

PRINT DEMOGRAPHICS



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82% Top executives, owners, managers, professionals*

58 Average age

\$268,000 Average household income

\$2.26 mil. Average household net worth

\$563,000 Average residence value

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71% Do not subscribe to any of the four Florida Business Journals

62% Member of their company's or an outside company's board of directors*

16 Business or vacation trips per year (9.5 trips within Florida)

83% Have purchase/lease responsibility for their company*



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*Base = Employed Subscribers. Source: Readex Research 2013