

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**FLORIDA TREND** is a Consumer brand for senior business executives, civic leaders, top government officials, and others with broad-based interests in the issues, people and ideas that define Florida business. The editorial content is delivered in print, via online digital sites, and by email newsletters. The editorial scope includes business news, executive profiles, industry analysis, in-depth articles, regional round-ups from around Florida, personal finance, and special features.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

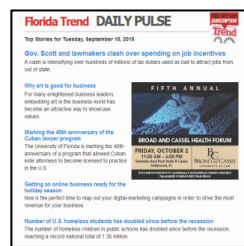
## CHANNELS

### FLORIDA TREND MAGAZINE



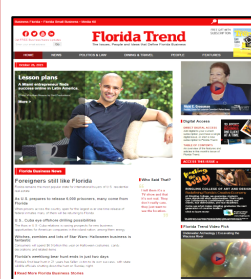
6 Issues in the period  
55,866 average circulation

### FLORIDA TREND E-NEWSLETTERS



2 E-Newsletters in the period  
152 issued in the period  
46,496 average per occurrence  
25,740 average per occurrence

### FLORIDA TREND WEBSITE



106,040 average users

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Paid	Non-Paid	Average
<b>FLORIDA TREND MAGAZINE</b> Unique Total* (6 issues in the period)	38,265	17,601	55,866
a. Print	37,598	17,536	55,134
b. Digital	1,921	130	2,051
1. Requested	1,921	121	2,042
2. Non-Requested	-	9	9
<b>FLORIDA TREND E-NEWSLETTERS</b>			
a. The Daily Pulse (128 issued in the period)	-	46,496	46,496
b. Small Business Edge (24 issued in the period)	-	25,740	25,740
<b>FLORIDA TREND WEBSITE</b> (Monthly Users with 716,637 average Pageviews)	-	106,040	106,040

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**MARKET SERVED**

**FLORIDA TREND** serves senior business executives, civic leaders, and top public sector officials, as well as other non-classified paid, sponsored, and non-paid subscribers. Copies are also sold on the newsstand and in bulk.

**PRICE AND FREQUENCY (SEE ADDITIONAL DATA)**

\$16.63	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
\$23.39	Average Annual Sponsored Order Price for the Period Reported
12	Issues Per Year
\$4.95	All Single-Copy Sales Prices for the Period

**AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD**

<b>Total Qualified</b>	<b>55,866</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	38,265
Subscriptions	31,862
Sponsored	6,211
Single-Copy Sales	192
Qualified Non-Paid	17,600

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	31,837	57.0	15,929	28.5	47,766	85.5
Membership Benefits	-	-	-	-	-	-
*Multi-Copy Same Addressee	25	-	1,672	3.0	1,697	3.0
*Sponsored Individually Addressed	6,211	11.1	-	-	6,211	11.1
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	<b>38,075</b>	<b>68.1</b>	<b>17,601</b>	<b>31.5</b>	<b>55,674</b>	<b>99.6</b>
*Single-Copy Sales	107	0.2	-	-	107	0.2
*Sponsored Single-Copy Sales	85	0.2	-	-	85	0.2
<b>TOTAL</b>	<b>38,265</b>	<b>68.5</b>	<b>17,601</b>	<b>31.5</b>	<b>55,866</b>	<b>100.0</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified**
			*Single-Copy Sales	Subscriptions	Total		
*January	52,044	1,866	311	35,601	35,912	16,788	52,700
February	54,316	2,018	135	37,297	37,432	17,595	55,027
*March	53,682	2,034	307	37,771	38,078	16,311	54,389
*April	59,056	2,149	172	39,458	39,630	20,208	59,838
*May	55,910	2,138	122	38,933	39,055	17,632	56,687
June	55,803	2,101	105	39,387	39,492	17,072	56,564

\*See Additional Data

\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2017**  
**This issue is 1.8% or 983 copies above the average of the other 5 issues reported in Paragraph 2.**

