**Supplementary information**

# Floral advertisement scent in a changing plant-pollinators market

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Supplementary figures

Fig. S1. a. Distribution of pollinator visitation by pollinator group throughout the season. b. Percentage of visitation rates of each pollinator group to each plant species of the Garraf shrubland community ordered by date of flowering peak.

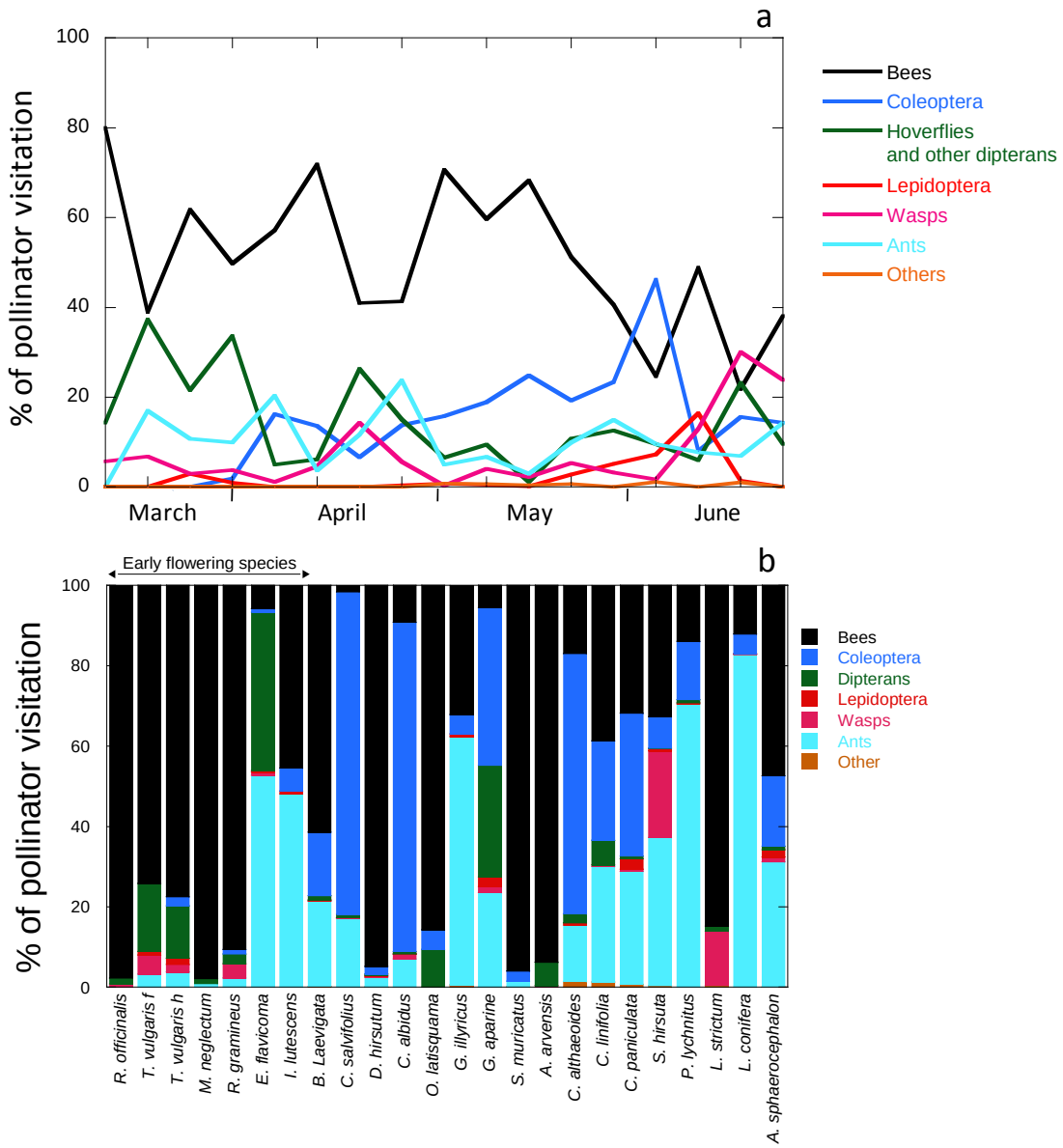


Fig. S2. Cluster analysis of the percentage of the different biogenic volatile organic compounds emitted by the plant species of the Garraf shrubland community. Species in red are early flowering species. Species in black are late flowering species.

