

A LOOK AT FLORIDA TREND

For 50-plus years, Florida Trend has been the source of business news, insight, forecasts, the latest on executive lifestyles, emerging industries, new players and everything that impacts business in the Sunshine State. More than just a monthly news source, we also deliver the most significant business news headlines daily at FloridaTrend.com

KEY FACTS

- **Published monthly since 1958**
- **Total BPA-audited circulation: 52,201**
- **Total print audience: 250,000 (including pass-along readership)**
- **Print subscribers in Jacksonville, Miami, Fort Lauderdale, Palm Beach, Tampa Bay, Orlando, Pensacola, Key West, Tallahassee — and everywhere in between**
- **85% of print subscribers are top executives, managers and professionals — Florida's "Movers, Shakers and Decision-Makers"**
- **Average household income: \$230,000**
- **Statewide and regional advertising available**

Source: June 2011 BPA Statement, Readex Research, 2010



Florida Trend

The Issues, People and Ideas that Define Florida Business

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