

BY THE NUMBERS



5,255 Newspapers Each Week

Average weekly print run



80,186 Unique Users Per Month
BusinessObserverFL.com

Average monthly users



2,400+ Facebook Followers
/BusinessObserverFL



9,400+ Email Subscribers
The Daily Brief



Special Section - **TOP 500 COMPANIES**

A listing of the Top 500 Companies on the Gulf Coast ranked by revenue



2 Events
Top Entrepreneurs Awards Luncheon in May
and 40 Under 40 Reception every October

Sources: Verified Audit Circulation 9/30/20; Google Analytics 2021; Facebook 2021; Mail Chimp 2021; Business Observer Reader Survey 2018

JUST THE FACTS

We offer a highly targeted audience for your message – 73% of our readers are owners, CEOs, presidents, partners or senior managers.

READERSHIP

Each week, more than 59,030 Gulf Coast business leaders turn to the Business Observer as their indispensable source for what's important now to the Gulf Coast business community. Our readers turn to us to gain insight on industry trends and data, uncover opportunities in the market and find inspiration through stories of entrepreneurial success.

Capitalize on the Business Observer's unparalleled coverage and reach this influential readership. When you advertise in the Business Observer, you put your message in front of the real decision makers, from Tampa to Naples. Your ad message will be seen by a targeted audience of qualified business customers, with the resources to make the regional economy and your business grow.

Print Editions: Average 20,100 readers per week. Each issue of the Business Observer is read by an average of three readers. Coverage area includes Florida's Hillsborough, Pinellas, Pasco, Polk, Manatee, Sarasota, Charlotte, Lee and Collier counties.

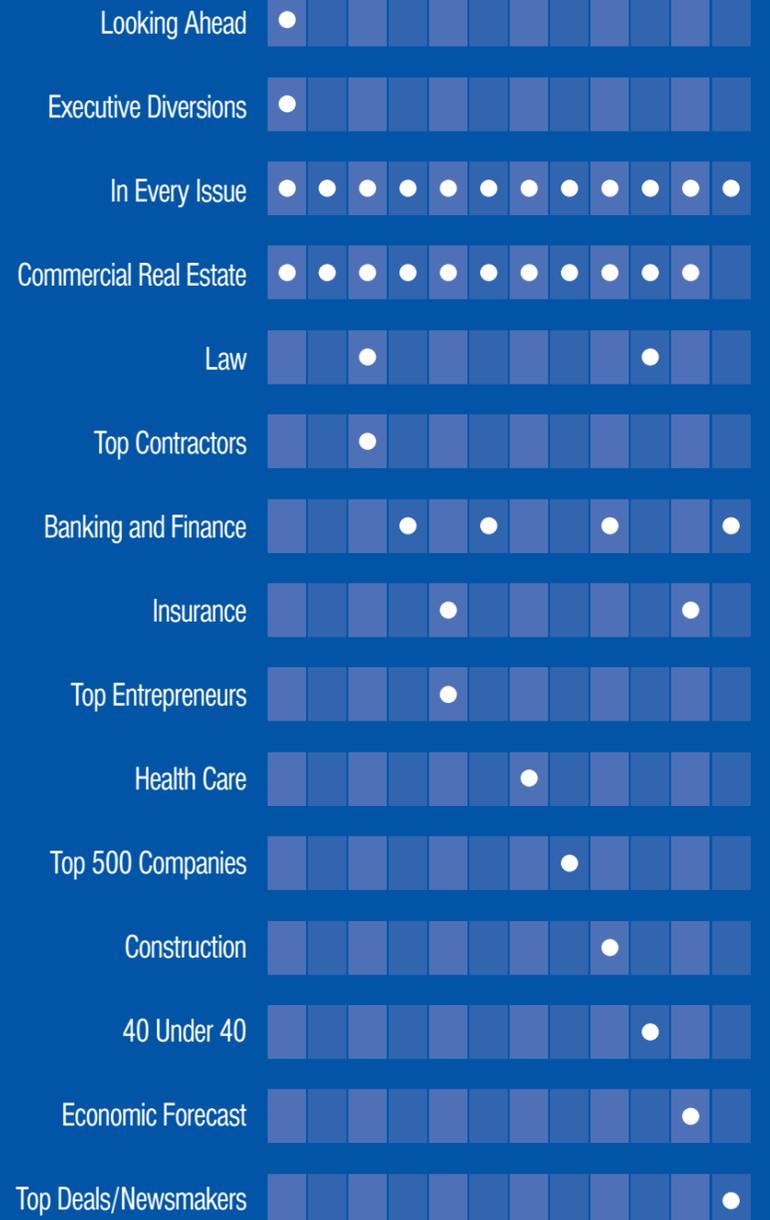
FREQUENCY:

52 issues per year

DEMOGRAPHICS

- 73% of readers are business owners, CEOs, presidents or partners
- 62% are between the ages of 36-65
- 80% hold a bachelor's or post graduate degree
- 68% Male / 32% Female
- 61% have a household net worth of greater than \$500,000

January
February
March
April
May
June
July
August
September
October
November
December



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WEEKLY EDITORIAL FEATURES

COFFEE TALK

The latest news about people, companies and issues.

