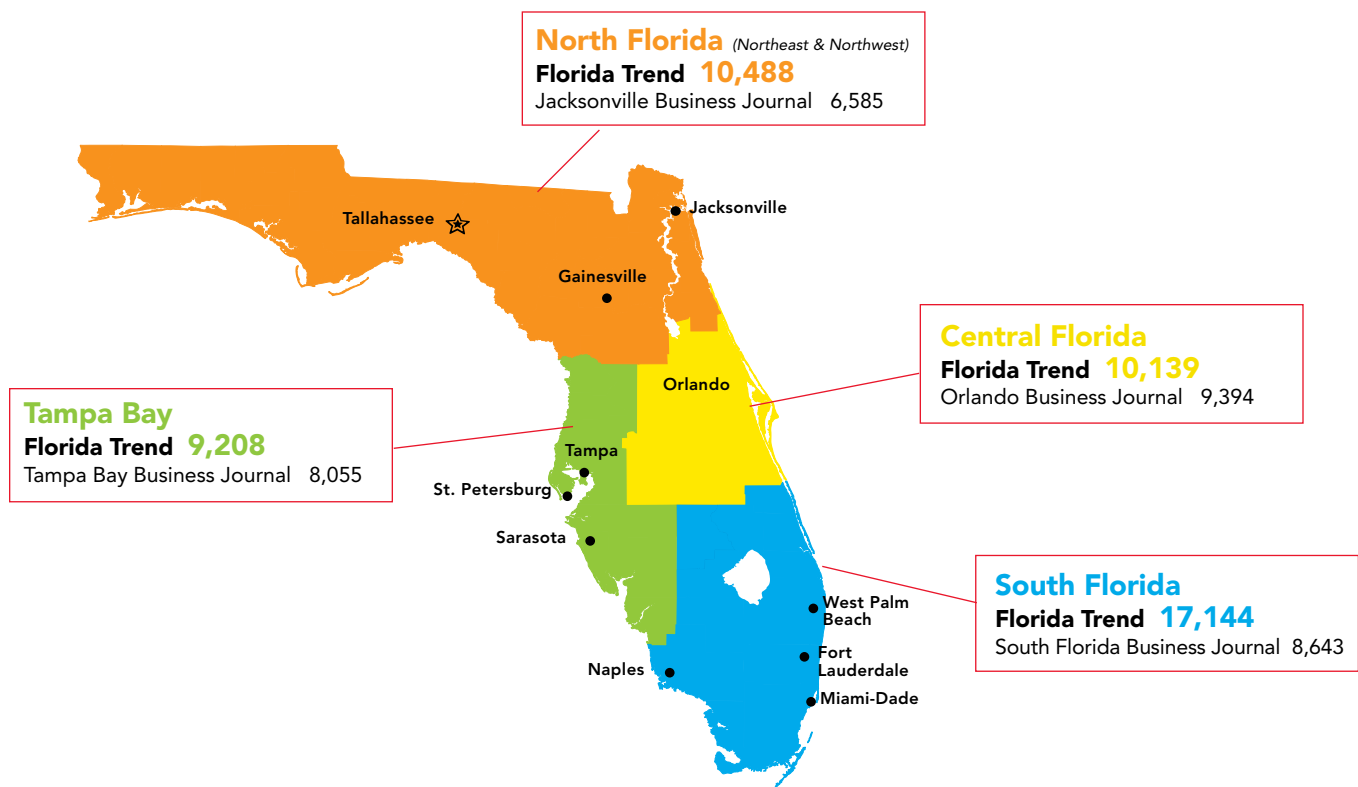




# The Numbers Make It Clear

► Region by Region and Statewide, **Florida Trend Beats** the Business Journals



## ► Total Circulation

**Florida Trend .....50,467\***  
 Four Florida Business Journals .....32,677

\*Includes Bonus Out-of-State Circulation  
 Source: Qualified Subscribers, December 2009 BPA and ABC Publisher's Statements