



NEW in 2009: Double Issue with Florida Trend in March

# The Guide for Entrepreneurs & Emerging Companies

Official Publication of Enterprise Florida and the Florida Economic Development Council

- **Publication Date:** **March 2009**
- **Must-Read Content:** A hands-on resource with practical information, tips and business success stories edited by FLORIDA TREND Small Business Editor, Barbara Miracle. Includes the Florida Division of Corporations official small business guide "dba Florida."
- **Must-Reach Audience:** If the fast-growing small business market is an important target for your products or services, Florida Small Business is a once-a-year opportunity you don't want to miss. FLORIDA TREND subscribers are decision-making executives and managers searching for products, services and practical advice to take their companies to the next level of success.
  - > 63% employ fewer than 100 employees in Florida
  - > 33% generate \$250,000 to \$10 million in gross annual revenue
  - > 84% have purchase/lease responsibility for their company
  - > 93% took action after seeing an ad or article in FLORIDA TREND
- **Statewide Distribution: 90,000 copies** distributed statewide to FLORIDA TREND subscribers and to small business owners, managers and entrepreneurs through:
  - > Enterprise Florida
  - > Florida Department of State - Division of Corporations
  - > Small Business Development Centers and SCORE Offices
  - > Local Chambers of Commerce
  - > Workforce Florida
  - > Economic Development Organizations
- **Advertiser Incentives:** Advertisers will be listed together in a **full-page Small Business Resource Guide** and in our exclusive **Online Small Business Resource Guide** at no additional charge.
- **Position Your Company with the Experts:** Full-page "Ask the Experts" advertorials allow you to demonstrate your company's expertise in serving the needs of small business. Ask your Market Manager how you can sponsor an "Ask the Expert" advertorial report — you supply the copy — on any of the following topics or one of your choosing.
 

> Financial Services	> Utilities	> Legal Services
> Insurance/Healthcare	> Retail	> Telecommunications
> Workforce/Employment	> Marketing/Sales	
- **Online Advertising:** FloridaTrend.com reaches 70,000 unique visitors monthly and offers a variety of marketing opportunities to fit every budget: eNewsletter advertising, run-of-site display advertising and custom programs. Ask your Market Manager for details.
- **Ad Space Deadline:** **Jan. 19**      **Ad Materials:** **Jan. 26**



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