MARKET SERVED	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	PRINT	DIGITAL	QUALIFIED NON-PAID	QUALIFIED PAID
Individual Recipients (Note 1)	42,851	75.6	42,161	2,027	10,191	32,660
Sponsored, Individually Addressed	6,247	11.0	6,187	84	-	6,247
Public Place, Individually Addressed (Note 2)	5,251	9.3	5,251	-	5,251	-
Multi-Copy, Same Addressee (Note 3)	351	0.6	351	-	325	26
Single-Copy Sales (Note 4)	122	0.2	95	27	-	122
Trade Show Distribution	1,865	3.3	1,865	-	1,865	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>56,687</b>	<b>100.0</b>	<b>55,910</b>	<b>2,138</b>	<b>17,632</b>	<b>39,055</b>

Note 1: Individual Recipients, non-paid - include 213 copies distributed to individuals who have ordered subscriptions, but have not paid.  
 Note 2: Individually addressed, Public Place circulation - Up to two copies per location to be viewed on-site in targeted waiting room/public place locations, including luxury car dealerships, upscale yacht, tennis or country clubs, spas and doctor's offices.  
 Note 3: Copies are shipped in bulk for redistribution or are mailed copies received by the same individual at one or more locations.  
 Note 4: Single copies are sold through domestic newsstands or purchased directly from the publisher.  
 \* Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within					Qualified Non-Paid	*Qualified Paid	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years	Print	Digital				
I. Direct Request:	860	156	38	992	120	1,054	-	1,054	6.0
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	-	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above:	<b>16,544</b>	<b>34</b>	<b>-</b>	<b>16,577</b>	<b>9</b>	<b>16,578</b>	<b>-</b>	<b>16,578</b>	<b>94.0</b>
*Rosters and Directories	8,035	34	-	8,068	9	8,069	-	8,069	45.8
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	8,509	-	-	8,509	-	8,509	-	8,509	48.2
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION**</b>	<b>17,404</b>	<b>190</b>	<b>38</b>	<b>17,569</b>	<b>129</b>	<b>17,632</b>	<b>-</b>	<b>17,632</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.7</b>	<b>1.1</b>	<b>0.2</b>	<b>99.7</b>	<b>0.8</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

\*\* Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim		Circulation Claim	
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*	July - December 2016*	January - June 2017*	July - December 2016*	January - June 2017*	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified***:	55,326	58,829	59,456	54,429	54,220	55,866						
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC						
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC						
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC						
Unique Qualified Paid*** :	38,502	40,059	42,867	39,997	38,019	38,265						
Subscriptions	33,237	35,556	37,971	35,068	31,588	31,862						
Sponsored	4,430	4,203	4,217	4,771	5,973	6,211						
Single-Copy Sales	835	300	679	158	458	192						
Unique Qualified Non-Paid***:	16,824	18,770	16,589	14,432	16,201	17,601						
Post Expire Copies included in Total Qualified Circulation:	6.6%	5.3%	5.0%	9.5%	7.2%	4.1%						
Average Annual Order Price:	\$15.86	\$15.17	\$17.27	\$15.88	\$17.99	\$16.63						

\*NOTE: July 2016 - June 2017 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\* Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**

**Includes gross subscription sales/orders with unpaid invoices pending.**

Average Annual Order Price: 12 issues for \$16.63

PRICES	Total	Percent	USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
<b>Offers (≥ 5.0% of Total Orders)</b>			Ordered without promotional incentive	13,805	75.6
12 Issues for \$18.00	5,037	27.6	*Ordered with editorial promotional incentive including reprints	4,451	24.4
12 Issues for \$10.00	3,459	18.9	Ordered with other promotional incentive	-	-
12 Issues for \$14.98	1,481	8.1			
12 Issues for \$29.95	1,236	6.8			
12 Issues for \$19.95	941	5.1			
All Others (Avg. Order Price = \$27.32)	3,041	16.7	<b>TOTAL</b>	<b>18,256</b>	<b>100.0</b>
Sponsored - Excluded from Average Annual Order Price (Avg. Annual Order Price = \$23.39)	3,061	16.8			
<b>TOTAL</b>	<b>18,256</b>	<b>100.0</b>			

