

Florida  
Trend's

# BUSINESS FLORIDA

*It's official.* Business Florida, published in partnership with Enterprise Florida, is the smart way to present your message to prospects for investing, locating or expanding into Florida.

This annual  
magazine  
highlights...

- Top reasons why a business should relocate or expand here, with success stories from companies that call Florida home
- Key industry sector updates
- Statewide locator map
- Regional reports with statistical updates and a round-up of recent company expansions
- A directory of business incubators, venture capital firms and economic development organizations
- "Research Florida," a special Florida Trend report on the wide range of research, scientific exploration and technology being developed across the state

*And it's effective.* Business Florida is mailed to prospects and influentials around the nation. Copies are distributed on official trade missions and at tradeshows, by request and through special target-audience programs.

80,000  
copies in print  
plus  
45,700 digital  
distribution

- 23,000 top executives in targeted industry sectors outside Florida
- 27,000 business relocation and expansion prospects identified by regional and local economic development organizations
- 11,000 executives visiting Florida's top hotels and convention/meeting centers
- 14,000 Florida Trend subscribers, including out-of-state readers
- 5,000 distributed at statewide events and conferences
- Florida Trend Daily Pulse subscribers



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OCTOBER  
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