

MARKETING SERVICES

Customizable marketing tools help align your company with the issues, people and ideas that define Florida.



1 CREATIVE SERVICES

Florida Trend has a proven, experienced team of writers, editors and designers who can finesse your marketing message into a customized cover wrap, insert, branded content or advertorial. Creative services include copywriting, design, production and programming that match the exacting standards of Florida Trend.

2 BUSINESS PROSPECT LISTS

Even the most impressive marketing campaign will fail if it reaches the wrong audience. Florida Trend has assembled lists of top-ranked businesses and key executives. Use these lists to help reach the people most likely to act upon your offer.

3 SPONSORED REPORTS

Why wait for editorial coverage? Create your own buzz in print and digital formats that we develop based on your input. Consider announcing a major corporate milestone or a profile of your top executives. It's your story, told your way.

4 AD LAMINATIONS

Think of our ad laminations as silent salesmen, quietly commanding attention in an office, conference room or reception area. These high quality, easel-style laminations preserve your message for display throughout your offices.

5 GIFT SUBSCRIPTION PROGRAM

Looking for the perfect corporate gift that will effectively market your company year round? A remarkable 96% of readers surveyed who received an annual Florida Trend gift subscription report that they wanted to receive it, and 92% found real value in reading the magazine. Custom inserts and cover wraps spurred 81% to say they will be more likely to contact the gift-giver when they need products or services.

6 "AS SEEN IN FLORIDA TREND"

Let the world know your place among the best companies in Florida. We will produce custom reprints of your ad or sponsored report that you can use for an effective direct mail effort. We'll also provide you with a PDF that you can share via email, post on your social media sites or blog and put up on your website.

7 EVENTS

As a frequent sponsor of Florida's top-level conferences and programs, we receive VIP tickets to statewide events. Ask us how you can be our guest at one of these important events and connect with Florida's movers and shakers.

7 POWERFUL,
AFFORDABLE
WAYS TO MARKET
YOUR BUSINESS IN
THE PAGES OF
FLORIDA TREND.

FIND OUT MORE

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