

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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# Florida Trend

Trend Magazines, Inc.  
P.O. Box 611  
St. Petersburg, FL 33731  
Tel.: (727) 821-5800  
Fax: (727) 822-5083

Official Publication of: None  
Established: 1958

## MARKET SERVED

FLORIDA TREND serves senior business executives, civic leaders, and top public sector officials, as well as other non-classified paid, sponsored, and non-paid subscribers. Copies are also sold on the newsstand and in bulk.

## AVERAGE QUALIFIED CIRCULATION

<b>Total Qualified</b>	<b>50,467</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	41,107
Subscriptions	33,588
Sponsored	6,485
Single-Copy Sales	1,034
Qualified Non-Paid	9,360

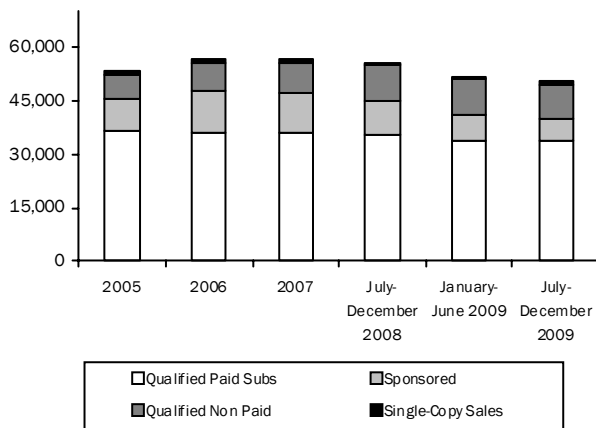
\*\*NC = None Claimed

## PRICE AND FREQUENCY

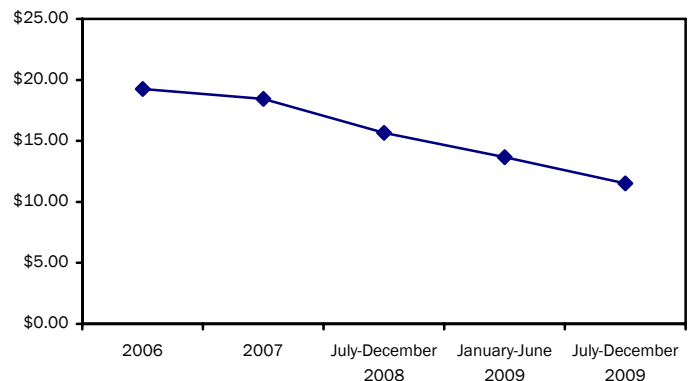
\$ 11.52	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
\$ 22.03	*Average Annual Subscription Order Price for Sponsored Subscriptions for the Period Reported
13	Issues Per Year
\$ 3.95	Single-Copy Sales Price for July - December 2009 issues

\*See Paragraph 8

**Average Qualified Circulation Trend**



**Average Annualized Subscription Price**



Florida Trend / December 2009

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	33,516	66.5	8,857	17.6	42,373	84.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	72	0.1	-	-	72	0.1
*Sponsored Individually Addressed _____	6,485	12.8	-	-	6,485	12.8
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b> _____	<b>40,073</b>	<b>79.4</b>	<b>8,857</b>	<b>17.6</b>	<b>48,930</b>	<b>97.0</b>
*Single-Copy Sales _____	1,034	2.0	-	-	1,034	2.0
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
Non-Continuous _____	-	-	503	1.0	503	1.0
<b>TOTAL</b>	<b>41,107</b>	<b>81.4</b>	<b>9,360</b>	<b>18.6</b>	<b>50,467</b>	<b>100.0</b>

\*See Paragraph 8

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>							
2009 Issue	Paid			Non-Paid			Total Qualified
	*Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total	
July _____	396	39,487	39,883	8,705	416	9,121	49,004
August _____	3,726	39,482	43,208	8,701	416	9,117	52,325
September _____	484	40,853	41,337	8,681	566	9,247	50,584
October _____	903	40,913	41,816	8,901	416	9,317	51,133
November _____	304	40,512	40,816	8,926	511	9,437	50,253
December _____	388	39,187	39,575	9,227	691	9,918	49,493

