

Reach 400,000

Florida Teens Making Important Decisions

on Jobs, Careers, Education and Life

1 Annual Publication Date: August 2009

(School year 2009-10 edition)

2 Publication Profile

- Unique magazine written especially for Florida high school students
- Distributed and used in the classroom by teachers and counselors
- All articles available online for students, teachers and parents

3 Popular and Valuable Year-Round Resource

- 89% of student respondents rate Florida Trend's NEXT "extremely" or "very useful"
- Recognized nationally for award-winning excellence in writing, design and website
- Compelling and interactive website increases student involvement

4 Teachers and Counselors Give Florida Trend's NEXT High Marks

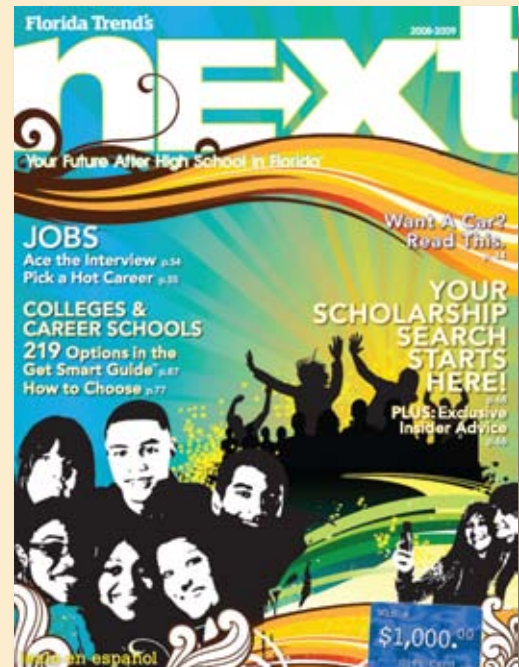
- FREE "Classroom Activity Guide," newsletter and online resources turn the magazine and website into year-round classroom tools
- Teachers and counselors report using Florida Trend's NEXT more than seven times as often as they use similar publications with their students

5 Proven Distribution System Ensures the Magazine Reaches Students

- Guaranteed circulation using DOE specified and approved distribution methods
- Schools notified in advance of shipping and "educator champion" in each school accepts delivery and is responsible for distribution

6 Powerful Benefits Package Adds Value for Advertisers

- Teen Response Program provides weekly electronic leads with contact information on teens that request information on your school or organization
- Online ad and a link to your website extend your advertising reach all year
- **Two Billing Options:** Choose to be billed on or before June 30, 2009, or in August 2009.



➤ *Place your marketing message where it will make the biggest impact – in the indispensable magazine and website that students turn to again and again as a guide, resource and road map for their future.*

Call today for more information:

Faune Walker Folk

727-892-2625

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Distributed
**FREE to 9th,
10th, 11th and 12th
grade students**
in Florida public and private
high schools.



Ad Space Deadline: June 5, 2009

Ad Materials Deadline: **June 12**

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