

AT A GLANCE 2010

**Florida  
Trend**



## Florida Trend Magazine

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- › Published monthly since 1958
- › Total BPA-audited circulation: 50,467
- › Total print audience: 150,000 (including pass-along readership)
- › Print subscribers in Jacksonville, Miami, Fort Lauderdale, Palm Beach, Tampa Bay, Orlando, Pensacola, Key West, Tallahassee — and everywhere in between
- › 93% of print subscribers are top executives, managers and professionals — Florida's "Movers, Shakers and Decision-Makers"
- › Average household income: \$295,000
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