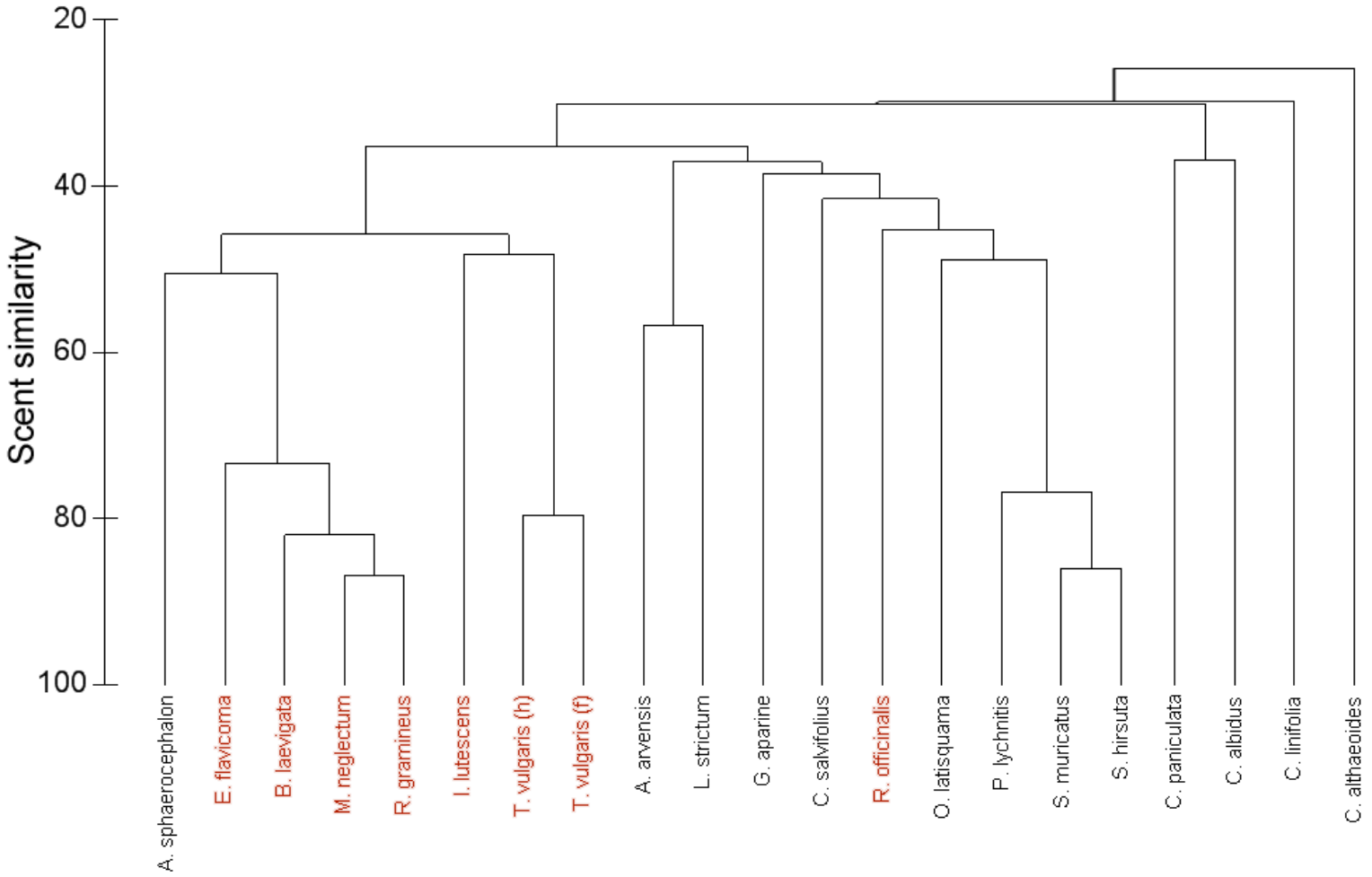
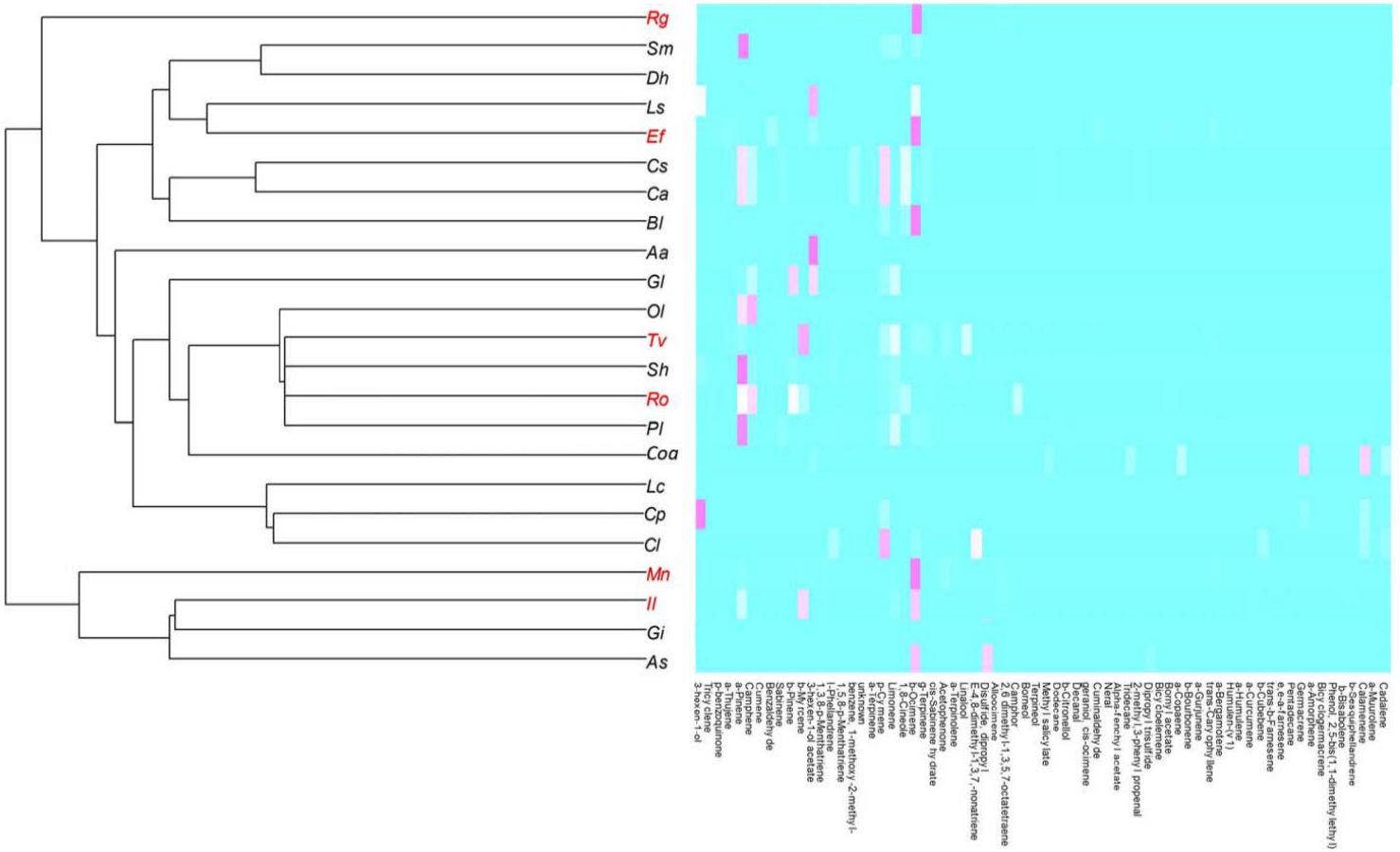


Fig. S3. Phylogenetic tree of the studied species and heatmap of the percentage of each emitted compounds in each species. Species abbreviations as in Fig. 2. Species in red in the phylogenetic tree are early flowering species. Species in black are late flowering species. The percentage range from low (blue) to high (purple) values (see Table S1 for the exact percentages).



Supplementary tables

Table S1. Percentage of the different biogenic volatile organic compounds emitted by each one of the studied species of the Garraf shrubland community. The asterisk indicates ”terpene compound”.