

# BY THE NUMBERS



**5,255** Newspapers Each Week

Average weekly print run



**78,863** Unique Users Per Month  
BusinessObserverFL.com

Average monthly users



**3,247+** Facebook Followers  
/BusinessObserverFL



**15,810+** Email Subscribers  
The Daily Brief



Special Section - **BIG BOOK OF BUSINESS**

A listing of contacts, data and the  
Change-Makers in area business



**2** Events  
Top Entrepreneurs Awards Luncheon in May  
and 40 Under 40 Reception every October

Sources: Verified Audit Circulation 9/30/20; Google Analytics 2021; Facebook 2021; Mail Chimp 2021; Business Observer Reader Survey 2018

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# JUST THE FACTS

We offer a highly targeted audience for your message – 73% of our readers are owners, CEOs, presidents, partners or senior managers.

## READERSHIP

Each month, more than 159,263 Gulf Coast business leaders turn to the Business Observer as their indispensable source for what's important now to the Gulf Coast business community. Our readers turn to us to gain insight on industry trends and data, uncover opportunities in the market and find inspiration through stories of entrepreneurial success.

Capitalize on the Business Observer's unparalleled coverage and reach this influential readership. When you advertise in the Business Observer, you put your message in front of the real decision makers, from Tampa to Naples. Your ad message will be seen by a targeted audience of qualified business customers, with the resources to make the regional economy and your business grow.

Print Editions: Average 20,100 readers per week. Each issue of the Business Observer is read by an average of three readers. Coverage area includes Florida's Hillsborough, Pinellas, Pasco, Polk, Manatee, Sarasota, Charlotte, Lee and Collier counties.

## FREQUENCY:

52 issues per year

## DEMOGRAPHICS

- 73% of readers are business owners, CEOs, presidents or partners
- 62% are between the ages of 36-65
- 80% hold a bachelor's or post graduate degree
- 68% Male / 32% Female
- 61% have a household net worth of greater than \$500,000

	January	February	March	April	May	June	July	August	September	October	November	December
Economic Forecast	●											
Executive Diversions	●											
In Every Issue	●	●	●	●	●	●	●	●	●	●	●	●
Commercial Real Estate	●	●	●	●	●	●	●	●	●	●	●	
Residential Real Estate		●										
Insurance		●							●			
Top 50 Contractors			●									
Law				●					●			
Quarterly Banking				●		●			●			●
All in the Family				●								
Health Care				●								
Top Entrepreneurs					●							
The Innovation Issue						●						
Marketing/Branding							●					
Creative Class								●				
Big Book of Business								●				
40 Under 40										●		
Cool Construction											●	
Hospitality/Tourism												●
Top Deals/Newsmakers												●
Startup Scene												●