

# FLORIDA TREND

The Magazine of Florida Business



*"New Pricing Effective May 20, 2009"*

	BASE
7,931	3-Month Active Paid DTP Subscribers \$115/M
12,187	6-Month Active Paid DTP Subscribers \$115/M
19,552	12-Month Active Paid DTP Subscribers \$115/M
26,728	Total Active Paid DTP Subscribers \$115/M
8,963	Total Paid Expires \$75/M
	Fundraiser Rate \$75/M

## DESCRIPTION

Florida Trend subscribers range from small business owners and government officials to CEO's of some of the largest corporations in the nation. They read Florida Trend to receive hard-hitting business information and important news and trends around the state.

## DEMOGRAPHICS: (not selectable)

### Affluent, Influential & Involved

Top executives, managers, professionals, and entrepreneurs	92%
Average Household Net Worth	\$2.8 Million
Average Household Income	\$320,200
Average Residence Value	\$802,200
Own other Real Estate	62%
Median Age	49.5 years
Millionaires	53%
College graduate or higher education	78%
Took action after seeing an ad or article in Florida Trend	96%
Actively work as volunteers (non political)	46%
Conduct business outside of U.S.	42%
Address Public meetings	37%
Members of their company or other boards	52%
Serve on non-profit board or foundation	34%

### Frequent Travel & Entertainment

Business or vacation trips/year	17.4 Trips
Number of times average reader dines out in a month	19 Times
Number of stays in hotel or resorts/year	28 Nights
Use Internet for travel planning/information	87%
Give Distilled liquor or wine as a gift in past 12 months	60%

### Unsurpassed Buying Power

Use internet to purchase products or services	78%
Have purchase/lease responsibility for their company	85%
Work with stockbroker, financial planner, investment advisory	92%
Technology/telecommunications purchase responsibility	51%
Real estate/ acquisition, office/commercial site & space responsibility	36%
Definitely/probably will buy/lease new vehicle in the next 12 months	30%
Plan to move residence in next 1 to 3 years	23%

## Selections:

3-Month Recency	\$15/M
6-Month Recency	\$10/M
SCF/State/Zip	\$10/M
Business Address (13,378)	\$10/M
Home Address (13,350)	\$10/M
Gender	\$10/M
Male: 17,263	
Female: 4,836	

## Addressing:

P/S Labels	\$12/M
Cartridge	\$50/F
Email	\$60/F
FTP	\$68/F
CDROM/Diskette	\$50/F
Key Coding	\$3/M

**Average Unit of Sale:** \$29.95/yr

**Minimum Order :** 5,000

**Source :** 99% Direct Mail

**Reciprocal Rental Agreement and Sample Mailing Piece Required.**

**No Telemarketing**

**Rush Service \$150/F**

## Cancellation Policy:

After Shipping & Before Mail Date:

\$50/F plus run charges, selects, output costs and/or shipping costs.

After Mail Date: Full amount of invoice is due.

## Contact :

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**Updated: Quarterly**

**Names Thru: June 2009**

07.28.09

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