

2018

# superfloral

We cover the industry



## Contact us

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# WE FOCUS ON FLORAL BUSINESS

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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.

## decision makers

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A whopping

**92.9%**

of our readers make buying decisions

**71%** of readers don't make direct decisions, but influence what their companies should purchase.

## our readers

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

# THE BEST IN THE INDUSTRY



**David Coake**  
EDITORIAL DIRECTOR



**Lori McNorton**  
FLORAL DESIGN  
COORDINATOR



**Cindy Hanauer**  
COLUMNIST



**Debora Coleman**  
ALBERTSONS



**Dwight Larimer**  
DESIGN MASTER COLOR  
TOOL, INC.



**Kasey Cronquist**  
CALIFORNIA CUT FLOWER  
COMMISSION



**Christine Boldt**  
ASSOCIATION OF FLORAL  
IMPORTERS OF FLORIDA



**Lane DeVries**  
THE SUN VALLEY GROUP

## 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
- Sobeys
- Supervalu
- Whole Foods
- Wegmans

## powerful buyers

Our readers buy products for multimillion-dollar floral divisions.

Annual gross revenues

Percentage of respondents



# 2018 EDITORIAL CALENDAR

ISSUE	THEME	AD CLOSE	MATERIALS DUE
January	<b>Super Floral Reboot:</b> Introduction & Preview of the NEW look of Super Floral	11/20/2017	11/22/ 2017
<b>Fresh Finds:</b> Technology, Design Supplies			
February	<b>The Social Media Issue:</b> How social media is transforming global business, & how companies can fit for maximum results	12/8/2017	12/12/2017
<b>Fresh Finds:</b> Balloons, Packaging, Bulbs, New Varieties			
March	<b>Today's Floral Consumers:</b> Who's buying floral? (Generational, Cultural & Regional)	1/8/2018	1/10/2018
<b>Fresh Finds:</b> Merchandisers, Potted & Blooming Plants, Garden <b>Bonus Distribution:</b> <i>World Floral Expo</i>			
April	<b>Science &amp; Technology in the Floral Industry:</b> GMO Flowers, Supply-Chain Efficiencies, Scientific Innovations, Trends	2/8/2018	2/12/2018
<b>Fresh Finds:</b> Ribbon, Wedding, Sympathy			
May	<b>Changing Business Models:</b> From Farm to Florist - How the Industry is Evolving	3/8/2018	3/12/2018
<b>Fresh Finds:</b> IFE Sneak Peak			
June	<b>American Floral Trends</b> Reinterpreted for the Mass Market	4/9/2018	4/11/2018
<b>Fresh Finds:</b> Containers, Succulents, Gift Baskets & Accessories / <b>Bonus Distribution:</b> <i>International Floriculture Expo</i>			
July	<b>Got Flowers?</b> What it would take to promote Floral as a United Front? Mother's Day 2019	5/8/2018	5/10/2018
<b>Fresh Finds:</b> Plush, Ribbon, Christmas Greens			
August	<b>Generation Next:</b> How Millennials are impacting the Industry & how the Industry can better attract the Next Generation	6/8/2018	6/12/2018
<b>Fresh Finds:</b> Valentine's Ideas, Merchandisers, Ready Made Designs			
September	<b>Focus on design</b> Design Issue, Trends in Design, Bouquet Makers, Pantone Colors, AFTF Quarterly Update	7/9/2018	7/11/2018
<b>Fresh Finds:</b> Easter Ideas, Packaging, Orchids / <b>Bonus Distribution:</b> <i>Agriflor, SAF Convention</i>			
October	<b>The Management Issue:</b> Recruiting, Hiring, Training, Retaining, Motivating & Maximizing Staff	8/8/2018	8/10/2018
<b>Fresh Finds:</b> Poinsettia Varieties, Candles, Gift & Gourmet / <b>Bonus Distribution:</b> <i>PMA Fresh Summit, WF&amp;SA</i>			
November	<b>How I Did It:</b> A Focus on Various Industry Leaders & their Personal Success Stories	9/7/2018	9/11/2018
<b>Fresh Finds:</b> Care & Handling, Tools & Equipment, Delivery, New Varieties			
December	<b>What's Next:</b> Biggest Trends to Watch for in 2019; Industry Predictions from Various Movers & Shakers in Floral	10/9/2018	10/11/2018
<b>Fresh Finds:</b> Containers, Dish Gardens, Roses			

# 2018 ADVERTISING RATES

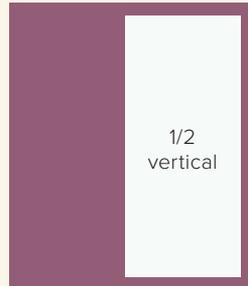
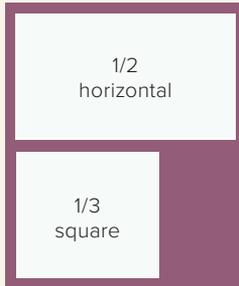
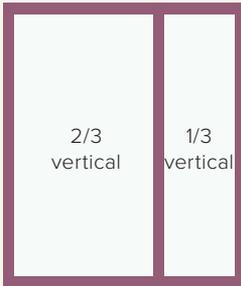
12,200 total circulation

With our pass-along readership rate, your ad can be seen by as many as **48,800 potential buyers.**

display ad	gross rates per issue			
Ad size	1x	3x	6x	12x
Full Page	\$3,660	\$3,375	\$3,255	\$2,920
2/3 Page	\$3,045	\$2,810	\$2,760	\$2,460
1/2 Page	\$2,250	\$2,195	\$2,130	\$1,900
1/3 Page	\$1,455	\$1,400	\$1,350	\$1,275

A 15% discount on the gross rate is given for print-ready files.

