



Florida Medical Business Readership Demographics

- Florida's First Health Business Publication
- Read by every doctor in Florida
- Top-notch editorial environment
- The most reliable way to reach Florida's toughest market!

Reader Profile

Profession

Physicians...75%

Hospital management...12%

Healthcare facility management...2%

Healthcare industry...2%

Other...9%

Age

35-44...36%

45-54...29%

55-64...15%

65+...7%

Income

\$400,000+...11%

\$200,000 - \$299,000...20%

\$100,000 - \$199,000...38%

Under \$100,000...24%

Investments

Pension plan...80%

Mutual funds...68%

Common stock...64%

Real estate...57%

Annuities...34%

Art/antiques...20%

Leisure time

Eat dinner at a restaurant at least once per week...67%

Visit a new restaurant at least once per month...44%

Average number of business trips in the last 12 months...2

Average number of pleasure trips in the last 12 months...2

Intend to travel to Europe in the next 12 months...25%

Intend to take a cruise in the next 12 months...15%

Use a travel agent when they travel...89%

Reader loyalty

Read every issue...54%

Read most issues...30%

Read some issues...16%

Pass-along rates

Pass copy to others...52%

Pass to office manager...21%

Reader response

Subscribers who read advertisements in Florida Medical Business...70%

Subscribers who consider the advertisements "beneficial to their businesses" ...88%

Subscribers who have used the advertisements to make purchase decisions...1 in 4

Subscribers who read the classified advertising section...86%