

If Your Target Customer Is a Small Business, Take Aim with **Florida Small Business.**



- ▶ **FLORIDA SMALL BUSINESS** magazine is Florida Trend's **Guide for Entrepreneurs & Emerging Companies**
- ▶ March 2010 (Double Issue with Florida Trend)
- ▶ An *Official Publication* of Enterprise Florida and the Florida Economic Development Council
- ▶ Florida Small Business features the Florida Department of State, Division of Corporations' *official* small business guide "dba Florida."

A Must-Reach Audience Plus **30,000** Bonus Distribution

- ▶ **50,000** Florida Trend Subscribers (150,000 readers, including pass-along) Read by decision-making business owners and managers searching for products and services to take their companies to the next level of success.
- ▶ **30,000** Bonus copies distributed statewide by the Florida Department of State, Division of Corporations; Small Business Development Centers and SCORE Offices; economic development and workforce organizations.

80,000 Total Copies

Bonus Access to a Targeted Online Audience

Connect with small business professionals dedicated to building stronger businesses on our small business website — FloridaSmallBusiness.com.



Print advertisers receive a leaderboard, skyscraper or medium rectangle ad for three months at NO additional charge.

- ▶ Full page print advertiser: 75,000 online ad impressions
- ▶ Half page print advertiser: 50,000 online ad impressions
- ▶ One-third page print advertiser: 30,000 online ad impressions

Ad Space Deadline: **Jan.18**

Ad Materials: Jan. 25

Print advertising rates in Florida Small Business 2010 are the same as Florida Trend and count toward your frequency discount.

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