

REACH 400,000 TEENS

MAKING IMPORTANT DECISIONS ON COLLEGE, JOBS, CAREERS AND EDUCATION



THE MAGAZINE

AD RATES

ANNUAL PUBLICATION - 11TH YEAR!
 • August 2010 (School year 2010-11 edition)

PUBLICATION PROFILE

- Magazine and website designed especially for Florida high school students in 9th, 10th, 11th and 12th grades
- Distributed and used in the classroom by teachers and counselors
- Relevant information and practical advice for teens and parents

POPULAR AND VALUABLE YEAR-ROUND RESOURCE

- 89% of student respondents rate NEXT "extremely/very useful"
- Recognized nationally for excellence in writing, design and website

TEACHERS AND COUNSELORS GIVE NEXT HIGH MARKS

- FREE "Classroom Activity Guide," eNEXTletters and online resources turn the magazine and website into year-round classroom tools
- Teachers and counselors report using NEXT more than 7 times as often as they use similar publications with their students

PROVEN DISTRIBUTION SYSTEM ENSURES THE MAGAZINE REACHES STUDENTS

- 1,200 public and private schools notified in advance of shipping
- "Educator champion" at each school accepts delivery and is responsible for distribution

BENEFITS PACKAGE ADDS VALUE FOR ADVERTISERS

- Teen Response Program provides weekly electronic leads with contact information on teens who request information on your school or organization
- Online ad and a link to your website
- Convenient billing options: Before June 30 or in August 2010

Rate Card #10 - Florida Trend's NEXT Magazine
 Effective with annual issue for the 2010-11 school year. Rates are net.

Ad Size	Color	BW
Full page	\$15,630	\$12,040
2/3 page	12,945	9,590
1/2 page vert.	12,455	8,585
1/2 page horiz.	10,830	7,495
1/3 page vert.	8,085	5,055
1/3 page horiz.	8,085	5,055
1/6 page vert.	4,315	2,790

Black plus one process color, add \$1,070;
 plus two process colors, add \$1,220

Accredited educational institutions receive a 25% Discount

Cover/Special Positions	(Price includes color)
Inside front cover	\$17,650
Page one	17,650
Inside back cover	16,985
Back cover	20,095
Center spread (per page)	16,985

Special positions are subject to availability, contract commitment and approval of the Publisher. Positioning of all other ads is at the discretion of the Publisher.

DIGITAL EDITION

DON'T JUST MARKET TO FLORIDA TREND'S NEXT READERS — INTERACT WITH THEM!

Formatted just like the print edition — including your print ad — Florida Trend's NEXT new Digital Edition on FloridaNEXT.com allows you to expand your reach to even more students ... across the state ... across the country ... siblings ... parents.

FIND OUT HOW YOU CAN ADD THE IMPACT OF VIDEO OR AUDIO TO YOUR AD

Do you have promotional videos, commercials, slide shows or any other media to promote your college, business or organization? Advertisers running half-page or larger ads can get your message across in a fresh, new medium by including audio or video with your ad in the Digital Edition. Ask us for details on upgrading your ad size and ensuring the highest profile for your message. (Call for digital edition video specifications.)



THE WEBSITE

FLORIDANEXT.COM

SITE FEATURES

- Monthly Contests and Prize Giveaways
- 24/7 Access
- Teachers' Lounge and Classroom Activity Guide

CONTACT US FOR MORE INFO

• Jaime McKnight (727) 892-2645
 jmcknight@FloridaTrend.com

• AD SPACE DEADLINE **JUNE 30**
 • Ad Materials Deadline July 7