\*See Paragraph 8

<b>TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD</b>					
<b>Includes gross subscription sales/orders with unpaid invoices pending.</b>					
Average Annual Order Price: 13 issues for \$11.52					
<b>3A. PRICES</b>	Total	Percent			
Offers (>= to 5% of total Orders)					
13 @ \$10.00 _____	4,337	31.3			
13 @ \$29.95 _____	942	6.8			
39 @ \$20.00 _____	3,372	24.3			
All Other: Avg Annual Order Price: 13 @ \$18.30	3,827	27.6			
Sponsored-Excluded from Average Annual Order Price	-	-			
All Other Sponsored: Avg Annual Order Price 13 @ \$22.03	1,387	10.0			
<b>TOTAL</b>	<b>13,865</b>	<b>100.0</b>			
			<b>3B. USE OF FREE PROMOTIONAL INCENTIVES</b>	Total	Percent
			Ordered without promotional incentive _____	13,106	94.5
			Ordered with editorial promotional incentive including reprints _____	730	5.3
			Ordered with other promotional incentive (See Paragraph 8)	29	0.2
			<b>TOTAL</b>	<b>13,865</b>	<b>100.0</b>

**4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2009**

Qualified continuous and single copy sales circulation for this issue is 0.5% or 265 copies below the average of the other 5 issues reported in Paragraph two.

Qualified non-continuous circulation for this issue is 2.0% or 10 copies above the average of the other 5 issues reported in Paragraph two.

	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED PAID	QUALIFIED NON-PAID
Individual Recipients _____	41,961	83.5	34,051	7,910
Sponsored, Individually Addressed _____	6,392	12.7	6,392	-
Public Place, Individually Addressed (See Note 1) _____	1,000	2.0	-	1,000
Multi-Copy, Same Addressee _____	85	0.2	69	16
Single-Copy Sales (See Note 2) _____	304	0.6	304	-
Non-continuous (See Note 3) _____	511	1.0	-	511
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,253</b>	<b>100.0</b>	<b>40,816</b>	<b>9,437</b>

Note 1: Individually addressed, Public Place circulation – One copy per location to be viewed on-site in targeted waiting room/public place locations, including luxury car dealerships, and upscale yacht, tennis and country clubs.

Note 2: Single copies are sold through domestic newstands.

Note 3: Non-continuous non-paid circulation are copies distributed to individuals who have ordered subscriptions but have not paid or are copies distributed at trade shows.

**5. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,141	353	215	1,709	-	1,709	19.1
II. Request from recipient's company: _____	4	3	-	7	-	7	0.1
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>7,010</b>	<b>196</b>	<b>4</b>	<b>7,210</b>	-	<b>7,210</b>	<b>80.8</b>
*Rosters and Directories _____	5,953	132	2	6,087	-	6,087	68.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	1,057	64	2	1,123	-	1,123	12.6
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,155</b>	<b>552</b>	<b>219</b>	<b>8,926</b>	-	<b>8,926</b>	<b>100.0</b>
<b>PERCENT</b>	<b>91.3</b>	<b>6.2</b>	<b>2.5</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Paragraph 8

