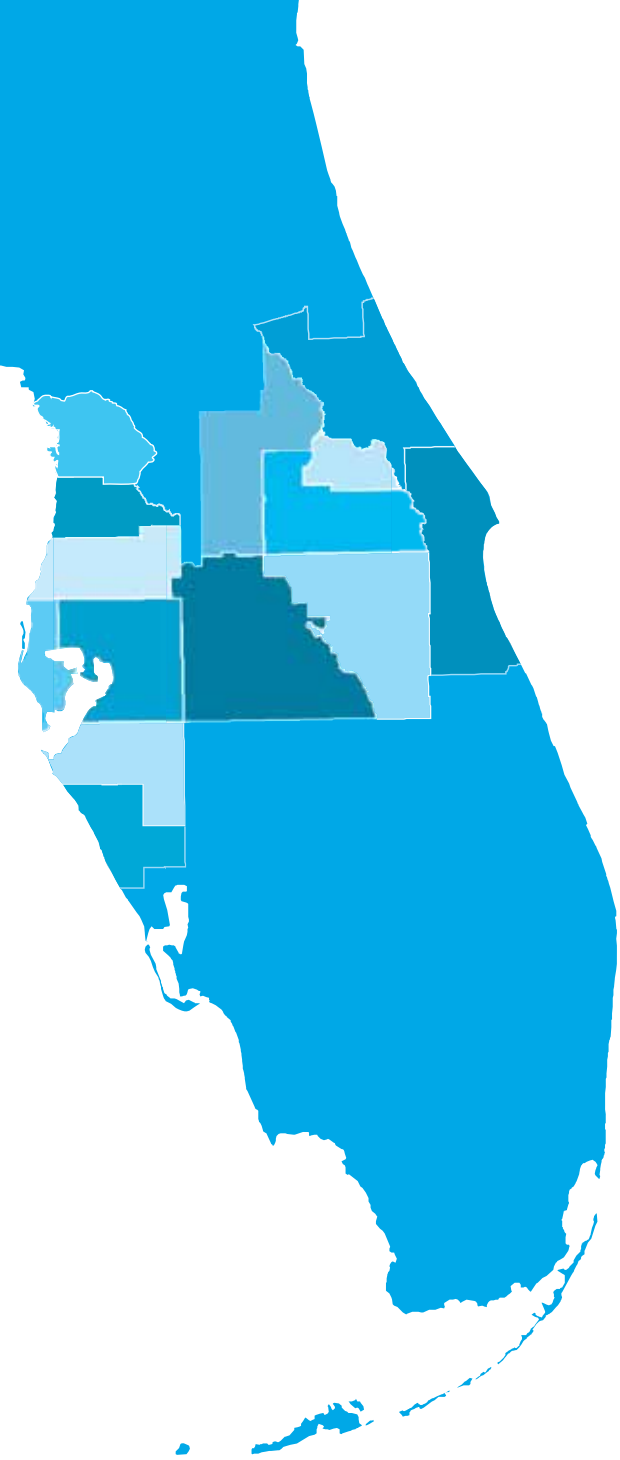


GLOBAL COMPETITIVENESS
SYNERGY TECHNOLOGY
EMERGENCE
INNOVATION TRANSPORTATION
PROSPERITY
CONNECTIVITY **WORKFORCE**
NEW ECONOMY SUSTAINABILITY



→ **THE VOICE of FLORIDA'S SUPER REGION**

FORWARD →
Florida

2011 MEDIA GUIDE

THE MAKING OF FLORIDA'S SUPER REGION

Within the regions of Tampa Bay and Metro Orlando, separated by roughly 85 miles along Interstate 4, recent shifts toward a new economy have driven public, private and institutional leaders to collaborate in unprecedented fashion. At stake, officials believe, is global competitiveness. Most notably, the Tampa Bay Partnership and the Central Florida Partnership – organizations with great respective clout – have begun to work together with an eye toward powerful synergy.

The result: Tampa Bay and Metro Orlando are poised to join forces and create Florida's Super Region.

With the Tampa Bay region holding the nation's 20th largest gross metropolitan product, and the Orlando region ranking 18th, the economic implications of such a merger are widely evident. Having a combined population of 7.2 million residents and a \$277 billion gross regional product, the 14-county, coast-to-coast Super Region has 10th largest U.S. economy. The Super Region – "Florida's Super Region" – also makes up the 40th largest metropolitan economy in the world, with the potential to successfully compete not only nationally, but also across the globe.



What does this mean for you?

For any business located throughout Florida's Super Region, the possibilities for growth are vast and very real.

FLORIDA'S SUPER REGION AT A GLANCE

Population:	Tampa Bay, 3.75 million Central Florida, 3.46 million <i>(combined population of 7.2 million – seventh most populous in country)</i>
GMP (2009):	Tampa Bay, \$130.1 billion (20th) Central Florida, \$147.1 billion (18th) <i>(combined 2009 GMP of \$277.2 billion – 10th largest U.S. economy)</i>
Sources:	U.S. Conference of Mayors U.S. Metro Economies: Pace of Economic Recovery: GMP and Jobs <i>(Published January 2010)</i>

THE CREATION OF A MAGAZINE

FORWARDFlorida Magazine is the definitive resource for and about economic development and the emerging growth companies of Florida's Super Region. FORWARDFlorida sets an agenda for progress, charting the evolution of business via a unique focus on the most creative individuals, companies and community leaders sparking change in the marketplace. By uncovering best and "next" practices, the magazine, in conjunction with an interactive website, helps a new breed of leaders work smarter and more effectively while empowering innovators to challenge convention and build the future of business for the Super Region.