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\*\***

Region/State	Print	Digital	Qualified Paid			Total Qualified Non-Paid	Unique Total Qualified*	Percent
			Single-Copy Sales	Paid Subscriptions	Total Paid			
<b>NEW ENGLAND</b>	755	10	-	568	568	189	757	1.3
ME, NH, VT, MA, RI, CT								
<b>MIDDLE ATLANTIC</b>	2,403	19	1	1,494	1,495	918	2,413	4.2
NY, NJ, PA								
<b>EAST NO. CENTRAL</b>	1,337	26	-	1,315	1,315	31	1,346	2.4
OH, IN, IL, MI, WI								
<b>WEST NO. CENTRAL</b>	348	7	-	335	335	14	349	0.6
MN, IA, MO, ND, SD, NE, KS								
<b>SOUTH ATLANTIC</b>	49,661	1,897	121	33,723	33,844	16,416	50,260	88.7
DE, MD, DC, VA, WV, NC, SC, GA, FL								
<b>EAST SO. CENTRAL</b>	306	9	-	293	293	17	310	0.5
KY, TN, AL, MS								
<b>WEST SO. CENTRAL</b>	387	12	-	371	371	20	391	0.7
AR, LA, OK, TX								
<b>MOUNTAIN</b>	274	4	-	267	267	8	275	0.5
MT, ID, WY, CO, NM, AZ, UT, NV								
<b>PACIFIC</b>	422	10	-	409	409	18	427	0.8
AK, WA, OR, CA, HI								
<b>UNITED STATES</b>	<b>55,893</b>	<b>1,994</b>	<b>122</b>	<b>38,775</b>	<b>38,897</b>	<b>17,631</b>	<b>56,528</b>	<b>99.7</b>
U.S. Territories	-	-	-	-	-	-	-	-
Canada	-	-	-	-	-	-	-	-
Mexico	-	-	-	-	-	-	-	-
Other International	-	-	-	-	-	-	-	-
APO/FPO	17	2	-	16	16	1	17	-
Email Only	-	142	-	142	142	-	142	0.3
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>55,910</b>	<b>2,138</b>	<b>122</b>	<b>38,933</b>	<b>39,055</b>	<b>17,632</b>	<b>56,687</b>	<b>100.0</b>

\* Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

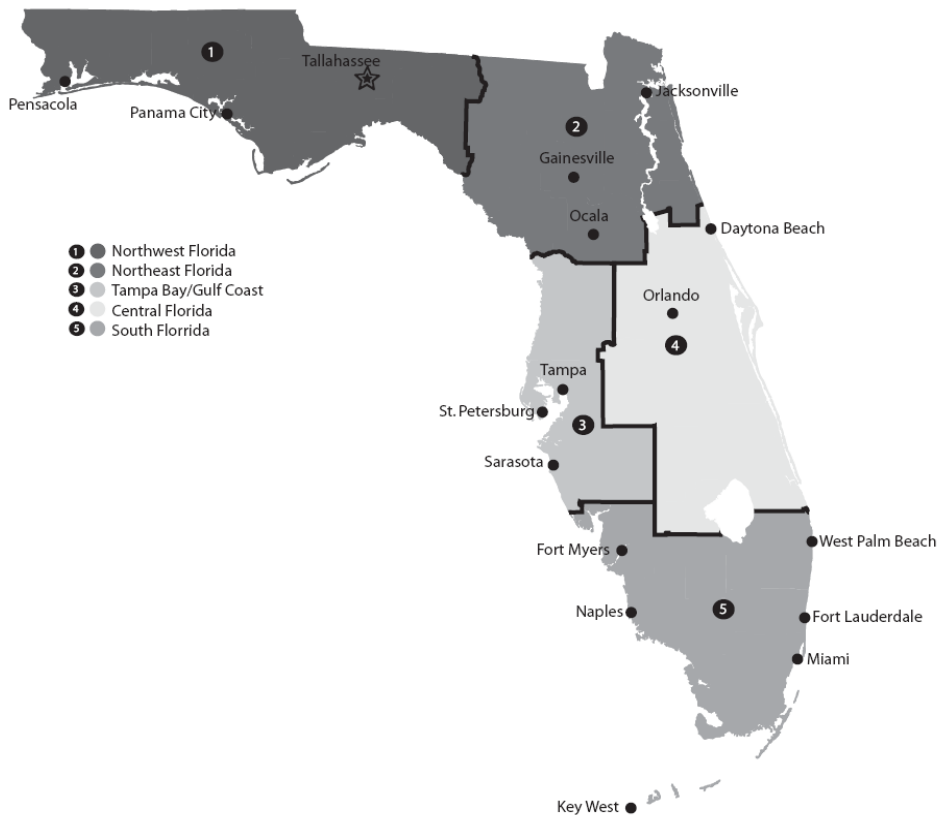
\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\*\***

