

PRINT DEMOGRAPHICS

Florida
Trend
2016

It's not really about who you know, **it's who knows you.**

And Florida's most influential business executives, government officials and local leaders — from Miami to Tallahassee — know Florida Trend.

*Isn't that the kind of company **you** want to keep?*

 **SUBSCRIBERS: 58,829**

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

66 min. Average issue reading time

4.9 Readers per copy

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% Work with stockbroker, financial planner/consultant, investment advisory service

83% Have purchase/lease responsibility for their company*

PRINT READERSHIP: 250,000

UNIQUE MONTHLY WEB VISITORS: 90,000

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*Base = Employed Subscribers.
Source: Readex Research, 2013