

# WHAT THE "WHO'S WHO" ARE SAYING ABOUT FLORIDA TREND.



*"Our law firm's recent experience has proven to us that advertising in Florida Trend reaches our target audience. ... existing clients noticed our ads, and a new client brought the magazine with our ad with him to his first meeting."*

**Patrick J. McNamara** - Shareholder & Vice Managing Partner  
de la Parte & Gilbert P.A., full-service business law firm



*"The question is not so much why do we advertise in Florida Trend, but rather, why wouldn't we? Without Florida Trend, it would be hard to find a single publication to connect with the readership we're looking for. We would have to advertise in multiple publications, at a much higher cost. In short, Florida Trend matches our needs."*

**Ava K. Doppelt** - Shareholder  
Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A., statewide intellectual property law firm



*"Florida Trend reaches decision makers in business and government throughout Florida. We've been advertising with Florida Trend for over 10 years because it's a perfect match for our statewide offices and continues to bring us new ideas for adapting to the changing business landscape."*

**Alan Becker** - Managing Shareholder  
Becker & Poliakoff, P.A., statewide commercial law firm



*"We use Florida Trend to reach geographic regions and higher-end markets that other publications don't access. Because we see the magazine everywhere we know our message is getting to the people we want to reach."*

**Gideon Haymaker** - President & CEO  
Seaside National Bank & Trust, state bank and brokerage



*"For me, Florida Trend is the most trusted source for news on what's happening in Florida. We've been advertising with Florida Trend for seven years for a reason: It works."*

**Jim Sellen** - Principal  
VHB MillerSellen, statewide community planning, civil engineering and environmental services firm



*"Few publications achieve the enormous intangible of 'importance,' but Florida Trend absolutely has. For our clients who want to build statewide brands and reputations, Florida Trend is the go-to media partner. When Florida Trend hits the in-box, you read it. That's importance, and that's what advertisers are buying. At the end of the day, Florida Trend gives us gold-standard quality and cost-efficient targeting potential."*

**Will Ketchum** - Principal, Director of Strategy & Brand Development  
Burdette Ketchum, marketing and creative solutions company



*"The Greater Fort Lauderdale Alliance CEO Council used Florida Trend's Fort Lauderdale Centennial special feature to highlight the many reasons that more than 150 corporate and international regional headquarters call our area 'home,' and we couldn't be more pleased with the results. The high quality editorial overview and spectacular photos fully captured our cost-effective business climate and personal lifestyle. We have fully incorporated it into our national/international headquarters recruitment campaign."*

**Robin Ronne** - Managing Director - The CEO Council  
Greater Fort Lauderdale Alliance

**CALL TO FIND OUT HOW FLORIDA TREND CAN HELP BUILD YOUR BRAND:**

**New York, Atlanta, Chicago:** 727.892.2612

**Central Florida:** 407.951.6359

**South Florida & Tampa Bay:** 727.892.2640 or 727.892.2641

**North Florida:** 727.892.2645

# Florida Trend

The Issues, People and Ideas that Define Florida Business

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