

# 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