Region	Print	Digital	Qualified Paid			Total Qualified Non-Paid	Unique Total Qualified*	Percent
			Single-Copy Sales	Paid Subscriptions	Total Paid			
Northwest Florida	4,379	156	8	2,629	2,637	1,789	4,426	7.8
Jacksonville/Northeast Florida	5,357	189	16	3,800	3,816	1,599	5,415	9.5
Tampa Bay/Gulfcoast Florida	12,087	423	27	7,553	7,580	4,650	12,230	21.6
Orlando/Central Florida	10,950	450	34	7,831	7,865	3,229	11,094	19.6
South Florida	15,377	635	36	10,725	10,761	4,806	15,567	27.5
Other/Non Florida	7,760	285	1	6,395	6,396	1,559	7,955	14.0
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>55,910</b>	<b>2,138</b>	<b>122</b>	<b>38,933</b>	<b>39,055</b>	<b>17,632</b>	<b>56,687</b>	<b>100.0</b>

\* Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data



## E-NEWSLETTER CHANNEL

2017	The Daily Pulse*	Small Business Edge	2017	The Daily Pulse*	Small Business Edge
<b>JANUARY</b>			<b>APRIL</b>		
January 1	46,366	-	April 2	46,484	-
January 8	46,442	-	April 3	-	25,765
January 9	-	25,512	April 9	46,614	-
January 15	46,488	-	April 10	-	25,813
January 16	-	25,630	April 16	46,600	-
January 22	46,465	-	April 17	-	25,828
January 23	-	25,679	April 23	46,524	-
January 29	46,454	-	April 24	-	25,800
January 30	-	25,669	April 30	46,477	-
<b>FEBRUARY</b>			<b>MAY</b>		
February 5	46,492	-	May 1	-	25,800
February 6	-	25,669	May 7	46,530	-
February 12	46,532	-	May 8	-	25,812
February 13	-	25,673	May 14	46,469	-
February 19	46,629	-	May 15	-	25,795
February 20	-	25,713	May 21	46,455	-
February 26	46,585	-	May 22	-	25,804
February 27	-	25,673	May 28	46,444	-
<b>MARCH</b>			<b>JUNE</b>		
March 5	46,553	-	June 4	46,387	-
March 6	-	25,681	June 5	-	25,785
March 12	46,510	-	June 11	46,399	-
March 13	-	25,680	June 12	-	25,805
March 19	46,516	-	June 18	46,437	-
March 20	-	25,731	June 19	-	25,822
March 26	46,501	-	June 25	46,506	-
March 27	-	25,746	June 26	-	25,870
<b>AVERAGE:</b>				<b>46,496</b>	<b>25,740</b>

The Daily Pulse (128 issues in the period)

Small Business Edge (24 issues in the period)

\*Weekly averages are reported for the Daily Pulse E-Newsletter.

