



FLORIDA TREND'S

RESEARCH FLORIDA™ 2010

THE BUSINESS OF INNOVATION

► *Research Florida is a special FLORIDA TREND report that examines the wide range of research, scientific exploration and technology being developed in Florida and explains its importance to the business executive and investment community.*

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Reach **50,000** business executives, civic leaders and government officials as the first edition of Research Florida appears in FLORIDA TREND's June 2010 issue.



OR

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Reach **80,000** top executives in select cities and targeted industries **outside Florida** with your ad in Business Florida September 2010.



OR

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► DIGITAL DISTRIBUTION

Both editions are distributed to ...

- **22,500** subscribers to Enterprise Florida's Innovation eNewsletter
- **30,000** subscribers to FLORIDA TREND'S Daily Pulse
- **650** venture capital firms
- Posted on eflorida.com and FloridaTrend.com websites for 12 months (**1.07 million unique site visitors**)



► BONUS

All advertising PARTNERS receive ...

- Logo and website link in the FloridaTrend.com Research Florida section for 12 months
- Recognition with a logo and brief company description on the Innovation Resources page inside the special report
- Bonus online run-of-site ad impressions on FloridaTrend.com (full-page advertisers only)

► AD SPACE DEADLINES

- **Florida Trend June Issue: April 16, 2010**
Advertorial content due **April 19**
- **Business Florida 2011 (Sept. Publication Date): July 27, 2010**
Advertorial content due **July 30**

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- Regular FLORIDA TREND display ad rates apply.
- Fractional ad space available; advertorial format available to full-page advertisers only.
- Advertisers running in both issues may change their display ad/advertorial for Business Florida.

Florida Trend

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