

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