

**Here is what advertisers and readers are saying about Super Floral Retailing**

Reaching the best and most qualified clients is extremely important to us. That is why we have partnered with *Florists' Review* and *Super Floral Retailing*. We believe them to be the premier publications for the American retail florist and super-market floral business. We get the most exposure and "bang for the buck." We have gained real and significant business from advertising with them!

**Neil P. Gold**  
*Managing Partner of Galleria Farms*

*Super Floral Retailing* magazine is the one trade publication that all members of the industry review on a monthly basis. We see *SFR* as essential to our marketing plan and have continued to advertise with them, even in years where advertising budgets for many companies have been down.

*SFR* is the best vehicle to reach more targeted buyers than any other. They work with us not only on advertisements but also on press releases for new items and ideas we might be bringing to the market. They are "big picture" people and know that the growth of the industry will help all of us, including their publication, and always work toward that goal.

I highly recommend advertising with *SFR* to any company wanting to increase their exposure in the floral industry.

**Dennis DeBaltzo**  
*A-ROO Company LLC*

I go to just one trade show a year, and, therefore, I look to *Super Floral Retailing* to inform me about new products. The advertising in *Super Floral Retailing* influences my purchasing decisions—for example, I bought from Now and Forever Keepsake Corsages & Boutonnieres based on their *SFR* ad. I especially like to see ads that feature new products.

**Robyn Macrina**  
*Floral Supervisor, Food Circus Super Markets, Inc.*

**Super Floral Retailing reaches the leading supermarket and mass-market chains**

2010 rank	company	# of stores	sales (in billions)
1.	Walmart Stores (North America)	4,721	\$311.0
2.	Kroger Co.	3,624	\$81.1
3.	Costco Wholesale Corp.	540	\$77.9
4.	Safeway	1,712	\$41.0
5.	Supervalu	2,349	\$37.9
6.	Loblaw Cos.	1,029	\$30.6
7.	Publix Super Markets	1,032	\$25.1
8.	Ahold USA	745	\$23.4
9.	C&S Wholesale Grocers	n/a	\$19.3
10.	Delhaize America	1,605	\$18.8
11.	H.E. Butt Grocery Co.	330	\$16.1
12.	Sobeys	1,334	\$15.6
13.	7-Eleven	6,526	\$15.5
14.	Meijer Inc.	195	\$14.2
15.	Dollar General Corp.	9,112	\$12.4
16.	Wakefern Food Corp.	72	\$11.8
17.	Metro	757	\$11.1
18.	BJ's Wholesale Club	194	\$10.6
19.	Whole Foods Market	301	\$9.0
20.	Giant Eagle	387	\$8.6

Source: Supermarket News

**Total circulation 12,700**

**by category**

**85%** Supermarkets and Wholesale Grocers

**9%** High-Volume Retail Florists

**2%** Discount Chains and Wholesale Clubs

**4%** Other Miscellaneous



### rotating banner ads

Place your banner ads on our most popular Web pages. Each banner ad will hyperlink to your designated website.

#### Leaderboard:

Home page	\$650 per month
Other pages	\$450 per month

#### Skyscraper (sidebar):

Home page	\$450 per month
Other pages	\$350 per month

Leaderboard and Skyscraper banner ad rotation includes no more than five advertisers per position.

Leaderboard • 728 x 90 pixels

**Image File Format:**  
 GIF or JPG

**Resolution:**  
 72 dpi

Online advertisements must be submitted in electronic format (on disc or via email).

Skyscraper (sidebar)  
 160 x 600 pixels

### additional opportunities

#### videos



Do you have a company or product video you would like to broadcast to the floral industry? If so, we can host your videos on our new web feature, SFR TV.



### tune in TODAY!

#### e-extra newsletter



Increase your exposure! Advertise in our monthly e-extra email newsletters!

- Two ad sizes available to choose from:
- 592 pixels W x 93 pixels H
  - 592 pixels W x 186 pixels H



#### new product review




**Highlight your product on our home page:** a full-color product snapshot, with a hyperlink for visitors to click for more details.

