

## CIRCULATION 2025

### Florida Medical Business Circulation

45,000 readers via print and electronic

#### FMB is distributed to:

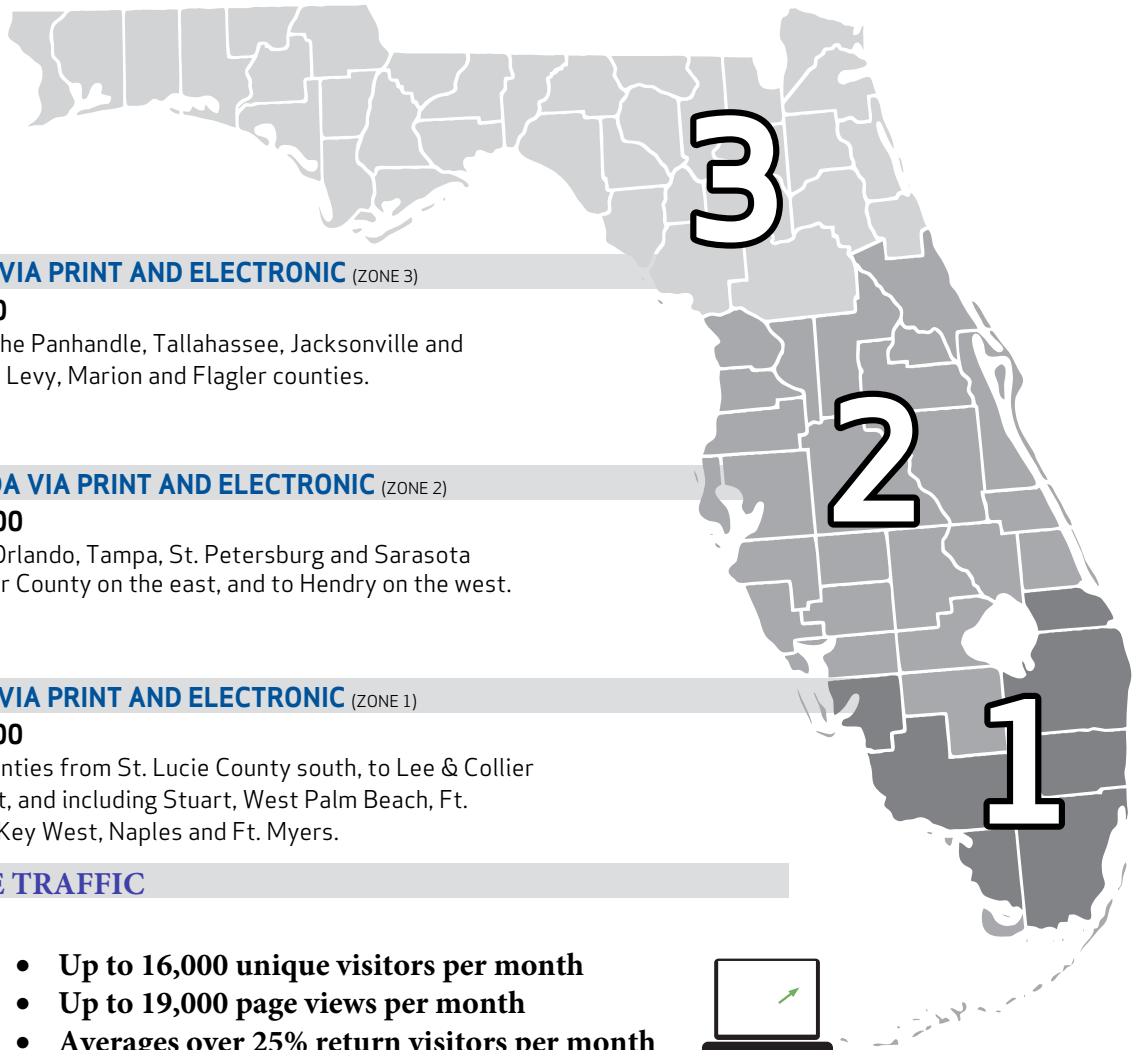
- Medical doctors, osteopaths, in the state of Florida.
- Top hospital administrators/department heads at Florida's acute care, psychiatric and rehabilitation hospitals.
- Top managed care executives at every HMO, PPO and insurer licensed in the state.

#### DOES YOUR MARKETING PLAN DEMAND TARGETING SPECIFIC MARKETS?

Go statewide for maximum reach. You can also target inserts to specific categories by zone or Zip code.

#### WE TAKE GREAT PRIDE IN THE QUALITY OF OUR CIRCULATION.

The names, titles and addresses in our circulation list are checked for accuracy and monitored daily. Our list is kept up-to-date through direct-mail, telemarketing, request cards and the help of the U.S. Postal Service.



#### NORTH FLORIDA VIA PRINT AND ELECTRONIC (ZONE 3)

**Circulation: 6,000**

Distribution: From the Panhandle, Tallahassee, Jacksonville and Gainesville south to Levy, Marion and Flagler counties.

#### CENTRAL FLORIDA VIA PRINT AND ELECTRONIC (ZONE 2)

**Circulation: 19,000**

Distribution: From Orlando, Tampa, St. Petersburg and Sarasota south to Indian River County on the east, and to Hendry on the west.

#### SOUTH FLORIDA VIA PRINT AND ELECTRONIC (ZONE 1)

**Circulation: 20,000**

Distribution: All counties from St. Lucie County south, to Lee & Collier counties to the west, and including Stuart, West Palm Beach, Ft. Lauderdale, Miami, Key West, Naples and Ft. Myers.

#### FMB WEBSITE TRAFFIC



- Up to 16,000 unique visitors per month
- Up to 19,000 page views per month
- Averages over 25% return visitors per month

