Florida Trend's Business Florida

Your Connection To Expanding Businesses

1. Publication Date: September 2008 (annual publication)

2. Editorial Impact: Published by FLORIDA TREND magazine, *Business Florida 2009* is the perfect opportunity to present your message to prospects for locating or expanding into Florida. This high-quality publication showcases Florida's business advantages to attract new business, industry and venture capital. Its comprehensive reports cover Florida's eight regions with success stories from CEOs, plus contact information for top corporations and business leaders across the state. *Business Florida 2009* is an official publication of Enterprise Florida and the Florida Economic Development Council.

BONUS

Business Florida 2009 will include **Florida Innovation,** *a sponsored report showcasing technology transfer opportunities and research projects under way in the research facilities of Florida colleges and universities and related services offered by private sector companies.*

3. National & International Distribution:
100,000 Total Copies

- Venture capital firms
- Corporate real estate advisors
- Site selection consultants
- Relocation and business expansion prospects identified by local and regional economic development organizations
- CEOs and corporate decision-makers in targeted industry sectors:
  - Information Technology
  - Aviation/Aerospace
  - Financial/Professional Services
  - Life Sciences
  - Defense/Homeland Security
  - Manufacturing
- Trade shows, trade missions and industry conferences, such as:
  - AACCLA Conference
  - Arab Health Exhibition
  - Asian Aerospace
  - Aero Expo
  - Assembly Canada/High Technology Show
  - BIO 2009
  - BioFusion
  - Canada Investment Matchmaker
  - CeBIT 2009
  - China High-Tech Expo
  - ExpoFarma, Expo Analisis
  - Expo Manufactura
  - Expo Comm
  - Expologistica
  - Farnborough International Air Show
  - HOSPITALAR
  - MEDICA 2008
  - Photonics West
  - Singapore Air Show

Event line-up subject to change

4. Print Advertising Rates: Ad rates in Business Florida 2009 are the same as FLORIDA TREND and count toward your frequency discount. See rate card at FloridaTrend.com/MediaKit.

5. Online Advertising Rates: See rate card at FloridaTrend.com/MediaKit.

6. Ad Space Deadline: Monday, July 28
Ad Materials Deadline: Monday, August 4

Contact Us Today to Reserve Your Ad Space

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