**Your product page** includes a description of your product, item name, company logo and a hyperlink to your website.

## JANUARY

**Industry Outlook**  
Valentine's Day  
Cut Flower - Rose  
Blooming Plant - Cyclamen




**BONUS DISTRIBUTION:**  
TPIE

Space Reservation Deadline: Nov. 17, 2011  
Ad Materials Deadline: Nov. 21, 2011

## FEBRUARY


**Spring Bulbs**  
Balloons  
Easter  
Prom  
Cut Flower - Hyacinth  
Blooming Plant - Easter lily



Space Reservation Deadline: Dec. 16, 2011  
Ad Materials Deadline: Dec. 20, 2011

## MARCH

**Gardening**  
Admin. Professionals Day  
Merchandisers & Refrigeration  
Cut Flower - Stock  
Blooming Plant - Gerbera



**BONUS DISTRIBUTION:**  
World Floral Expo

Space Reservation Deadline: Jan. 19, 2012  
Ad Materials Deadline: Jan. 23, 2012

## APRIL

**Mother's Day**  
Weddings  
Cut Flower - Calla  
Blooming Plant - African Violet  
Halloween Planner

**BONUS DISTRIBUTION:**  
Fresh Produce & Floral Council Expo  
NEPC Produce & Floral Expo

Space Reservation Deadline: Feb. 17, 2012  
Ad Materials Deadline: Feb. 21, 2012

## MAY

**IFE Preview & New Products "Sneak Peek"**  
Show Strategies  
Cut Flower - 'Matsumoto' / China aster  
Blooming Plant - Begonia  
Thanksgiving Planner



Space Reservation Deadline: March 19, 2012  
Ad Materials Deadline: March 21, 2012

## JUNE

**IFE Special Edition**  
Floral Trends  
Top Mass-Market Chains  
Cut Flower - Hydrangea  
Blooming Plant - Campanula

**BONUS DISTRIBUTION:**  
International Floriculture Expo

Space Reservation Deadline: April 18, 2012  
Ad Materials Deadline: April 20, 2012

## JULY

**Christmas**  
Cut Flower - Anemone  
Blooming Plant - Ornithogalum  
Christmas Planner



**BONUS DISTRIBUTION:**  
OFA Short Course  
Balloons University On the Road  
Fresh Produce & Floral Council Expo

Space Reservation Deadline: May 17, 2012  
Ad Materials Deadline: May 21, 2012

## AUGUST

**Bouquet Trends**  
"Merchandising Award of Excellence" Contest Winners  
U.S. Flower Report  
Fall Merchandising  
Cut Flower - Hypericum  
Blooming Plant - Kalanchoe  
Valentine's Day Planner

Space Reservation Deadline: June 18, 2012  
Ad Materials Deadline: June 20, 2012

## SEPTEMBER

**South America Flower Report**  
Halloween  
Cut Flower - Orchid  
Blooming Plant - Anthurium  
Easter Planner  
Special Supplement - Focus On Design



**BONUS DISTRIBUTION:**  
SAF Convention, FlorEcuador-Agriflor

Space Reservation Deadline: July 19, 2012  
Ad Materials Deadline: July 23, 2012

## OCTOBER

**Weddings**  
Thanksgiving  
Cut Flower - Gerbera  
Blooming Plant - Poinsettia  
Admin. Professionals Day Planner



**BONUS DISTRIBUTION:**  
PMA Fresh Summit

Space Reservation Deadline: Aug. 17, 2012  
Ad Materials Deadline: Aug. 21, 2012

## NOVEMBER

**Bedding Plants, Seeds & Tools**  
Balloons & Accessories  
Christmas  
Cut Flower - Alstroemeria  
Blooming Plant - Christmas cactus  
Mother's Day Planner

**BONUS DISTRIBUTION:**  
WF&FSA Floral Distribution Conference

Space Reservation Deadline: Sept. 18, 2012  
Ad Materials Deadline: Sept. 20, 2012

## DECEMBER

**Packaging**  
Giftware  
New Poinsettia Varieties  
Cut Flower - Anthurium  
Blooming Plant - 'Paperwhite' Narcissus



Special Supplement - 2013 Wall Calendar

Space Reservation Deadline: Oct. 18, 2012  
Ad Materials Deadline: Oct. 22, 2012

display ads per issue

ad size	1x	3x	6x	12x
full page	\$3,555	\$3,275	\$3,160	\$2,835
2/3 page	2,955	2,730	2,680	2,390
1/2 page	2,185	2,130	2,070	1,845
1/3 page	1,415	1,360	1,310	1,240
1/6 page	1,055	1,025	970	910

classified rates per issue

ad size	3 months	6 months	12 months
3"	\$205	\$195	\$190
2 1/2"	170	165	160
2"	145	140	135
1 1/2"	110	105	100
1"	85	80	75
1/2"	60	60	60

