

# 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.

*The company you want to keep!*

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<b>82%</b>	Top executives, owners, managers, professionals*
<b>58</b>	Average age
<b>\$268,000</b>	Average household income
<b>\$2.26 mil.</b>	Average household net worth
<b>\$563,000</b>	Average residence value
<b>66 min.</b>	Average issue reading time
<b>4.9</b>	Readers per copy
<b>71%</b>	Do not subscribe to any of the four Florida Business Journals
<b>62%</b>	Member of their company's or an outside company's board of directors*
<b>16</b>	Business or vacation trips per year (9.5 trips within Florida)
<b>83%</b>	Have purchase/lease responsibility for their company*

\*Base = Employed Subscribers. Source: Readex Research

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