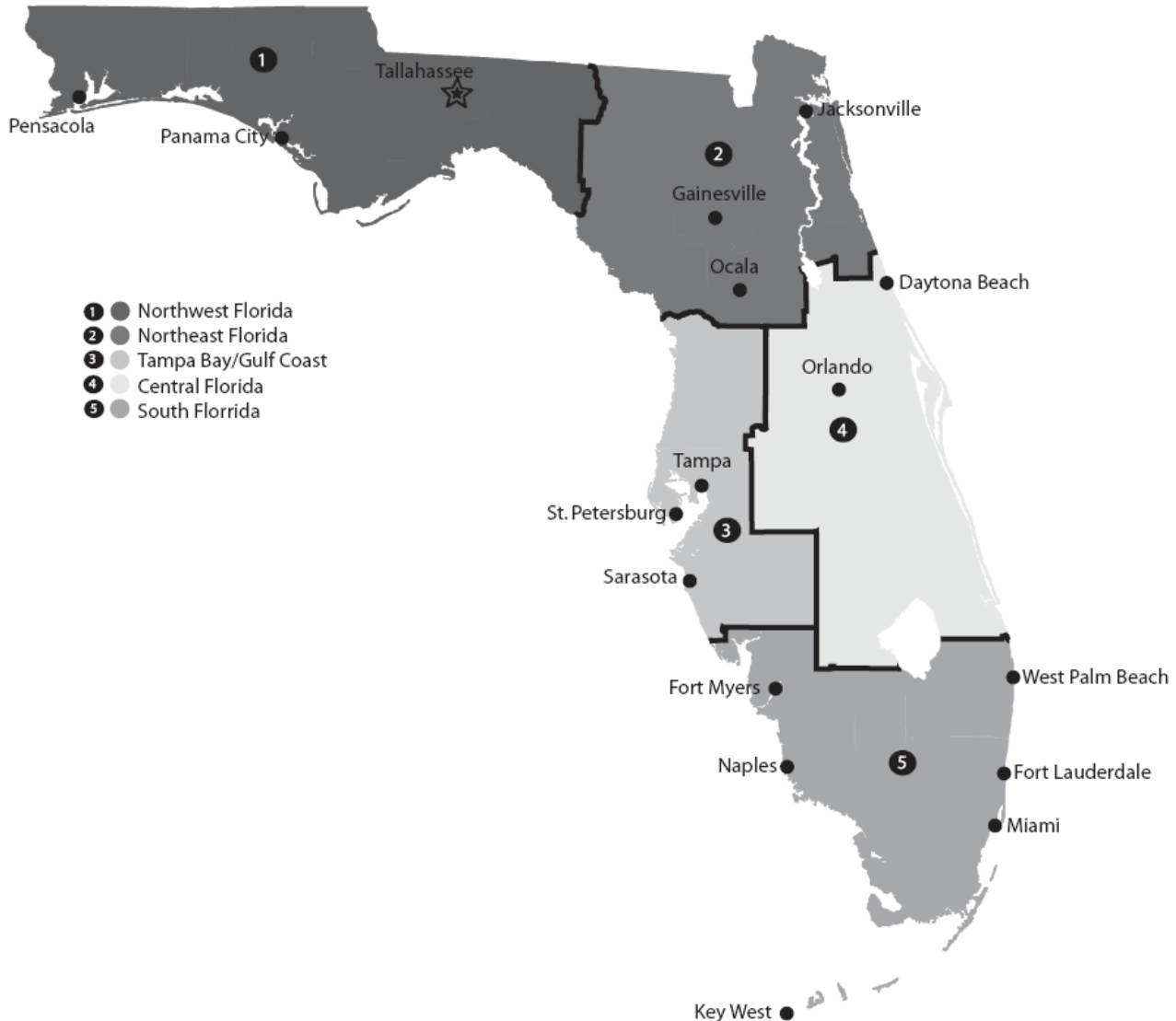
**5. QUALIFICATION SOURCE BREAKOUT OF NON-PAID NON-CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Personal direct request from the recipient: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	316	-	-	316	-	316	61.8
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>195</b>	-	-	<b>195</b>	-	<b>195</b>	<b>38.2</b>
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	195	-	-	195	-	195	38.2
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>511</b>	-	-	<b>511</b>	-	<b>511</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	-	<b>100.0</b>	

\*See Paragraph 8

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009								
	PAID			NON-PAID			Total Qualified	Percent of Total
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total		
NEW ENGLAND _____	-	279	279	28	2	30	309	0.6
MIDDLE ATLANTIC _____	-	423	423	72	4	76	499	1.0
EAST NO. CENTRAL _____	-	340	340	62	3	65	405	0.8
WEST NO. CENTRAL _____	-	102	102	20	-	20	122	0.2
SOUTH ATLANTIC _____	304	38,619	38,923	8,637	497	9,134	48,057	95.6
EAST SO. CENTRAL _____	-	174	174	40	2	42	216	0.4
WEST SO. CENTRAL _____	-	144	144	17	1	18	162	0.3
MOUNTAIN _____	-	82	82	18	-	18	100	0.2
PACIFIC _____	-	309	309	28	2	30	339	0.7
<b>UNITED STATES</b>	<b>304</b>	<b>40,472</b>	<b>40,776</b>	<b>8,922</b>	<b>511</b>	<b>9,433</b>	<b>50,209</b>	<b>99.9</b>
969 & 004-009 U.S. Territories _____	-	10	10	1	-	1	11	-
Canada _____	-	15	15	1	-	1	16	-
Mexico _____	-	-	-	-	-	-	-	-
Other International _____	-	12	12	2	-	2	14	-
APO/FPO _____	-	3	3	-	-	-	3	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>304</b>	<b>40,512</b>	<b>40,816</b>	<b>8,926</b>	<b>511</b>	<b>9,437</b>	<b>50,253</b>	<b>100.0</b>

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009								
Region	PAID			NON-PAID			Total	Percent of Total
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total		
Northwest Florida _____	15	3,877	3,892	1,060	30	1,090	4,982	9.9
Jacksonville / Northeast Florida _____	16	4,338	4,354	1,118	34	1,152	5,506	11.0
Tampa Bay / Gulfcoast Florida _____	39	8,052	8,091	979	138	1,117	9,208	18.3
Orlando / Central Florida _____	128	8,536	8,664	1,287	188	1,475	10,139	20.2
South Florida _____	97	13,179	13,276	3,766	102	3,868	17,144	34.1
Other/Non Florida _____	9	2,530	2,539	716	19	735	3,274	6.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>304</b>	<b>40,512</b>	<b>40,816</b>	<b>8,926</b>	<b>511</b>	<b>9,437</b>	<b>50,253</b>	<b>100.0</b>



