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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%	Have purchase/lease responsibility for their company*

*Base = Employed Subscribers. Source: Readex Research

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