

CIRCULATION 2017

Florida Medical Business Circulation

45,000 readers via print and electronic

FMB is distributed to:

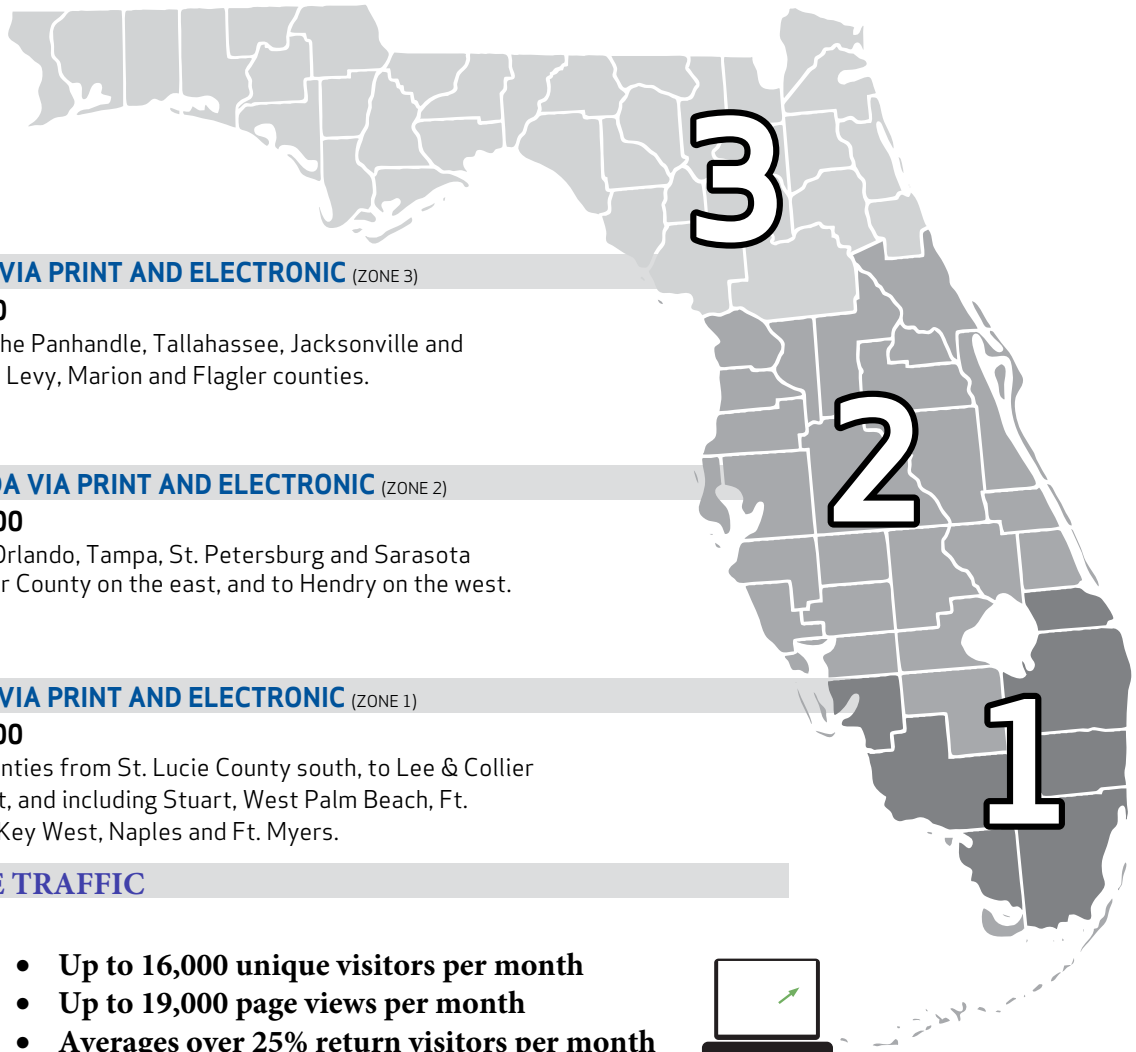
- Medical doctors, osteopaths, in the state of Florida.
- Top hospital administrators/department heads at Florida's acute care, psychiatric and rehabilitation hospitals.
- Top managed care executives at every HMO, PPO and insurer licensed in the state.

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

