



# Florida Trend Reaches Only One Kind Of Reader. The Right Kind.

Like Florida Trend itself, our subscribers are focused on business – 93% of our subscribers are top executives, managers or professionals.

They're urbane, well traveled and affluent. With an average annual household income of \$295,000, Florida Trend subscribers buy big and they buy often.

They act on what they read in Florida Trend — 93% have taken action as a result of reading an ad or article.

That's why Florida Trend isn't just the state's leading business magazine. It's the tool that Florida's most successful business people depend on for the edge that keeps them coming in first.

We're read. We're studied. We're used.



- 48%** Millionaires
- 54** Average age
- 93%** Top executives, owners, managers, professionals\*
- \$295,000** Average household income
- \$2.2 million** Average household net worth
- \$770,000** Average residence value
- 54%** Own other real estate in addition to primary residence
- 93%** Took action after seeing an ad or article in Florida Trend
- 72 min.** Average issue reading time
- 2.9** Readers per copy
- 30%** Plan to expand into Florida or expand Florida facilities in next 12 to 24 months\*
- 40%** Plan to increase their Florida workforce in next 12 to 24 months\*
- 56%** Member of their company's or an outside company's board of directors\*
- 26%** Serve on non-profit board or foundation
- 37%** Addressed a public meeting in past 12 months
- 17** Business or vacation trips per year
- 25** Nights spent in hotels or resorts per year
- 18** Times dine out per month
- 88%** Work with stockbroker, financial planner/consultant, investment advisory service
- 84%** Have purchase/lease responsibility for their company\*
- 46%** Involved in choosing site/location for business conference/trade show\*

*Source: Readex Research (2008) \* Base = Employed Subscribers*