

Celebrating The ...



Join Florida Trend in Celebrating One of Florida's Greatest Treasures

FLORIDA TREND is teaming up with the Everglades Coalition to promote the **25th Anniversary of the Everglades Coalition Conference in January 2010**. The excitement surrounding this annual event is building, and now is the time to educate the public and business leaders on the importance of efforts to protect and enhance this valuable Florida treasure — the Everglades.



Your Support Adds Impact

Making this special section a key part of your marketing and communications program is a smart move for two reasons. You'll reach an influential audience of business and government leaders while helping advance the Coalition's mission.

▶ If your organization has been critical in moving restoration efforts forward, tout it. ▶ If your business can be an integral part of the restoration, **now is the time to brand your company** and be considered for the many opportunities that lie ahead. ▶ If you are

a developer proposing projects that respect and preserve the nearby ecosystem while offering residents the unique experience of enjoying the proximity, now is the time to promote your project. ▶ If your business is tied to visitor experience of the Everglades and surrounding counties, this is a unique opportunity to reach a Florida audience that travels the state frequently for both pleasure and business.

Florida Trend Readers Are Influential and Involved

FLORIDA TREND'S 157,000 readers are prime prospects for your message and an excellent audience to recruit for a non-profit cause.

48%	Are millionaires
93%	Top executives, owners, managers, professionals*
\$2.2 million	Average household net worth
93%	Took action after seeing an ad or article in FLORIDA TREND
72 minutes	Average issue reading time
2.9	Readers per copy
26%	Serve on non-profit board or foundation
49%	Work as volunteers
46%	Addressed a public meeting in past 12 months
41%	Engage in fundraising

* Base = Employed Subscribers; Source: Readex Research, 2008

Bonus Reprint Distribution and Advertising Discounts

Reprints of the special section will be distributed at the January 2010 Everglades Coalition Conference. Registered conference attendees and sponsors will receive an **exclusive discount on advertising** in the *Celebrate The Everglades* special section in FLORIDA TREND.

Contact your Regional Market Manager to learn how to make this special section part of an effective communication and marketing strategy.

For more info, contact Lori Jacoby at 954-916-4144 or LJacoby@FloridaTrend.com.