

# On trend — all the time.

FloridaTrend.com is the daily destination for Florida business news and insight.



## DEMOGRAPHICS

**74%** Top executives and professionals

**\$268,000** Average household income

**\$2.09 mil.** Average household net worth

**\$593,000** Average residence value

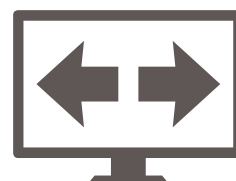
**44%** Post-graduate work or post-grad degree

**32%** Between 25-54 years old

**58** Average age

**64%** Male

**36%** Female



## SITE TRAFFIC & USAGE

**825,218** Pageviews per month

**212,000** Sessions per month

**140,000** Unique monthly visitors

**3.92** Pages viewed per session

**48%** Visit site at least once a week

**91%** Took any action while on the site

**65%** Discussed article/ad with others

**57%** Forwarded a link/article/ad

**2.5 mil.** Distribution of eNews Alerts

Sources: Readex Research; Google Analytics (3-month average), CVC Audit

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**Christine King**  
TAMPA BAY, NORTHWEST & SOUTHWEST  
727.560.2159  
cking@floridatrend.com

**Sara Minton-Oglesby**  
CENTRAL, NORTHEAST & EAST CENTRAL  
813.367.6409  
soglesby@floridatrend.com

**Andreea Redis-Coste**  
SOUTHEAST  
954.802.4722  
acoste@floridatrend.com