

We focus on floral business

Our readers tell us they want information that will help grow their business, and that's what we provide. At *Super Floral*, we feature business strategy, consumer trends, profitability, labor management and product innovations. Our business-focused editorial has valuable content for every aspect of the floral operation, from corporate to the store level.

■ Consumer data

Consumer purchasing trends are extremely important to our readers. In our monthly Stats & Facts as well as other articles, we offer the latest research to help buyers make the right decisions for their stores.

■ Business strategies

At *Super Floral*, business experts from both inside and outside the floral industry bring our readers the information that will grow profitability, improve efficiency and maximize productivity.

■ Product research

Our readers look to us to find the latest innovations in both fresh products and hard goods. By partnering with our valued advertisers, we showcase the products that will make consumers want to buy.

■ Merchandising recognition

Our prestigious and well-respected "Merchandising Award of Excellence" contest recognizes the best floral merchandising in supermarkets and encourages stores to strive for superior salesmanship.



73% of readers say they read *Super Floral* for both the articles and the advertisements.

decision makers



- Readers who make buying decisions: **92.9%**
- Readers who don't make direct decisions, but influence what their companies should purchase: **7.1%**

our readers

- Owners/presidents/CEOs
- Corporate floral vice presidents
- National produce directors
- National floral directors
- Corporate floral merchandisers
- Corporate floral buyers
- Category managers
- Store-level floral managers

The best in the industry

Our pages have featured some of the top names in floral.



David Coake
EDITORIAL DIRECTOR



Kelly Krutz
AHOLD USA



Lori McNorton
FLORAL DESIGN COORDINATOR



Kathleen Martin
SAM'S CLUB



Cindy Hanauer
COLUMNIST



Rita Peters
HY-VEE



Debora Coleman
ALBERTSONS



Joe Don Zetsche
H-E-B

Advisory Board

Super Floral's Advisory Board has some of the top names in the industry, including floral leaders from both national and regional chains.

- John Agnew, Whole Foods Market
- Debora Coleman, Albertsons
- Debbie Loche, Roche Bros.
- Rita Peters, Hy-Vee, Inc.

Some of the floral operations *Super Floral* has profiled include:

- Ahold USA
- Albertsons
- Costco
- H-E-B's Central Market
- Meijer
- Publix
- Sobeyes
- Supervalu
- Whole Foods
- Wegmans

powerful buyers

Our readers buy products for multimillion-dollar floral divisions.

