



Who Uses FloridaTrend.com?

The Florida Trend website users are well-educated and web-savvy. They are top-level executives who ... travel a lot, both in and out of state ... earn a high household income and enjoy a high net worth ... work in professional services, government, real estate, marketing, banking or education for a company or organization with high revenues ... get ideas and take action after visiting FloridaTrend.com.

Our website users, like the readers of our magazine, are engaged, affluent and influential Floridians.

User Demographic Profile

60%	Male
40%	Female
52.7	Average age
51%	Between 25 and 54 years old
74%	Executives / professionals / managers
79%	4-year college degree or higher
43%	Post-graduate work or post-grad degree
\$164,000	Household income
88%	Own primary residence
\$502,000	Average value of primary residence
\$1,130,000	Average household net worth

User's Company Revenue / # of Employees

\$131.0 mil.	Annual company revenue in Florida (avg.)
24%	\$50 million-plus
14%	\$10 to \$50 million
25%	\$1 to \$10 million
37%	\$1 million or lower
1,200	Employees in Florida (avg.)
20%	1,000-plus
20%	100 to 999
60%	99 or fewer

User's Purchasing Responsibility / Influence

76%	Business purchases
43%	Advertising, public relations, promotion
39%	Computer hardware or software
34%	Meetings, conferences
25%	Banking / financial services
21%	Benefits, healthcare, medical insurance
21%	Accounting / auditing services

Action Taken as a Result of Visiting FloridaTrend.com

73%	Visits site at least once a week
57%	Visits site a few times a week or more often
93%	Took some action (i.e. clicked on a link, discussed an article with a colleague, did research, etc.)
69%	Forwarded a link
29%	Researched an idea, product or service
26%	Visited an advertiser's website

Website Visits / Pageviews

370,000	Pageviews per month
150,000	Visits per month
81,000	Unique monthly visitors to website
110,000	Total unique audience per month (website and e-newsletters)
13:00	Minutes spent on site in typical visit (avg.)
2.51	Pages viewed per visit

Site Traffic

96%	U.S. origin
74%	Florida origin
79%	Traffic between 9am - 5pm

Unduplicated Audience

56%	Do not personally subscribe to Florida Trend print edition
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e-Newsletter Subscribers

28,600	Daily Pulse (Mon.- Fri.)
28,600	Afternoon Pulse (Mon.- Fri.)
34,630	Monthly Preview (once a month)
4,000	Small Business Edge (once a week)

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Source: Google Analytics; Readex Research (2010)