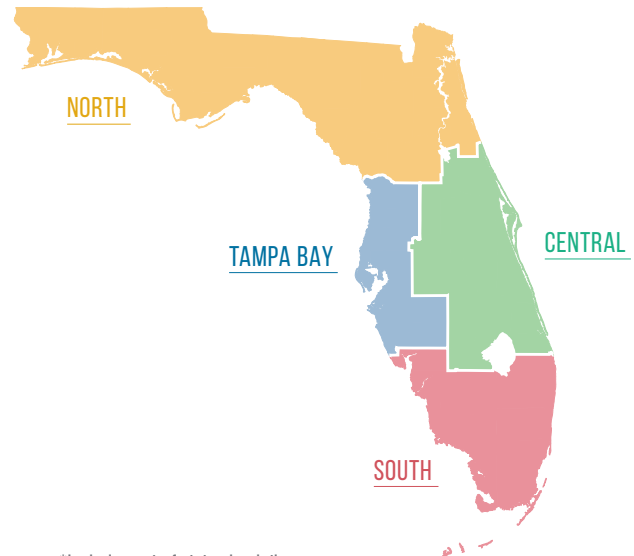


# Region by region and statewide, Florida Trend circulation beats the four Business Journals.

<b>FLORIDA TREND</b>	<b>54,220*</b>
BUSINESS JOURNALS	34,856

<b>■ NORTH FLORIDA</b>	
<b>Florida Trend</b>	<b>10,130</b>
Jacksonville Business Journal	7,411
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<b>■ TAMPA BAY</b>	
<b>Florida Trend</b>	<b>10,454</b>
Tampa Bay Business Journal	9,164
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<b>■ CENTRAL FLORIDA</b>	
<b>Florida Trend</b>	<b>10,966</b>
Orlando Business Journal	9,107
<hr/>	
<b>■ SOUTH FLORIDA</b>	
<b>Florida Trend</b>	<b>14,757</b>
South Florida Business Journal	9,174

Even buying all four Florida Business Journals, you're missing important parts of the Florida market. Why spend \$29,375 on four full-page ads in the Business Journals when you can get Florida Trend's statewide coverage for only \$13,880?



\*Includes out-of-state circulation.  
Sources: Qualified Subscribers, December 2016 BPA and AAM Publisher's Statements or Audit Reports; Readex Research

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