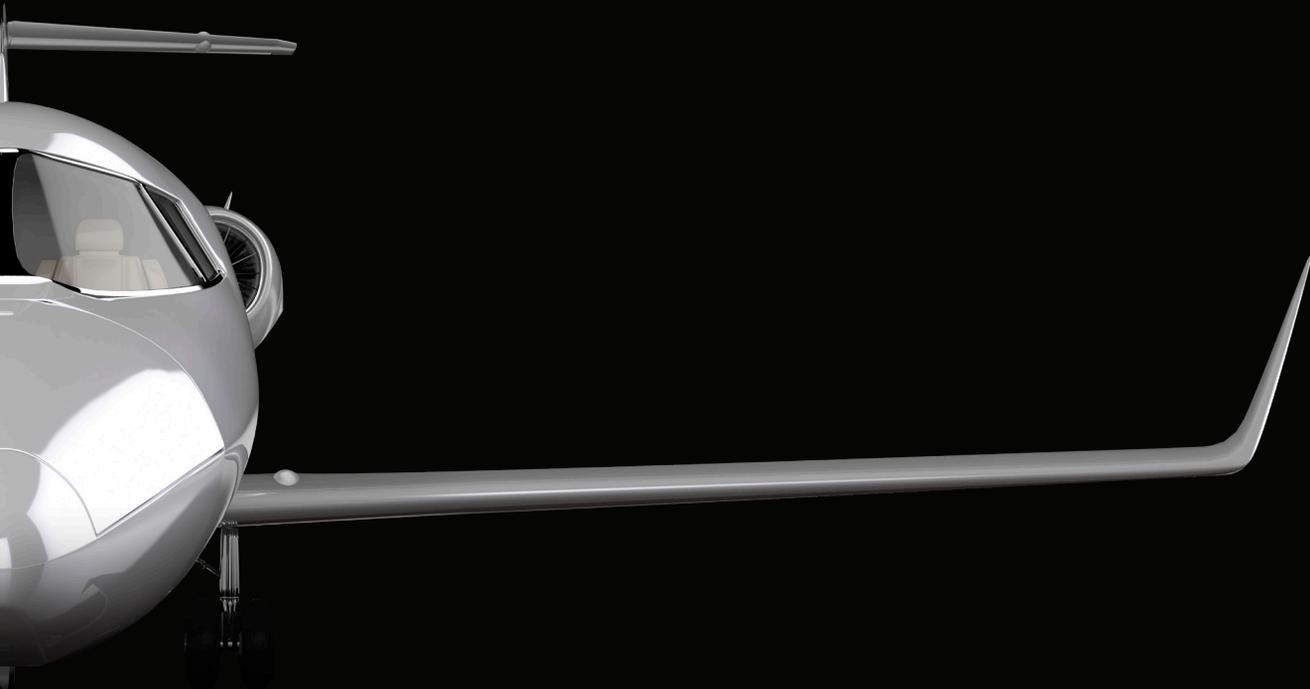




TBBW

TAMPA BAY BUSINESS & WEALTH
MEDIA KIT



INTRODUCTION

Be invited to the Conversation

When business opportunities present themselves, it's often because you're part of the conversation. And while there are many ways to be that lucky, we have the best way!

Tampa Bay Business & Wealth (TBBW) magazine is the leading provider and trusted resource for business leaders affecting change in the Tampa Bay region. TBBW delivers in-depth reporting - with a distinct local perspective - on topics that make a difference in our community. Our wealth coverage will not only provide information for high net worth investors, but will also spotlight the emerging angel investor, venture capital, private equity and hedge fund ecosystem in Tampa Bay.

Unlike any other local publication, TBBW gives business decision makers a peek into the people behind the biggest deals - the whole story - from who they are, to what businesses to invest in, to cashing in on the growing tech hubs, to trends and analysis of Tampa Bay's most important industries - and so much more. It's must-see content expounding local, pertinent business strategies to help readers continue to experience and achieve success.

TBBW, reaching the top decision makers and influencers in Hillsborough, Pinellas, Polk, Sarasota and Manatee counties, not only keeps you in the conversation: it makes you a key player.



Built on a strong foundation

TBBW is a publication of Lifestyle Media Group (LMG) - the largest and fastest growing magazine publisher in Florida. With 12 local publications, LMG's combined readership of more than 700,000+ includes CEO's, business professionals, community leaders, entrepreneurs and the young, trendy up & comers.

