

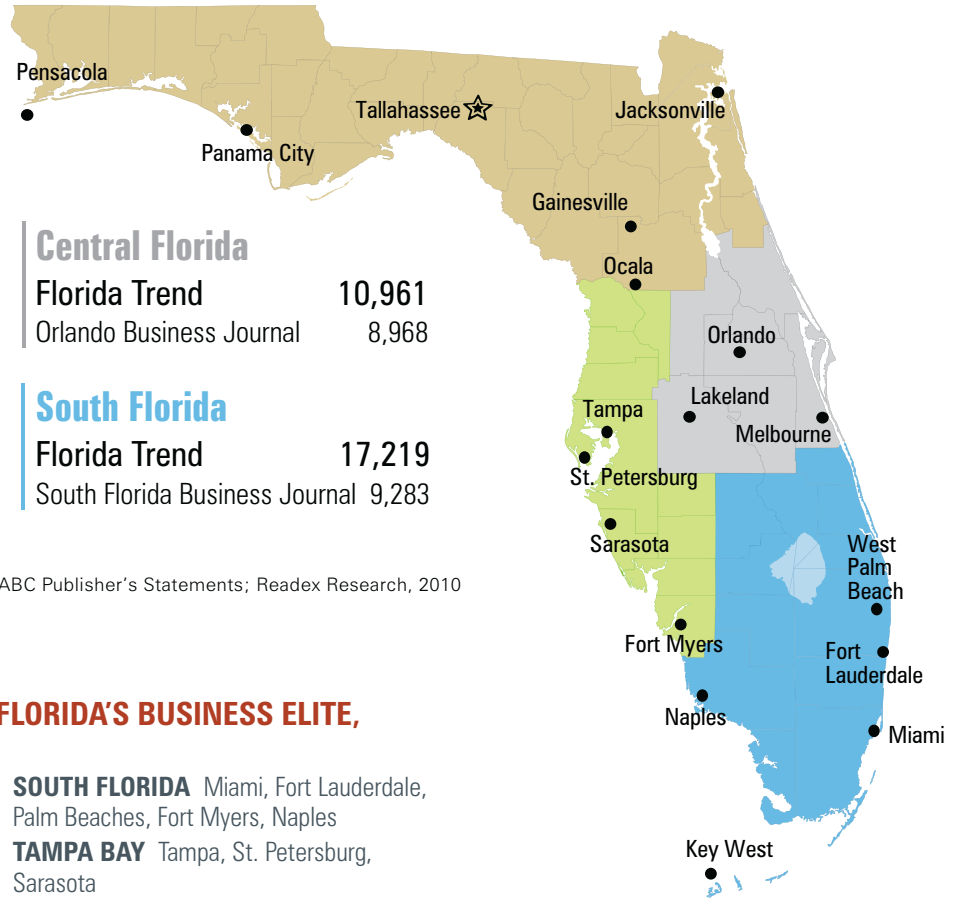
CIRCULATION — COMPETITIVE MEDIA

# FLORIDA TREND OFFERS TWO BIG ADVANTAGES OVER THE COMPETITION

**#1** Region by region and statewide, Florida Trend circulation beats the four Business Journals.

**Florida Trend** 52,201\*  
**Business Journals** 34,552

**#2** 66% of Florida Trend subscribers do not subscribe to any of the four Florida Business Journals.



**North Florida** (Northeast & Northwest)

**Florida Trend** 10,959  
**Jacksonville Business Journal** 7,603

**Central Florida**

**Florida Trend** 10,961  
**Orlando Business Journal** 8,968

**Tampa Bay**

**Florida Trend** 10,875  
**Tampa Bay Business Journal** 8,698

**South Florida**

**Florida Trend** 17,219  
**South Florida Business Journal** 9,283

\*Includes bonus out-of-state circulation  
Sources: Qualified Subscribers, June 2011 BPA and ABC Publisher's Statements; Readex Research, 2010

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