## WEBSITE CHANNEL

### WWW.FLORIDATREND.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	762,362	182,038	106,545	23:32
February	655,414	165,205	97,119	22:34
March	764,499	190,525	112,002	22:34
April	721,303	180,450	107,499	23:33
May	677,292	179,194	104,194	21:20
June	718,953	188,144	108,886	20:36
<b>AVERAGE:</b>	<b>716,637</b>	<b>180,926</b>	<b>106,040</b>	<b>22:21</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

# ADDITIONAL DATA

## METHOD OF DISTRIBUTION:

Copies are addressed to individuals and mailed Periodicals Class to recipients as reported in Paragraph 1. Copies are shipped in bulk for redistribution and sold through newsstands in the state of Florida.  
 Multi-Copy Same Addressee circulation is audited only to the point of distribution.  
 An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.  
 Public Place copies are sent by post for on-site viewing in waiting rooms or lobbies of luxury car dealerships, yacht, tennis or country clubs, spas and doctor's offices throughout the state of Florida.  
 Recipients of the digital version are notified via email when the version is available.

## STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

## AVERAGE NON-QUALIFIED CIRCULATION: 3,068 COPIES

## PRICE & FREQUENCY:

Qualified paid, sponsored, individually addressed, averaging \$23.39 annual subscription order price, are reported separately throughout the report, but not included in the Average Annual Subscription Order Price in the three-year calendar analysis.

## PARAGRAPH 1:

Qualified Paid Multi-Copy Same Addressee subscriptions averaging 25 copies were sold to qualified recipients receiving either paid or non-paid multiple copies at the same address or with one copy received at the recipient's home address and a second copy received at the recipient's business address. These subscriptions were sold at an average subscription price of \$18.49, in quantities of 2 to 5.

Qualified Non-Paid Multi-Copy Same Addressee copies averaging 1,672 copies were distributed in executive lounges of two hotels catering to business executives or distributed at Trade Shows. Qualified paid sponsored, individually addressed subscriptions averaging 6,211 copies were sold to corporate sponsors at an average annual order price of \$23.39. These copies are individually addressed and mailed to qualified senior business executives, civic leaders, and top public sector officials.

## PARAGRAPHS 1 & 2:

### SINGLE COPY SALES - Issue by issue analysis of copies sold:

2017 Issue	Print	Digital	Total	Sponsored Single Copy		Individual Single Copy		Total
				Reduced	Basic	Reduced	Basic	
January	301	10	311	208	12	-	91	311
February	113	22	135	17	-	-	118	135
March	296	11	307	212	-	-	95	307
April	164	8	172	24	5	-	143	172
May	95	27	122	7	6	-	109	122
June	96	9	105	12	7	-	86	105

## PARAGRAPH 2:

For the January issue, 2,018 copies were individually addressed and mailed to a list of lobbyists in Florida. For the March issue, 1,005 copies were individually addressed and mailed to a list of site planners in New York and New Jersey. For the April issue, 5,000 copies were individually addressed and mailed to a list of the state's Wealthiest Floridians (wealthfinder model of \$2,729,000+). For the May issue, 1,057 copies were individually addressed and mailed to a list of high level executives in the aerospace, bio/medical, communications, computer, defense, electronics and energy/power industries in Connecticut, New York and New Jersey.

