



# our circulation includes

## supermarkets & wholesale grocers

**10,391 subscribers**

This category includes corporate-level and store-level floral managers, floral buyers and merchandisers. *Super Floral Retailing* reaches the leading U.S. supermarket and mass-market chains.

## traditional retail florists

**3,071 subscribers**

There are an estimated 23,000 traditional floral outlets in the United States that sell flowers. But the most profitable florists—the high-volume florists—sell the most—at least \$500,000 per year. They sell more, are better businesspeople and have a record of better payment practices.

## discount chains & wholesale clubs

**397 subscribers**

This group includes individuals at the headquarter level for Wal-Mart, Kmart, Target, Sam's Club and Costco. Many large, national discount chain operators have integrated floral into their formats. With the advent of supercenters and combo stores, it's easier for discount stores to incorporate floral into their programs.

fact:

Supermarket and other mass-market floral outlets capture more than

**\$7 billion**

in cut flowers and foliages, potted and bedding plants, and nursery stock, which is 38 percent of the \$19 billion floriculture market.

*Super Floral Retailing* readers have

**\$22 billion**

**in purchasing power**

for fresh flowers and foliages, plants, and hard goods; giftware; and decorative accessories.