

Your Top Prospects Are Our Top Winners

In August 2009, Florida Trend will announce the Best Companies To Work For In Florida.

FLORIDA TREND'S first-ever *Best Companies To Work For In Florida* special section will be an indispensable tool for business executives, human resources professionals, entrepreneurs, employer associations, staffing agencies, college career centers and many others.



You can tap into the positive impact and marketing power of FLORIDA TREND with your display ad in the inaugural *Best Companies To Work For* issue. It's an effective way to reach people with the position, power and resources to make key business decisions: **165,000** influential readers of FLORIDA TREND, **70,000** website users, plus thousands more through the distribution of **5,000** reprints by sponsors, winning companies, advertisers, strategic partners and FLORIDA TREND.

Who Subscribes to Florida Trend?

- Half of FLORIDA TREND subscribers are millionaires.
- Average household income is \$295,000.
- 93% are top executives, managers or professionals.
- 84% have purchase/lease responsibility for their companies.
- 93% of subscribers took action after seeing an ad or article in FLORIDA TREND.
- Subscribers spend an average of 72 minutes reading each issue of FLORIDA TREND.
- FLORIDA TREND has 70% higher qualified circulation than all four Florida business journals combined.

Who Uses FloridaTrend.com?

- FloridaTrend.com reaches more than 70,000 "unique visitors" monthly.
- 51% of FloridaTrend.com readers are executives/professionals.
- Average household income of FloridaTrend.com readers is \$215,300.
- 68% of our online audience is between 25-54 years old.
- 81% are directly involved in making business purchases for their companies.

Sources: Readex Research (2008); BPA Publisher's Statement (June 2008); Times Research (2006)

ADVERTISING OPPORTUNITIES

- **Congratulate winning companies** on their achievement.
- **Enhance your** own company's recruiting and retention efforts.
- **Increase the effectiveness** of your company's marketing and branding.

PRINT & ONLINE ADVERTISING PACKAGES

- **Full Page** 4-color display ad plus **50,000** online ad impressions **\$13,460**
- **Half Page** 4-color display ad plus **25,000** online ad impressions **\$8,505**
- **One-Third Page** 4-color display ad plus **10,000** online ad impressions **\$4,950**

ENDORISING ORGANIZATIONS

- Florida Chamber of Commerce
- Florida Association of Chamber Professionals
- Florida Economic Development Council (FEDC)
- Florida Restaurant and Lodging Association
- Florida Society of Association Executives (FSAE)
- Orlando Regional Chamber of Commerce

PRINT & ONLINE ADVERTISING CONTACTS

New York, Miami, Chicago, Atlanta, Tampa Bay, Jacksonville

Lynn Lotkowitz
(727) 892-2612 • (305) 444-8251
LLotkow@FloridaTrend.com

Maggie Font Caruso
(727) 892-2640 • (305) 444-8251
MCaruso@FloridaTrend.com

Christine King
(727) 892-2641 • (305) 444-8251
CKing@FloridaTrend.com

Jaime McKnight
(727) 892-2645 • (305) 444-8251
JMcknight@FloridaTrend.com

Orlando, Central, North Central & Northwest Florida, The Space Coast

Laura Peters Armstrong
(407) 740-6344
LArmstrong@FloridaTrend.com

Broward, The Palm Beaches, The Treasure Coast, Naples, Fort Myers, The Keys, The Caribbean

Lori Jacoby
(954) 916-4144
LJacoby@FloridaTrend.com

ADVERTISING DEADLINES

- **Display Ad Space: June 19**
Display Ad Materials: June 26