

FLORIDA TREND

Business Magazine Subscribers

		BASE
38,555	Active Subscribers	\$135/M
6,981	3 Month Hotline Subscribers	+ \$15/M
14,812	6-Month Hotline Subscribers	+ \$10/M
28,203	12-Month Hotline Subscribers	+ \$5/M
34,352	Active Paid Subscribers	+ \$15/M
17,953	Active Paid DTP/DMS Subscribers	+ \$30/M
19,958	Active Subs at Home Address	+ \$10/M
18,597	Active Subs at Business Address	+ \$10/M
23,497	Active Male Subscribers	+ \$10/M
9,601	Active Female Subscribers	+ \$10/M
7,458	24 Month Expires	\$90/M
	Fundraiser Rate	\$75/M
	Catalog Rate	\$95/M

DESCRIPTION

For more than 50 years Florida Trend magazine has provided the business community with award-winning coverage of "The Issues, People and Ideas that Define Florida Business". Florida Trend subscribers are influential business executives, government officials, and local leaders. They depend on Florida Trend magazine for in-depth reporting on issues that affect economic development, investment, job creation and quality-of-life in the 4th largest state in the U.S.

Editorial covers topics such as healthcare, education, technology, transportation, banking, real estate, advertising and marketing, and small business issues. It also covers lifestyle topics such as wealth management and investing, travel, and profiles of the most prominent and wealthiest residents of the Sunshine State.

Florida Trend fills a unique niche for the Florida business community. Only 29% of its subscribers can be found on the subscriber lists of the four competitive Florida regional business journals.

Audience Profile:

82% Top executives, owners, managers, professionals

Average age: 58

Average household income: \$268,000

Average household net worth: \$2.26 million

Florida 31,915

Rest of U.S. 6,640

Cancellation Policy:

Orders cancelled prior to production at the service bureau do not incur a charge. Orders cancelled after production but prior to merge/purge are subject to \$10/M run charges plus selects (minimum \$100) and shipping charges, if applicable. Orders cancelled after merge/purge are payable in full.

Usage:

United Arts of Central Florida, The Economist, Kiplinger Washington Editors, Fortune, Forbes, FINRA, Bloomberg BusinessWeek, Business Observer, Barrons, Conde Nast



Selections:

3-Month Recency	\$15/M
6-Month Recency	\$10/M
12-Month Recency	\$5/M
DTP/DMS Source	\$15/M
Paid	\$15/M
Gender/Sex	\$10/M
SCF/State/Zip	\$10/M
Key Coding	\$3/M

Addressing:

Email	\$50/F
FTP	\$60/F

Avg. Unit of Sale: \$29.95/yr

Minimum Order: 5,000

Source: Direct Response, Controlled Circulation, Direct Mail Sold

Sample Mail Piece and Annual Signed List Rental Agreement required, including a Statement of Reciprocity.

Contact:

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