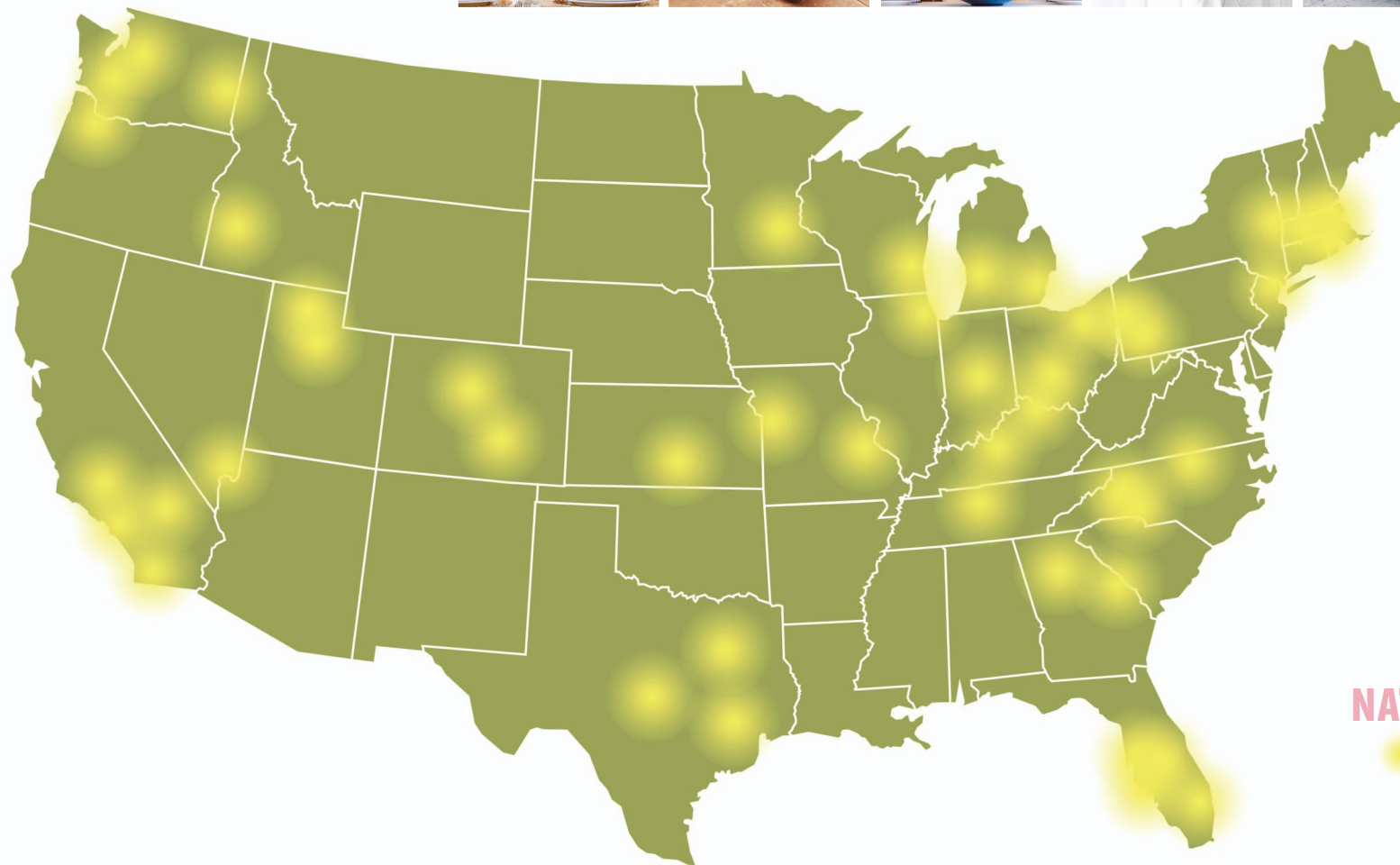


**IFD MEMBER
LOCATIONS**

International Floral Distributors • 150 Industrial Parkway • Richmond, IN 47374 • 765.973.9600

AUDIENCE

The International Floral Distributors, Inc (IFD) Member Distributors provide products to key flower retailers and floral design segments across the United States. Distribution of the IFD Catalog and Flower Trends Forecast is supported with distributor services and delivery from over 58 IFD distributor locations. International Floral Distributors hosts an eBusiness platform and maintains a data base of over 70,000 floral items to support IFD member commerce.



