

Tampa Bay's

Maddux Report

Business, Finance & Development

www.maddux.com

Audience. Reach. Influence.

Imagine. Your company message and image in front of an audience with this much influence and reach.

\$203.9-billion

The market size of Maddux Report subscriber companies in total revenues

\$2.6-billion

The personal buying power of Maddux Report subscribers in total household incomes

15,000

The Maddux Report's guaranteed monthly circulation

10,155

The number of small business subscribers with fewer than 50 employees

5,775

Subscriber companies planning to expand facilities or move

75%

The percentage of subscribers approving company purchases

3 of 4

Subscribers make use of advertisements seen in the Maddux Report

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The Maddux Report's rank as Tampa Bay's largest business publication in circulation

Want to tap into this affluent, powerful, changing market? Read on.

Subscriber Profile

Maddux Report subscribers are successful and affluent

\$176,150	Average annual household income
\$146,170	Median annual household income
\$1,436,240	Average net worth
\$715,580	Median net worth
5,355	Millionaires (36% of subscribers)
81%	Male
19%	Female
49.7 years	Average age
69%	Under 55 years old
74%	Graduated from a 4-year college
56%	Have an office at home

Company Title

82%	Owners, partners, presidents, CEOs, COOs, CFOs, vice presidents or general managers
8%	Middle management
6%	Sales/marketing professionals
4%	Other professionals

Readership

Maddux Report subscribers are successful decision makers who pay attention to business trends by reading and retaining the Maddux Report

5.6 years	Average subscription length
3.6	Average readers per copy
54,000	Pass along readership
48.8 minutes	Average time spent reading an issue per reader
79%	Save issues
64%	Save issues for 6 months or longer

Subscriber by Industry

15,290 BPA audited average circulation

18.1%	Real Estate Brokers, Appraisers, Developers, Contractors, Home Builders, Engineers, Architects
11.9%	Banking & Finance, Insurance, Investors
16.3%	Legal, Medical, Accounting, Consulting
12.9%	Services, Hotels & Suppliers
6.3%	Wholesale Trade
9.5%	Retail Trade
4.4%	Transportation, Communications, Utilities
6.5%	Manufacturing
3.7%	Advertising Agencies, Media, Computers & Data Processing
3.1%	Government, Education
1.0%	Chambers of Commerce, Committees of 100, Associations
0.2%	Mining, Citrus, Agriculture
6.1%	Others Allied to the Field, Non-Industry Companies, and Paid Subscribers

Source: BPA 1999 Publisher's Statement

Company Profile

1,695	Average number of employees
18.0	Median number of employees
\$312 million	Average annual sales volume of subscriber companies
\$3.0 million	Median annual sales volume of subscriber companies
10,305	Plan to hire new staff within 12 months (69% of subscriber companies)
18.7	Average number of staff to be hired
5,775	Plan to move or expand facilities (39% of subscriber companies)

Small Business Subscribers

10,155	Work for companies with fewer than 50 employees (68% of subscribers)
50%	Work for companies with fewer than 18 employees
10,635	Work for companies with revenues less than \$10-million
50%	Work for companies with annual sales volumes of less than \$3.0-million

Business-to-Business Buying Power

Maddux Report subscribers keep up with the new technology and trends and know that state-of-the-art equipment and true service agreement values are a must for a successful company.

3 out of 4 subscribers say that they make use of the advertisements seen in the Maddux Report.

75% Approve purchases for their company

A great majority of Maddux Report subscribers oversee purchases in the following categories:

82%	Computer hardware/software peripherals
80%	Telecommunications equipment
78%	Banking and investments
79%	Business Insurance
77%	Company cars and trucks
77%	Travel, conference and meeting facilities
80%	Personnel & staff training
85%	Office equipment/furniture
78%	Real estate services
79%	Healthcare and health insurance
78%	Accounting and legal services
84%	Printing and graphic services

Plans to review the following services in a 12 month period:

23%	Banking
18%	Investments
44%	Healthcare insurance
25%	Business insurance
16%	Travel
26%	Real estate
18%	Printing and graphics
10%	Accounting and legal