### DISTRIBUTION AT TRADE SHOWS - issue by issue analysis of shows and copies distributed:

2017 Issue	Event	Date	Total	2017 Issue	Event	Date	Total
January	Enterprise Florida Board Meeting	Feb 1	25	May	Florida Council on Aging Conference	May 4	15
February	Florida Bar Solo & Small Firm Section Annual Meeting	Jan 27-28	100	May	FEDC Annual Conference	May 7	50
February	Enterprise Florida Board Meeting	Feb 1	50	May	FICE Transportation Conf - Fla Engineering Society	May 10-11	500
February	Florida Venture Forum	Febr 2-3	350	May	Florida College Access and Success Summit	May 10-11	200
February	Florida Sterling - Performance Improvement Summit	Feb 10	150	June	Fla Tax Watch Spring Board Meeting	May 24-26	150
February	Money Show Conference	Feb 10	550	June	Urban Land Institute 2017 Florida Summit	May 24-26	100
February	Money Show University	Feb 10	450	June	Florida Sterling Council 25th Annual Conference	May 30-Jun 2	700
February	International Days - Florida Chamber of Commerce	Feb 14	150	June	FAC&U Annual Meeting	May 31	30
February	Tavistock Lake Nona Impact Forum	Feb 15-17	250	June	AFC Council of Presidents' Meeting	Jun 1	30
February	Barbara Bush Foundation "Celebration of Reading"	Feb 17	750	June	Enterprise Florida Board Meeting	Jun 1-2	50
March	UF Bergstrom Center Real Estate Trends Conference	Feb 23-24	250	June	Florida Banker's Association Annual Meeting	Jun 12-14	300
March	U Miami School of Business Healthcare Conference	Mar 3	350	June	Florida Chamber - Education Solutions Summit	Jun 13-14	75
April	Sarasota County Bar Association - APC Speech	Mar 28	110	June	Prudential Productivity Awards - Florida Tax Watch	Jun 14	500
April	Focus on Entrepreneurs Conference	Apr 27-28	250	June	Florida Small Business Dev Ctr Annual Conference	Jun 14-16	220
April	FEDC Annual Conference	May 7	50	June	AABP Summer Conference	Jun 22-24	30
May	Heart of Fla United Way - Women's Leadership Luncheon	May 4	1,100	June	Leadership Florida Annual Meeting	Jun 29-Jul 2	200

Distribution to Trade Shows, Consumer Shows and conventions are audited only to the event and not to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution.

## PARAGRAPH 4:

Paragraph 4 includes 17,632 qualified non-paid circulation. Qualified paid circulation of 39,055 combined with the qualified non-paid equals 56,687 total qualified circulation for the analyzed issue. Rosters and Directories include 24 sources of circulation for quantities of 11 copies or 0.1% to 1,386 copies or 17.2%, including selected high level civic leaders and officials from Florida League of Cities, Florida Association of Counties, Miami Beacon Council, Florida Congressional Delegation, Florida House of Representatives, Florida Governor and Cabinet, Greater Miami Chamber of Commerce Leadership and selected members, Florida Society of Association Executives, and various local and regional EDC Boards around the State.  
 Other sources include 20 sources of circulation for quantities of 1 copy or -% to 5,251 copies or 28.8%, including copies distributed in executive lounges of hotels catering to business executives, at select trade shows, to individually addressed, Public Place copies targeting waiting room / public place locations, luxury car dealerships, upscale yacht, tennis and country clubs, spas and doctor's offices, and to individually addressed copies mailed to high level executives in the aerospace, bio/medical, communications, computer, defense, electronics and energy/power industries in Connecticut, New York and New Jersey.

## USE OF PROMOTIONAL INCENTIVES:

Premiums: Three downloadable editorial premiums of no stated value were used in subscription promotions: "Florida Trend's Florida Fun Facts" was sent to 1 subscriber, "Florida Trend's TopRank Book of Lists" was sent to 1,283 subscribers, and "Florida Trend's 67 Reasons to Love Florida" was sent to 3,167 subscribers.

## GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Print		Digital		Both	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	47,766	85.5	47,081	84.3	1,982	3.7	1,296	2.4
Membership Benefits	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	1,697	3.0	1,697	3.0	-	-	-	-
Sponsored Individually Addressed	6,211	11.1	6,179	11.1	55	-	23	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	<b>55,674</b>	<b>99.6</b>	<b>54,957</b>	<b>98.4</b>	<b>2,037</b>	<b>3.7</b>	<b>1,319</b>	<b>2.4</b>
Single-Copy Sales	107	0.2	92	0.2	14	-	-	-
Sponsored Single-Copy Sales	85	0.2	85	0.1	-	-	-	-
<b>TOTAL</b>	<b>55,866</b>	<b>100.0</b>	<b>55,134</b>	<b>98.7</b>	<b>2,051</b>	<b>3.7</b>	<b>1,319</b>	<b>2.4</b>

## PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.  
 Andrew P. Corty, President and Publisher  
 Karen S. Tyson, Director of Audience Development  
 (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

## IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 24, 2017  
 State Florida  
 County Pinellas  
 Received by BPA Worldwide July 24, 2017  
 Type CBJ  
 ID Number F047B0J7

## About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.