



FOR IMMEDIATE RELEASE:

CONTACT:

Rob Sanchez

President

List Management and Interactive Services

914.368.1030

rsanchez@meritdirect.com

MeritDirect Announces the Addition of Two New List Properties!

(WHITE PLAINS, NY – Effective immediately) – MeritDirect has been appointed as list manager of **Florist's Review Magazine** and **Super Floral Retailing Magazine** files.

Florist's Review Magazine is the floral industry's largest (by all measures) and only independent magazine. Florists' Review provides information and strategies to help floral retailers of all experience levels sell more products, enhance business efficiency and increase profits. The staff comprises of several experienced florists who have working knowledge of what the industry wants, needs, and expects.

- [Florist's Review Magazine](#) | Universe: 18,900+

Super Floral Retailing Magazine is an award-winning monthly business publication for supermarket, mass-market, and other high-volume florists. This category includes corporate-level and store-level floral managers, floral buyers, and merchandisers. Each month, Super Floral Retailing provides information on sales and merchandising techniques, care and handling, design, personnel issues, customer service, industry trends, marketing strategies and much more.

- [Super Floral Retailing Magazine](#) | Universe: 13,200+

For additional information from MeritDirect, please contact [John Ganis](#) at (914) 368-1024.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

###