Region by region and statewide, Florida Trend circulation covers it all.

**TOTAL CIRCULATION** 53,645* | **TOTAL READERSHIP** 273,717*

**NORTH FLORIDA**
- Circulation: 9,453
- Readership: 48,210

**TAMPA BAY**
- Circulation: 9,897
- Readership: 50,475

**CENTRAL FLORIDA**
- Circulation: 11,870
- Readership: 60,537

**SOUTH FLORIDA**
- Circulation: 15,632
- Readership: 79,723

**OTHER NON-FLORIDA**
- Circulation: 6,793
- Readership: 34,644

*Includes out-of-state circulation. 
Sources: Qualified Subscribers, June 2019 BPA Publisher’s Statements; Readex Research