Caterers
Event Companies
Florists
Garden Centers
Grocery Stores
Hotels
Interior Decorators
Non-Profits
Restaurants
Universities
Wedding Planners

NATIONAL COVERAGE

Top 100 Metropolitan
Statistical Areas Covered

IFD MEMBER REACH & DISTRIBUTION

IFD Distributor	# of Locations	Customer Mailing List	Annual Web Page Views	Online Catalog	Online Ecommerce
Amato Wholesale Florist	1	750	n/a	✓	✓
Baisch and Skinner, Inc.	7	5000	68,000	✓	✓
Bay State Farm Direct Flowers	4	800	103,000	✓	✓
Berkeley Florist Supply Co., Inc.	1	450	270,600	✓	✓
BW Wholesale Florist	2	400	n/a	✓	✓
Cut Flower Wholesale, Inc.	1	500	n/a	✓	✓
Dreisbach Wholesale Florist	6	1,800	112,000	✓	✓
Ensign Wholesale Florist	1	2,800	270,700	✓	✓
Frank Adams Wholesale Florist, Inc.	1	2,000	96,000	✓	✓
Gassafy Wholesale Florist, Inc.	1	400	71,800	✓	
Hardin's Wholesale Florist	1	750	91,800	✓	✓
Hillcrest Gardens, Inc.	1	750	43,100	✓	✓
Kennicott Brothers Company/Vans	11	6,000	236,000	✓	✓
Keystone Ribbon & Floral Supply	1	400	n/a	✓	✓
Mears Floral Products	1	600	39,600	✓	✓
Nordlie, Inc.	5	7,800	289,800	✓	✓
Roses & More, Inc.	2	750	122,100	✓	✓
San Diego Florist Supplies, Inc.	6	3,000	186,000	✓	✓
Seagroatt Riccardi, Ltd.	1	700	560,850	✓	✓
Southern Floral Company	3	1,800	214,000	✓	
Washington Floral Service, Inc.	1	700	75,000	✓	✓
IFD FlowerTrendsForecast.com	n/a	2,700	156,600		
IFD/Flower Gallery/Plant Gallery	n/a	n/a	563,000		
Total	58	40,450	3,569,950		

Based on 2017 web analytics. Tracking not available for some sites.



IFD CATALOG, FLORAL PRODUCT GUIDE

The IFD Annual Floral Product Guide is published by International Floral Distributors, Inc. on behalf of the IFD member distributors. Multiple IFD member editions of the catalog are published matching the product lines distributed by individual IFD floral distributors.

Over 20,000 IFD Catalogs are printed annually for distribution by IFD members. Online versions of the catalogs receive thousands of page hits throughout the year serving as a comprehensive online collection of floral supply items available through IFD distributors.

VENDOR PRODUCT PAGE RATE

Floral supply items available in the catalog are approved by the IFD Hardgood Committee. Submission of recommended items must be made by February 1, 2018 for the 2019 IFD Catalog.

Page	Width	Height	Rate
Full w/bleed	7.75"	9.25"	\$3,000
Half w/bleed	7.75"	4.625"	\$1,750
	8.625"	4.75"	
Back Cover — \$2,000 premium			
Inside Cover — \$1,000 premium			

IFD FLOWER TRENDS FORECAST

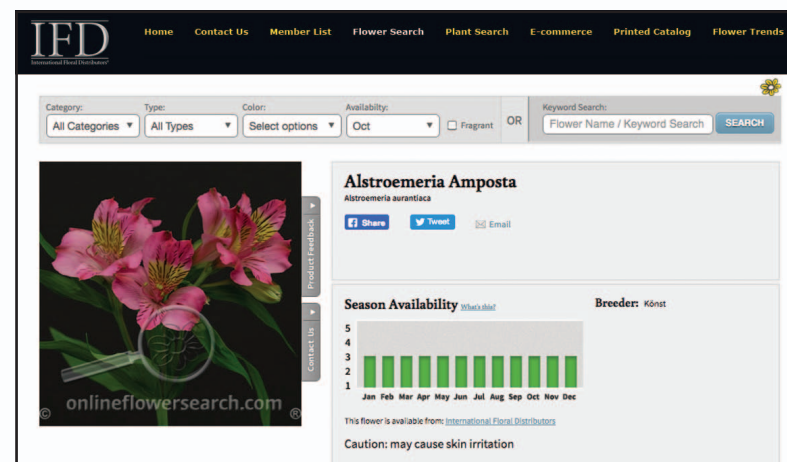
Flower Trends Forecast is published by International Floral Distributors, Inc. (IFD) to keep the flower industry up to date with changing consumer preferences. The annual report has been published annually since 2009. The annual Forecast is distributed by IFD member distributors and at industry events. Over 17,000 copies of the forecast are printed annually and www.FlowerTrendsForecast.com receives over 150,000 page views annually.



IFD FLOWER GALLERY

The IFD Flower Gallery search tool enables floral specialists to find just the right color and variety of cut flowers to match their clients' needs.

The gallery can be found at: <http://www.ifd-inc.org/flower-search> and contains over 5,000 flower images and receives over 500,000 page views annually.



IFD PLANT GALLERY

The IFD Plant Gallery provides an easy to search online gallery of plants.

The gallery can be found at: <http://www.ifd-inc.org/plants>. Plants can be searched by name, light requirements, ease of care or plant type.