See Classified Advertising information online.



## Design Solutions

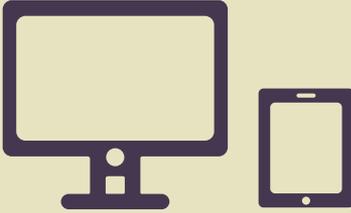
We are more than a publishing company—we can assist you with a variety of marketing programs. We have been helping our corporate clients with their marketing for more than 10 years, and we can help you, too.

- Stock and Custom Photography
- Print Services
- Graphic Design and Copywriting
- Email Signature Lines

# E-MARKETING OPPORTUNITIES

*Combine the Power of Print with the Pizazz of Digital!*

## WEBSITE



### Online

Super Floral is the only publication in our industry with a comprehensive website to attract viewers and drive traffic.

Our website is fresh and intriguing, and it is packed with resources for supermarket florists. [superfloral.com](http://superfloral.com)

## BANNER ADS

### Leaderboard:

Home page: \$250 per month

Leaderboard / 728 x 90 pixels

### Skyscraper

(sideboard):

Home page: \$175 per month

240 X 400  
pixels

Place your banner ads on our most popular Web pages with a hyperlink to your designated website.

\* Image File Format: GIF or JPG. Online advertisements must be submitted in electronic format via email.

## PRODUCT SHOWCASE



### Showcase

a photo of your product prominently on our home page. Readers click to view your sales message, with a hyperlink to your website. Great for new product introductions! [superfloral.com/main/productreview](http://superfloral.com/main/productreview)

\$150 per month

700 pixels W x 350 pixels H

## SOURCEBOOK ONLINE



### Highlight

your company with a full-page profile. Be part of the floral industry's only complete online directory of products and services, with more than 850 company listings. This is where floral buyers look for products from trusted suppliers. Upgrade your listing with 10 photos and expanded copy.

\$250 per year

[sourcebook.superfloral.com](http://sourcebook.superfloral.com)

## EMAIL BLASTS



### Send

the message about your products or company easily and affordably with our email marketing options. Your marketing message will be sent exclusively to our readers' in-boxes on a selected date of your choice. Limited spaces available.

\$395 per blast  
800 pixels W x 1100 pixels H

## MIDWEEK FLORAL UPDATE



### Deliver

your sales message to floral decision-makers every Wednesday morning via our latest digital innovation, "Midweek Floral Update." It features topical industry news of vital interest to supermarket floral leaders and suppliers.

\$125 per week  
240 pixels W x 400 pixels H

## E-EXTRA NEWSLETTER



### Increase

your exposure! Once a month, more than 17,000 readers receive our "E-Extra" newsletter filled with engaging photos and helpful content, all delivered right to their in-boxes.

Single: \$225 per issue  
592 pixels W x 93 pixels H  
Double: \$375 per issue  
592 pixels W x 186 pixels H

## SOCIAL MEDIA



### Connect

with us through social media. In addition to engaging with our readers on social media, we supplement the marketing efforts of regular advertisers by mentioning their products and services on our social media pages.

## Super Floral reaches the leading supermarket and mass market chains!

2017 rank	company	# of stores	sales (in billions)
1	Wal-Mart	11,695	\$485.9
2	Costco	727	\$118.7
3	Kroger	2,796	\$115.3
4	Albertsons	2,340	\$60.4
5	Ahold USA	1,980	\$43.0
6	Publix	1,147	\$34.0
7	H-E-B	388	\$23.0
8	Meijer	232	\$17.9
9	Wakenfern Food	93	\$16.0
10	Whole Foods	465	\$15.7

Source: Supermarket News

## WHAT OUR ADVERTISERS SAY

**Marcella Lucio**   
SILVER VASE

*"Utilizing the right tools to convey your message is key. We have been working with Super Floral for several years because it works. The tools they offer are not strictly related to ad opportunities. The information that readers find in this media outlet is relevant, fresh, creative and inspirational."*

**Michael T. LoBue, CAE**  
CALIFORNIA ASSOCIATION OF FLOWER GROWERS & SHIPPERS

  
California Association of  
Flower Growers & Shippers

*"Super Floral has been an excellent channel for CalFlowers to reach key audiences in the floral industry, whether it's to promote our biennial Fun 'N Sun event or to promote our theme: 'More Americans, enjoying more flowers, more often.' Super Floral is a great promotional value."*

**Bill Byland**   
MICKY'S MINIS FLORA EXPRESS

*"We have been advertising with Super Floral for more than 20 years! The staff at Super Floral has always been extremely helpful and full of great creative ideas to help us get our message out. No matter what the challenge has been, the team at Super Floral has always risen to the occasion and exceeded our expectations. We consider the Super Floral team to be an essential business partner."*