



FORT LAUDERDALE CENTENNIAL

Celebrating 100 Years

BUILDING BUSINESSES, COMMUNITIES AND ALLIANCES

In March 2011, Florida Trend celebrates Fort Lauderdale's 100th Anniversary with a sponsored report featuring the city's ■ economic development initiatives ■ tourism ■ international business ■ lifestyle ■ arts and culture ■ education ■ healthcare ■ banking ■ technology ■ and more

Share in the Celebration

■ Florida Trend's Fort Lauderdale Centennial report in March 2011 is more than just congratulatory — it gets the word out about the area and can help bring in business by enhancing the city's image to visitors and business relocation and expansion prospects.

■ If you're looking for a positive way to market your business, consider this special opportunity to show **Florida Trend's 153,000 influential readers** (including **10,000 readers outside Florida**), what Fort Lauderdale has to offer.



Expand Your Reach to Thousands of Additional Readers Online!



■ The Florida Trend brand **delivers beyond** our print readership. Your ad will receive exposure to an additional audience on **FloridaTrend.com**. Our website users, like our readers, are engaged, affluent and influential. They are well-educated, top-level executives who earn a high income, enjoy a high net worth, travel and work in an array of professional occupations.

BONUS! Your ad will be part of the digital e-zine edition of this sponsored report, which you can feature on your organization's website.

Contact us to ask about special rates in this special report.

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**Florida
Trend**

FORT LAUDERDALE CENTENNIAL SPONSORED REPORT
MARCH 2011
AD SPACE DEADLINE JAN 17 AD MATERIALS JAN 24

Photo credits: Fort Lauderdale downtown nighttime by Ken Henson (ken@whitehotmedia)
Beach Trolley courtesy of Greater Fort Lauderdale Convention & Visitors Bureau

Florida Trend Reaches The Right Kind Of Reader ...

48% Millionaires

93% Top executives, owners, managers, professionals

93% Took action after seeing an ad or article in Florida Trend

84% Have purchase/lease responsibility for their company

But Our Readership Is More Than Print ...

FloridaTrend.com Users

370,000 Pageviews per month

150,000 Visits per month

81,000 Unique monthly visitors

13:00 Minutes on site in a typical visit

Action Taken as a Result of Visiting FloridaTrend.com

93% Took any action

69% Forwarded a link

29% Researched an idea, product or service

26% Visited an advertiser's website



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