**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	56,428	56,557	56,677	54,114	51,472	50,467
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____						
Subscriptions _____	36,080	35,744	35,660	34,728	33,985	33,588
Sponsored _____	11,822	11,724	10,542	8,926	7,238	6,485
Single-Copy Sales _____	935	782	350	407	422	1,034
Qualified Non-Paid: _____	7,591	8,308	10,125	10,053	9,827	9,360
Post Expire Copies included in Total Qualified Circulation: _____	6.6	6.7	12.1	6.5	7.2	5.4
Average Annual Order Price: _____	\$19.26	\$18.44	\$16.90	\$14.24	\$13.66	\$11.52

\*NOTE: July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. ADDITIONAL DATA (CONTINUED)**

**DISTRIBUTION AT TRADE SHOWS - issue by issue analysis of shows and copies distributed:**

2009 Issue	Trade Show/Event	Total
July	AABP Summer Conference	100
August	Florida Magazine Association Conference	100
September	Ocala / Marion County EDC Function	200
	Tampa Rotary Club Meeting	50
October	Sustainable Florida Conference (Tampa)	100
November	Agriculture Institute Meeting	70
	Bradenton Kiwanis Meeting	75
	Enterprise Florida Meeting	50
December	GMCC / Biotech Luncheon	350
	Ocala/Marion County Chamber Meeting	25

Distribution to Trade Shows, Consumer Shows and conventions are audited only to the event and not to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution. Distribution to the events are supported by delivery receipts from a third party.

**PARAGRAPH 3b:**

Premiums: A mousepad with a value of \$3.50 was sent as a premium to 29 subscribers. The downloadable editorial premium of no stated value of the Florida Small Business Start-up Guide was sent to 377 subscribers, and the downloadable edit package of two white papers of no stated value, 10 Financial & Legal Moves for a Secure Future, and 14 Easy Ways to Boost Your Sales, was sent to 353 subscribers.

**PARAGRAPH 5:**

Paragraph 5 includes 9,437 qualified non-paid circulation. Qualified paid circulation of 40,816 combined with the qualified non-paid circulation equal 50,253 total qualified circulation for the analyzed issue.

Roster and Directories include 15 sources of circulation for quantities of 15 copies, or 0.2% to 1,261 copies, or 14.1%, including selected high level civic leaders and officials from the Florida League of Cities, Florida Association of Counties, Florida Council of 100, Florida Congressional Delegation, Florida Governor and Cabinet, Miami Beacon Council, Miami Chamber's Board of Directors, Board of Governors, Executive Committee and Trustees directories, Florida Research Consortium, Florida Economic Development Council, Palm Beach Business Development, and Tampa

Other sources include 21 sources of circulation for quantities of 1 or -% to 1,000 or 11.2%, including individually addressed, Public Place copies targeting waiting room / public place locations, including luxury car dealerships, and upscale yacht, tennis and country clubs.

**8. ADDITIONAL DATA**

**AVERAGE NON-QUALIFIED CIRCULATION: 3,281 COPIES**

**METHOD OF DISTRIBUTION:**

Copies are addressed to individuals and mailed Periodicals Class to recipients as reported in Paragraph 3a. Copies are shipped in bulk for redistribution and sold through newsstands in the state of Florida. Public Place copies are sent by post for on-site viewing in waiting rooms or lobbies of luxury car dealerships, yacht, tennis and country clubs throughout the state of Florida.

Copies are distributed to individuals on a continuous basis (at least six consecutive months) and non-continuous (up to six months service).

Qualified non-paid and non-continuous circulation are copies distributed to individuals who have ordered subscriptions but have not paid, or copies distributed at Trade Shows. Continuous and non-continuous circulation are reported separately throughout the report.

**PRICE AND FREQUENCY:**

Qualified paid, sponsored, individually addressed, averaging \$22.03 annual subscription order price, are reported separately throughout the report, but not included in the Average Annual Subscription Order Price for Paragraph 7.

**PARAGRAPH 1:**

The single copy cover price for July through December is \$3.95. Qualified paid sponsored, individually addressed subscriptions averaging 6,485 were sold to corporate sponsors at reduced prices. These copies are individually addressed and mailed to qualified senior business executives, civic leaders, and top public sector officials.

**PARAGRAPHS 1 & 2:**

**SINGLE COPY SALES - issue by issue analysis of copies sold:**

2009 Issue	Reduced	Basic	Total
July _____	96	316	412
August _____	3,433	611	4,044
September _____	210	251	461
October _____	623	318	941
November _____	25	277	302
December _____	111	278	389

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Karen Tyson, Director of Audience Development

Andrew P. Corty, President and Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed February 1, 2010

State Florida

County Pinellas

Received by BPA Worldwide February 1, 2010

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