

Reach 40,000+

Business owners and Decision Makers in South Florida

Do I need to advertise is a question most people in business ask themselves? The answer of course is an emphatic. yes., you cannot afford not to advertise.

According to a Dunn and Bradstreet report 95% of all failures in business are people who don.t advertise. Think about it for a moment. How do you expect people to buy the product or service that you are selling unless you make them an offer?

While word of mouth publicity may still be one of the best ways of telling people about your business, why take a chance? People can give you either good publicity or bad publicity depending on their own personal experience. This makes advertising the most important key that opens the door to business success.

GIVE PEOPLE THE FACTS

Advertising let's you give people the facts and introduces you and what ever you have to sell to thousands of potential buyers who probably didn't even know you existed until they read you advertisement.

THE COMPETITION - HOW DO WE COMPARE?

Unlike weekly newspapers that are read and routinely discarded and radio programs that are aired only at a particular time of the day, Florida Smart Business has a much longer shelf life.

A radio advertisement runs for 30 seconds.

A radio advertisement has to be heard at a particular day and time. Once missed, it is gone forever. Never to be heard again.

A newspaper advertisement lasts one day and are routinely discarded. But your advertisement in Florida Smart Business is read not for a minute or a day, but everyday of the week, every week of the month. Enough time for your sales message to get through.



EDITORIAL LINE-UP

Florida Smart Business is planned by a team of experts. It is planned to appeal not only to the owner and president of the company, but it also covers articles which will be of interest to middle level Managers, decision maker in the company.

FEATURES & BENEFITS

- Higher profits
- Higher sales
- Qualified readership
- Longer shelf life
- Low investment per readership

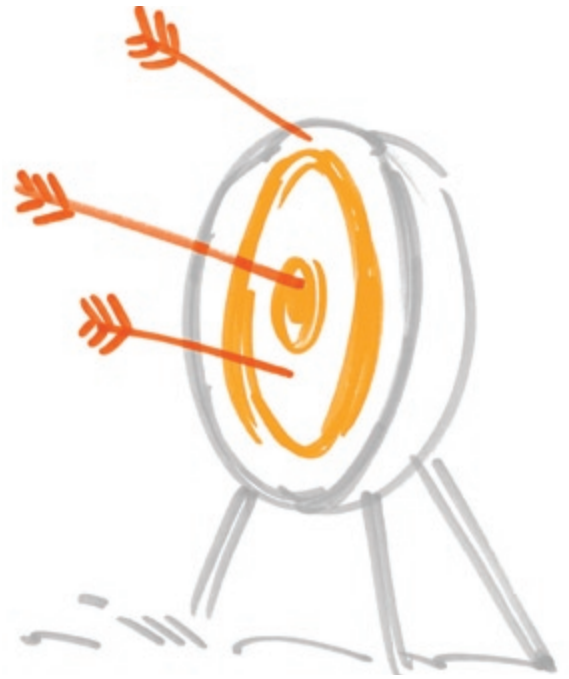
**Do You
Want More
Profits?**

**Reserve
Your Space in
Florida Smart Business
Today!**

YOUR TARGET AUDIENCE

Once you have decided to advertise, the second most important question is “Where to Advertise?” The media selection becomes very important for a successful advertising campaign. You want to select a media that gives you more bang for your advertising dollar.

Florida Smart Business is a monthly magazine that publishes information and articles of interest to the Business community; a community that you want to do business with and who are most likely to constitute the largest segment of your clientele.



DISTRIBUTION BY ANNUAL REVENUE

\$1-2.5 Million	57 %
\$2.5M to \$5 Million	23 %
5 to 10 Million	12 %
10 to 20 Million	5 %
20 to 50 Million	2 %
50 Million Plus	1 %

DISTRIBUTION BY INDUSTRY

Retail trade	23%
Business Services	16%
Construction	15%
Finance	11%
Services Misc	10%
Wholesale trade	6%
Professional Services	5%
Transportation	4%
Health Service	3%
Legal Services Manufacturing	3%
Organization	1%

If your message is worth a second glance make sure your prospects have an opportunity to see it more than once. Place your ad where it will produce the best result, place it in

Florida Smart Business

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