Plans to purchase and/or lease the following in a 12 month period:

62%	Computer systems and/or software	Market Potential: \$279-million annually <i>(if average purchase per company is \$30,000)</i>
30%	Telecommunications equipment	Market Potential: \$110.6-million annually <i>(if average purchase per company is \$25,000)</i>
23%	Company cars and trucks	Market Potential: \$139.8-million annually <i>(if average purchase per company is two vehicles at \$20,000 each)</i>
35%	Office equipment (non-computer)	Market Potential: \$77.9-million annually <i>(if average purchase per company is \$15,000)</i>
27%	Office furniture	Market Potential: \$81.3-million annually <i>(if average purchase per company is \$20,000)</i>

Entertainment and Recreation *(Business and/or Pleasure)*

Remember, 3 out of 4 Maddux Report subscribers oversee travel and conference/meeting decisions.

Following are their conference/meeting plans in a 12 month period:

4,020	Off company premises
40%	Within the Tampa Bay area
69%	Outside of the Tampa Bay area

Following are subscriber travel habits in a 12 month period:

96%	Have stayed at hotel/motel
22.2	Average number of nights spent at a hotel/motel

Market Potential: \$25.4-million annually
(if average room rate is \$80)

90%	Have taken airline flights
8.4	Average number of round-trips

Market Potential: \$39.8-million annually
(if average round-trip flight is \$350)

77%	Have used a travel agent
78%	Have rented a car
6.3	Average annual car rentals

Market Potential: \$20.2-million annually
(if average rental per subscriber is 1 week at \$39 per day)

76%	Belong to a club <i>(city/luncheon, country, golf, yacht)</i>
44%	Have played golf in a one month period
6.1	Average monthly rounds of golf

Market Potential: \$36.2-million annually
(if average cost per round is \$75)

99.7%	Dine at restaurants
19.5	Average monthly meals eaten at a restaurant

Market Potential: \$157.5-million annually
(if average is 3 persons per meal at \$15 each)

30%	Belong to a health club
89%	Spend time exercising
5.2	Average hours per week spent exercising
69%	Attended sporting events (professional or amateur)
5.5	Average number of sporting events attended in a 3 month period

Internet Use

96%	Have Internet access at work and home
6.1 hours	Average time per week on the Internet
Market Use: 381,830 hours monthly – the total time Maddux Report subscribers are on the Internet	

Personal Buying Power

Remember, average household income is \$176,150 and the average net worth is \$1,436,240.

Financial Investments

11,200	Have an active account with a stock broker (75% of subscribers)
81%	Invest in corporate stocks or bonds
75%	Invest in mutual funds
65%	Invest in IRA/Keogh accounts
64%	Invest in money market funds
66%	Invest in real estate
31%	Invest in certificates of deposit
16%	Invest in federal, state or municipal bonds

Market Potential: \$10.8-billion in size
(if only 50% of the subscribers' net worth is allocated to liquid investments)

Retail Purchasing Power

2.3 cars	Average number of total cars owned or leased per household
1.3	Domestic cars
1.0	Foreign cars

Market Potential: \$765-million in size
(if the average value of a domestic car is \$20,000 and a foreign car is \$25,000)

34% Own a boat

Market Potential: \$127.1-million in size
(if the average value of a boat is \$25,000)

10,980 Have purchased jewelry an average of 3.1 times in a 12 month period
(73% of subscribers)

\$1,280 Average annual amount spent on clothing purchases

52% Women's clothing

48% Men's clothing

Market Potential: \$19.1-million annually

Home Ownership

87% Own a single family home

8% Own a condo or co-op

Market Potential: \$3.6-billion in size
(if the average value of a home is \$250,000)

15% Plan to move within 12 months, 93% of whom will buy a new home

Market Potential: \$513.8-million annually
(if the average value of a home is \$250,000)

Of these:

70% Will purchase appliances

65% Will purchase furniture

35% Will purchase telecommunications and/or computer equipment

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