

ONLINE DEMOGRAPHICS

CONQUER CYBERSPACE

Reach our younger, more tech-savvy readers in their element — online.
56% unduplicated audience with Florida Trend's print edition.

WEBSITE VISITS / PAGEVIEWS

378,000 Pageviews per month

168,000 Visits per month

80,000 Unique monthly visitors

13 Average minutes spent onsite

2.5 Pages viewed per visit

TRAFFIC

167 Countries / Territories

79% Traffic between 9am–5pm

74% Florida visitors

Source: Google Analytics

REGISTERED USER PROFILE

60% Male

40% Female

51% Between 25 and 54 years old

53 Average age

74% Executives / professionals / managers

\$164,000 Average household income

43% Post-graduate work or post-grad degree

\$502,000 Average value primary residence

\$1,130,000 Average household net worth

ACTIVITY

73% Visit at least once a week

93% Took any action

69% Forwarded a link

Readex Research (2010)

Florida Trend

The Issues, People and Ideas that Define Florida Business

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NEW YORK, ATLANTA, CHICAGO
LYNN LOTKOWICTZ

Advertising Director

National Sales

727.892.2612

llotkow@FloridaTrend.com

CENTRAL FLORIDA Orlando, Space Coast, Treasure Coast, Gainesville

LAURA ARMSTRONG

407.951.6359

larmstrong@FloridaTrend.com

NORTH FLORIDA Jacksonville, Tallahassee, Panama City, Pensacola

JAIME MCKNIGHT

727.892.2645

jmcknight@FloridaTrend.com

SOUTH FLORIDA Miami, Fort Lauderdale, Palm Beaches, Fort Myers, Naples

TAMPA BAY Tampa, St. Petersburg, Sarasota

MAGGIE CARUSO

727.892.2640

mcaruso@FloridaTrend.com

CHRISTINE KING

727.892.2641

cking@FloridaTrend.com