

Florida Trend

What They're Saying ...

“We advertised with Florida Trend for 15 years because it’s a fabulous fit. Florida Trend gave us the name recognition and exposure we needed to get our name out to potential prospects – top executives in the state of Florida. With our new international parent company we’re reviewing all of our advertising commitments, and I’m confident Florida Trend will once again be a staple of our advertising.”



Charles Webster, Jr.
President, Vistage Florida
(formerly TEC Florida),
international CEO
mentoring organization

“The question is not so much why do we advertise in Florida Trend, but rather, why wouldn’t we? Without Florida Trend, it would be hard to find a single publication to connect with the readership we’re looking for. We would have to advertise in multiple publications, at a much higher cost. In short, Florida Trend matches our needs.”



Ava K. Doppelt
Shareholder
Allen, Dyer, Doppelt,
Milbrath
& Gilchrist, P.A., statewide
intellectual property law firm



Alan Becker
Managing Shareholder
Becker & Poliakoff, statewide
commercial law firm

“Florida Trend reaches decision makers in business and government throughout Florida. We’ve been advertising with Florida Trend for over 10 years because it’s a perfect match for our statewide offices and continues to bring us new ideas for adapting to the changing business landscape.”



Gideon Haymaker
President & CEO
Seaside National Bank & Trust,
state bank and brokerage

“We use Florida Trend to reach geographic regions and higher-end markets that other publications don’t access. Because we see the magazine everywhere we know our message is getting to the people we want to reach.”

“Florida Trend readers are our buyers. We’ve advertised in Florida Trend for over 25 years because it’s always been a good value for our advertising dollars – a great way to reach the affluent and connected Floridians that comprise our market.”



Steve McAuliffe
MIRM, Vice President of
Sales and Marketing
JMC Communities, condominium
community developer

“Few publications achieve the enormous intangible of “importance,” but Florida Trend absolutely has. For our clients who want to build statewide brands and reputations, Florida Trend is the go-to media partner. Their exceptional editorial quality and in-the-know reporting has led to a dedicated readership. When Florida Trend hits the inbox, you read it. That’s importance, and that’s what advertisers are buying. The regional ad buys have been a huge advantage for our clients only seeking regional impact. At the end of the day, Florida Trend gives us gold-standard quality and cost-efficient targeting potential.”



Will Ketchum
Principal and
Executive Vice President
Burdette Ketchum,
Jacksonville marketing and
creative solutions company



Jim Sellen
Executive Vice President
VHB MillerSellen, statewide
community planning, civil
engineering and environmental
services firm

“For me, Florida Trend is the most trusted source for news on what’s happening in Florida. We’ve been advertising with Florida Trend for seven years for a reason: It works.”