Editorial: FORWARDFlorida features best-in-class writing, highlighted by award-winning journalists, designers and editors. In addition, business experts share their industry insight as guest authors.

Advertising: Traditional display advertising is available in the magazine, as well as advanced online promotions and privileges for exclusive online content such as special news announcements, articles and white papers. All advertisers also gain access to online social media opportunities.



IN EVERY ISSUE: Cover Story, Copy Desk, In Depth, Parting Shot, Regional News, Perspectives

EDITORIAL SECTIONS:

HOW-2: Legal, Finance/Accounting, HR, Marketing/Sales

ETHONOMICS: Diversity, Civic/Community Development, STEM, Arts/Culture, Green/Environment

ECONOMIC DEVELOPMENT: Workforce Development, Industry Cluster Reports, Regional Initiatives, Commercial Real Estate

SPECIAL CONTRIBUTORY CONTENT:

FORWARDFlorida will regularly tap experts in the areas of finance, accounting, legal services and marketing to provide practical business-building advice for our print-magazine and online readership. To become part of this network of contributors, contact Associate Publisher Matt Holjes at matth@justknight.com.

THE READER PROFILE & DEMOGRAPHICS

CIRCULATION/READERSHIP

Monthly circulation: 12,500

Average pass-along rate: 3.8 readers per copy

Total readership: 47,500

EXECUTIVE AUTHORITY

Chairman, CEO, President, Owner.....	32%
Senior Management (COO, CFO, VPs)	30%
Operations/Middle Management.....	29%
Other	9%

NUMBER OF EMPLOYEES IN COMPANY

10 or fewer.....	36%
11 - 50.....	24%
51 - 100	22%
101+	18%

PURCHASING AUTHORITY

(Figures exceed 100% due to respondent responsibilities)

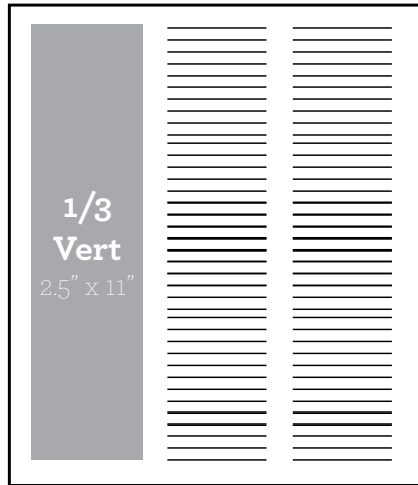
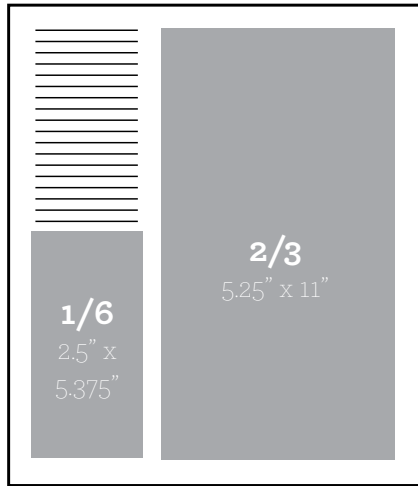
Banking Services	38%
Professional Services/Legal/Accounting	43%
Commercial Real Estate	33%
Employee Training.....	58%
Insurance Benefits.....	32%
Office Furnishings & Equipment.....	40%
Telecom.....	43%

DEMOGRAPHICS

Under 25	4%
25 - 35	15%
36 - 45	31%
46 - 55	33%
56 - 65.....	13%
65+.....	4%

Male readership.....	56%
Female readership.....	44%

PRINT AD SIZES



PUBLICATION TRIM SIZE: 9" X 12"

FULL PAGE ADS: Please be sure to add a 1/8" bleed on all sides and include all appropriate crop and printer marks. Live area is 8" x 11".

ISSUE DEADLINES

	Space >>	Materials
Premiere	05/04/11 >>	05/11/11
July	06/15/11 >>	06/17/11
August	07/06/11 >>	07/13/11
Sept	08/03/11 >>	08/10/11
Oct	09/07/11 >>	09/14/11
Nov	10/05/11 >>	10/12/11
Dec/Jan	11/02/11 >>	11/09/11

2011 RATES & FEES

	1x Rate	5x Rate	10x Rate
Full-page	2800	2520	2240
2/3 page	2300	2070	1840
1/2 page	2000	1800	1600
1/3-Square	1500	1350	1200
1/6	1000	900	800
IFC	3250	2925	2600
IBC	3250	2925	2600
OBC	3550	3195	2840

Two-Color Process: + \$200/Four-color Process: + \$400

All rates are net

CONTACT INFORMATION



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ABOUT THE TAMPA BAY PARTNERSHIP

The Tampa Bay Partnership is the regional organization that brings the communities of Tampa Bay together to accelerate life's possibilities through advocacy, marketing, research and leadership. The Tampa Bay Partnership provides regional economic development for the metro areas of Tampa/St. Petersburg/Clearwater, Lakeland and Bradenton/Sarasota/Venice, and the counties of Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota.

ABOUT THE CENTRAL FLORIDA PARTNERSHIP

The Central Florida Partnership is a collaborative of business and civic leaders committed to procuring a better tomorrow for Central Florida's seven counties – Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia. The leaders are united by a single, guiding principle: They have both the power and the responsibility to make change happen – moving “Ideas to Results.”



CENTRAL FLORIDA
PARTNERSHIP