IN FOCUS

Short reports and features highlighting companies and businesses doing the unusual.

ECONOMY

Regular reports and analysis of the Gulf Coast economy, local economic snapshots, demographics and trends.

STRATEGIES

In-depth reporting that explores the strategies – and the lessons to be learned – of the region’s emerging and leading companies.

CEO INSIGHT

Q&As to learn what’s important and what’s on the minds of Gulf Coast business leaders.

OUT OF THE OFFICE

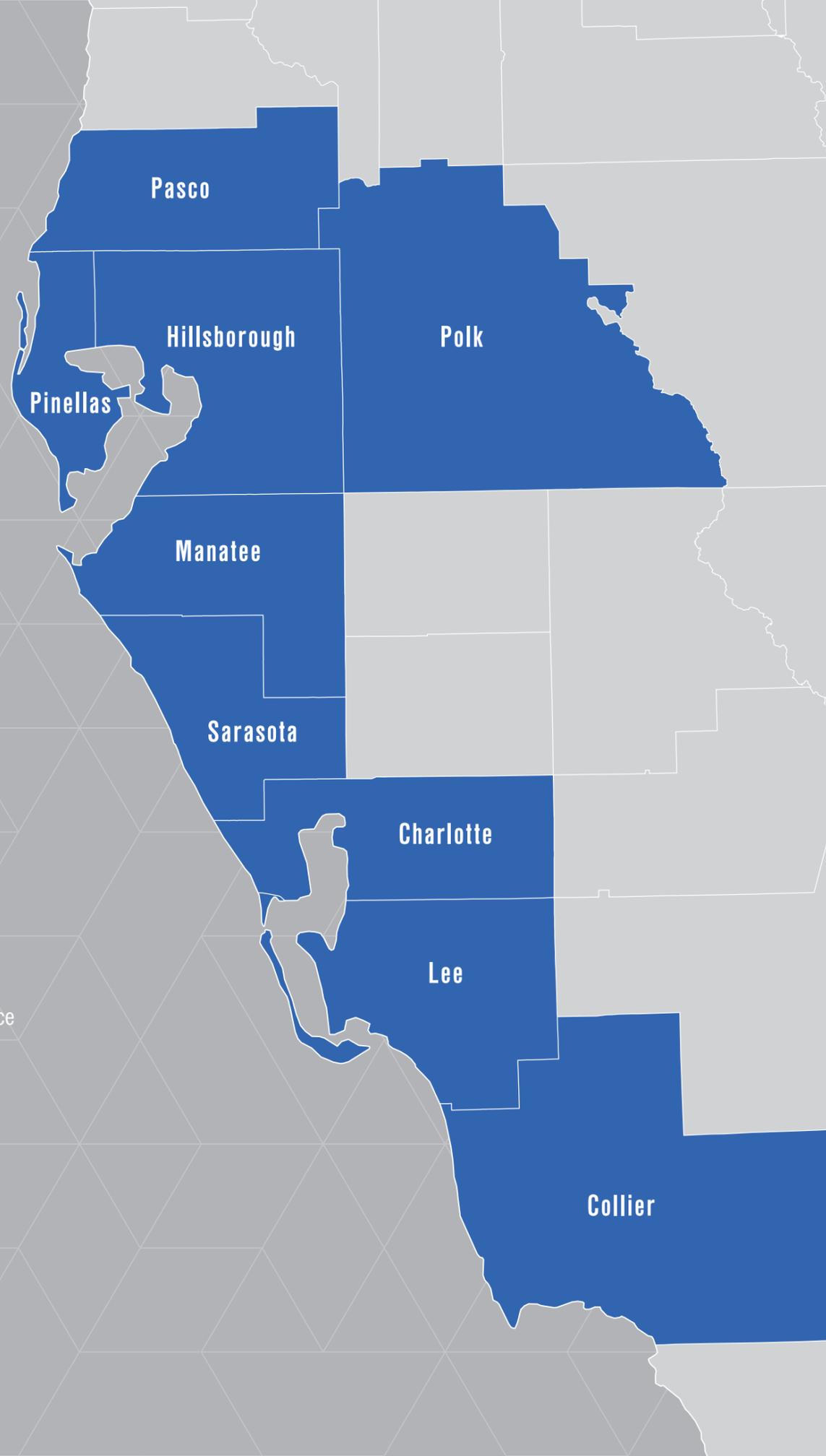
An occasional series that reveals how executives find balance in their time away from work.

COMMERCIAL REAL ESTATE

News about the biggest deals and the people involved. Plus, industry trends and data on the top transactions in the area.

REVIEW & COMMENT

Publisher Matt Walsh’s popular free-market commentaries on business and public policy decisions affecting the marketplace.



A BETTER VIEW OF BUSINESS



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