**CLASSIFIED AD SIZES**

3"	24 lines of copy
2 1/2"	20 lines of copy
2"	16 lines of copy
1 1/2"	12 lines of copy
1"	8 lines of copy
1/2"	4 lines of copy

Classified column width is 2 1/6"

**New Accounts:** The first ad placed by a new advertiser must be prepaid. After the first ad, credit terms are available upon approval of credit application.

**Cancellations:** A charge of 50% of the space cost, plus any applicable production costs, will be made for any advertising canceled after the deadline.

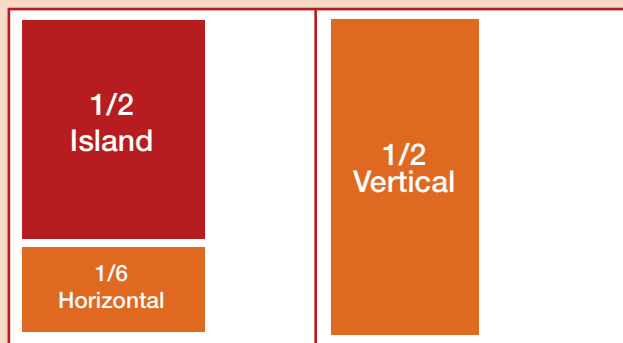
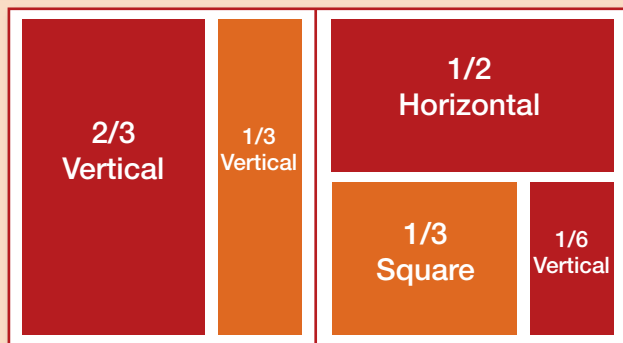
**Additional Services:**

Please call for price quotes on Inserts, Gatefolds, Posters, Reply Cards, Mini Catalogs and Post-it® Notes.

**Contracts, space orders and ad materials should be addressed to:**

Super Floral Retailing  
Advertising Department  
3300 SW Van Buren  
Topeka, KS 66611-2588  
advertising@superfloralretailing.com

ad dimensions



**AD SIZES** (width x height)

<b>Two-page Spread:</b>	15 3/4" x 10 7/8"
<b>w/bleed:</b>	16" x 11 1/8"
<b>Full Page:</b>	7 7/8" x 10 7/8"
<b>w/bleed:</b>	8 1/8" x 11 1/8"
<b>2/3 Vertical:</b>	4 1/2" x 10"
<b>1/2 Horizontal:</b>	7" x 4 7/8"
<b>1/2 Vertical:</b>	3 5/16" x 10"
<b>1/2 Island:</b>	4 1/2" x 7 3/8"
<b>1/3 Square:</b>	4 1/2" x 4 7/8"
<b>1/3 Vertical:</b>	2 3/16" x 10"
<b>1/6 Horizontal:</b>	4 1/2" x 2 1/2"
<b>1/6 Vertical:</b>	2 3/16" x 4 7/8"

Full-page ads: Content must fit in trimmed area 7 7/8" x 10 7/8". Include full 1/8" bleeds. To ensure important content does not get cut off, fit all text and images 1/4" inside trimmed area.

Additional mechanical specifications on separate enclosure.

**Preferred programs include:**

- QuarkXPress for Macintosh
- Adobe Photoshop CMYK TIFF, EPS or JPEG files at a resolution of 300 dpi
- Adobe Illustrator CMYK EPS files
- High-resolution PDF