



The Canadian
Greenhouse
growers
Directory
and Buyers' Guide



media kit

about us

Flowers Canada Growers is the national trade association of the Canadian floral industry. Our members across Canada include greenhouse growers, distributors and importers/exporters all dealing with cut flowers, potted plants, bedding plants, cut greens and specialty suppliers and services to the industry.

It is our aim to improve and strengthen the unity of the floriculture industry. We strive to create an environment for our industry in which it will thrive and prosper as a major contributor to the economy and to the quality of life in Canada.

For over 25 years, we have been producing the Canadian Greenhouse Growers' Directory and Buyers' Guide in order to promote Canadian product.

This Directory is designed to help source Canadian flowers, plants, services, and products from a wide array of flower growers, wholesalers, wholesale distribution centres, and supply & service companies located across Canada.

For over 25 years, the Canadian Greenhouse Growers' Directory and Buyers' Guide has been a premier resource for purchasers, growers and wholesalers. Building on this success, FCG has expanded the directory by developing www.theflowerdirectory.com a fully functional, online version of the highly popular resource. The functionality of this website makes finding Canadian products easier than ever - allowing searches by product, geographical area, delivery area and company. Expansion of the directory to include a web presence is expected to increase the document's reach and improve ease of access for users around the world.



the facts

Over 4,500 copies of the Canadian Greenhouse Growers' Directory and Buyers' Guide are mailed, 700+ distributed each year at major industry tradeshows and 400 US buyers are emailed a pdf copy.

Our readership are flower growers, purchasers, wholesalers, retailers and other leading industry partners.

theflowerdirectory.com recieved over 10,000 visitors in one year looking to source plants, cut flowers, propagation, cut mateal, garden and nursery product and industry supplies and services.

Over the 25 years the Canadian Greenhouse Growers' Directory and Buyers' Guide has been in production it has become a most valuable resource tool in the floriculture industry and now we have it available online to reach more promising industry contacts for your business.



package pricing

	Online Listing	Basic Package	Bronze Package	Silver Package	Gold Package	Platinum Package	Direct Mail Insert
Growers	\$175	\$275	\$1,225	\$1,675	\$2,575	\$3,075	\$975
Suppliers	\$275	\$375	\$1,325	\$1,775	\$2,675	\$3,175	\$1,075

package descriptions

Online Listing:

- Standard company contact and product listing with company logo online at theflowerdirectory.com

Basic Package:

- Standard company contact and product listing in hard copy and online directory

Bronze Package:

- Basic package - 1/4 Page Advertisement - Category Box Advertisement

Silver Package:

- Basic package - 1/2 Page Advertisement - Category Box Advertisement

Gold Package:

- Basic package - Full Page Advertisement - Big Box Advertisement

Platinum Package:

- Basic package - Inside Cover Front or Back full page advertisement - Homepage Banner Advertisement



advertisement

Standard Listing: includes your company contact information and product offering in the printed Directory and on the www.theflowerdirectory.com website. A company logo is included in your online listing

1/4 Page Advertisement: 3.725" wide x 5" high full colour advertisement in the hard copy directory - \$475.00

1/2 Page Advertisement: 7.5" wide x 5" high full colour advertisement in the hard copy directory - \$925.00

Full Page Advertisement: 8.5" x 11" full colour advertisement (with .125" bleed around all sides) in the hard copy directory - \$1825.00

Inside Cover Front/Back Advertisement: 8.5" x 11" full colour advertisement (with .125" bleed around all sides) located in the hard copy directory back of the front cover and front of the back cover - \$2325.00

Category Box Advertisement: 300 x 200 px full colour advertisement located on the category pages of the online directory which has an embedded link to your company website - \$550.00

Big Box Advertisement: 300 x 200 px full colour advertisement located on the home page of the online directory which has an embedded link to your company website - \$750.00

Banner Advertisement: 300 x 200 px full colour advertisement located on the home page of the online directory which has an embedded link to your company website - \$950.00

PLEASE NOTE:

- All advertisements must be supplied at 300dpi and in a high resolution PDF, EPS, or JPEG. Colour artwork must be in CMYK mode and all fonts as well as linked images must be supplied if not embedded in the file. All advertisements must be submitted no later than December 1, 2022.
- **Pricing does not include HST and is based on a year**
- Online advertisements are on a rotating cycle and can be changed throughout the year for a \$25 administration fee
- Flowers Canada Growers offers advertisement design for \$150.00, any size

For more information please contact directory@fco.ca or call 1.800.698.0113 ext 4230



Banner Advertisements Big Box Advertisements



Home Page

Category Box Advertisements



Category Page



contact

For an application to list in The Canadian Greenhouse Growers' Directory and Buyers' Guide or online at theflowersdirectory.com please contact:

Rachelle Pruss
Member Relations Manager
directory@fco.ca
1.800.730.1020 ext. 4230

