

Florida Trend 2017

CIRCULATION COMPETITIVE MEDIA

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

Florida Trend 54,220*
Business Journals 34,856

NORTH FLORIDA

Florida Trend 10,130
Jacksonville Business Journal 7,411

CENTRAL FLORIDA

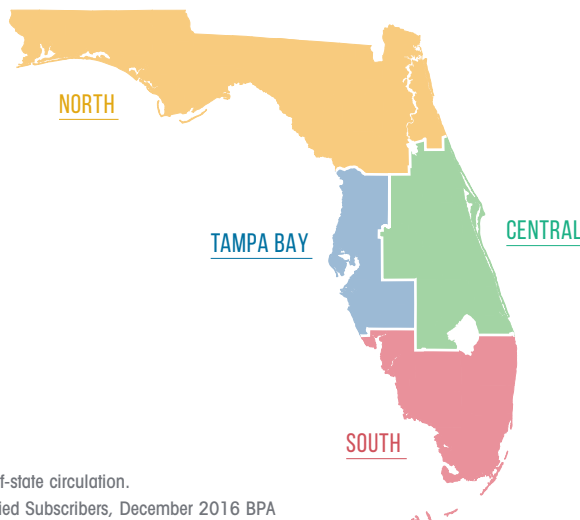
Florida Trend 10,966
Orlando Business Journal 9,107

TAMPA BAY

Florida Trend 10,454
Tampa Bay Business Journal 9,164

SOUTH FLORIDA

Florida Trend 14,757
South Florida Business Journal 9,174



71% OF
FLORIDA TREND
SUBSCRIBERS
DO NOT SUBSCRIBE
TO ANY OF THE
FOUR FLORIDA
BUSINESS JOURNALS.

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*Includes out-of-state circulation.

Sources: Qualified Subscribers, December 2016 BPA and AAM Publisher's Statements or Audit Reports; Readex Research 2013