



ECONOMIC YEARBOOK 2010

Real Business Insight ...



In April, 150,000 readers will turn to the 2010 *Economic Yearbook* to get FLORIDA TREND's unique insight on the trends driving Florida's economy and vital statistics on the state's 10 regions.

With your advertising message in the *Economic Yearbook*, you'll put your organization front and center with top executives — inside and outside the state — who rely on FLORIDA TREND for award-winning coverage of Florida's economy.

Time's running out, so call today to find out how you can make your own economic impact in 2010.



**THE MOST REFERENCED ISSUE
OF THE YEAR!**

ALSO IN APRIL: WEALTH MANAGEMENT

Special Industry Sector Report: Trends Shaping Florida's Wealth Management Industry in 2010

FLORIDA TREND subscribers are ready prospects for personalized banking services, financial planning, wealth management and investment opportunities:

- ▶ **\$2.2** million average household net worth
- ▶ **\$1.36** million average value of investments

And they consult many resources for business and personal investment advice:

- ▶ **88%** use a stock broker and/or financial planner/consultant
- ▶ **45%** consult a financial planner/consultant
- ▶ **42%** use an accountant/CPA

Ad Space Deadline: Tues., Feb. 17
Ad Materials Deadline: Tues., Feb. 24

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