EXCEPTIONAL EDITORIAL

What We're Talking About

Great editorial content begins with a talented editorial team, led by well-respected editors, with 35+ years of business journalism experience. TBBW's perspective is unique among Tampa Bay media outlets – written expressly for CEO's by a team of experienced journalists.

TBBW delivers comprehensive business coverage that goes far beyond the “small talk” and speaks directly to the people who make a difference to Tampa Bay business professionals. It provides thought-provoking deep dives into who is driving the local economy, encouraging readers to get to know the insider's view and how to increase their own success.

With editorial advisory board members positioned in the five-county areas, we cover in-depth subjects such as:

- **Cover Stories:** The month's in-depth deep-dive into a local CEO's life
- **Great Places and Spaces:** Superior architecture and interior design
- **The Good Life:** Luxury products and lifestyle
- **New Tampa Bay:** Real estate growth and emerging neighborhoods
- **Personality Profiles:** Meet the achievers leading our local business economy
- **Wealth:** Angel investors, venture capitalists, private equity, hedge funds and other strategies to grow your own wealth
- **Special Reports:** Detailed analysis of key trends and industries in the Tampa Bay area
- **Expert Advice:** Sale Strategies, The Family Office, The Competitive Edge, Tech Hub, and People, Passion and Profits



TBBW DEMOGRAPHICS

A Business Audience With Buying Power

Tampa Bay Business & Wealth has the largest circulation of any business-focused publication in the market. Our strategically compiled audience is one that nobody else can – or does – reach; one that we've taken the time to carefully analyze and curate. We're not giving you sales people who pay for access to our content and relationships – we're giving you CEO's who are pleasantly surprised by our cover stories and can't wait to devour the next one with veracity.

Each month, TBBW is direct mailed to 15,000 decision makers – as defined by Dunn & Bradstreet. These include business owners, presidents, C-Level executives and senior-level management. This targeted distribution guarantees advertisers a powerful business-to-business audience who wield buying power in both their professional careers and personal lives. Capitalize on TBBW's unparalleled access and coverage to reach this influential audience.



Dominant Market Presence

Total distribution	15,000
Total readership	58,500*
<i>*Based on 3.9 readers per copy</i>	
Male	59 percent
Female	41 percent
Average Household Income	\$635,000
Average Net Worth	\$3,900,000
Owner / Partner / C-Suite	94 percent

Number of Employees:

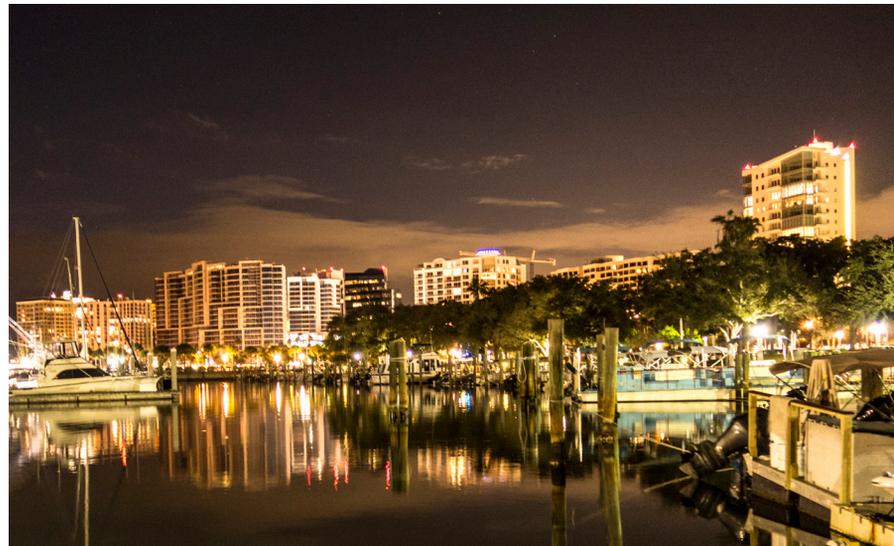
0-20	24 percent
21 – 100	35 percent
101 – 250	27 percent
301 – 500 plus	14 percent
Reader Per Copy	3.9

Company Revenues

Under \$2M	4 percent
\$2M to \$9.9M	37 percent
\$10 M to \$24.9M	33 percent
\$25 M plus	26 percent

Weekly E-mail Opt-in

Subscribers **32,350**



ADVERTISING

Beyond the Print Ad

Doing business with *Tampa Bay Business & Wealth* is so much more than placing a print ad – it's the foundation that will keep you connected to Tampa Bay's CEO's who WILL be reading. Known for outstanding creativity, the TBBW team will deliver your message in the manner that works best for your business.



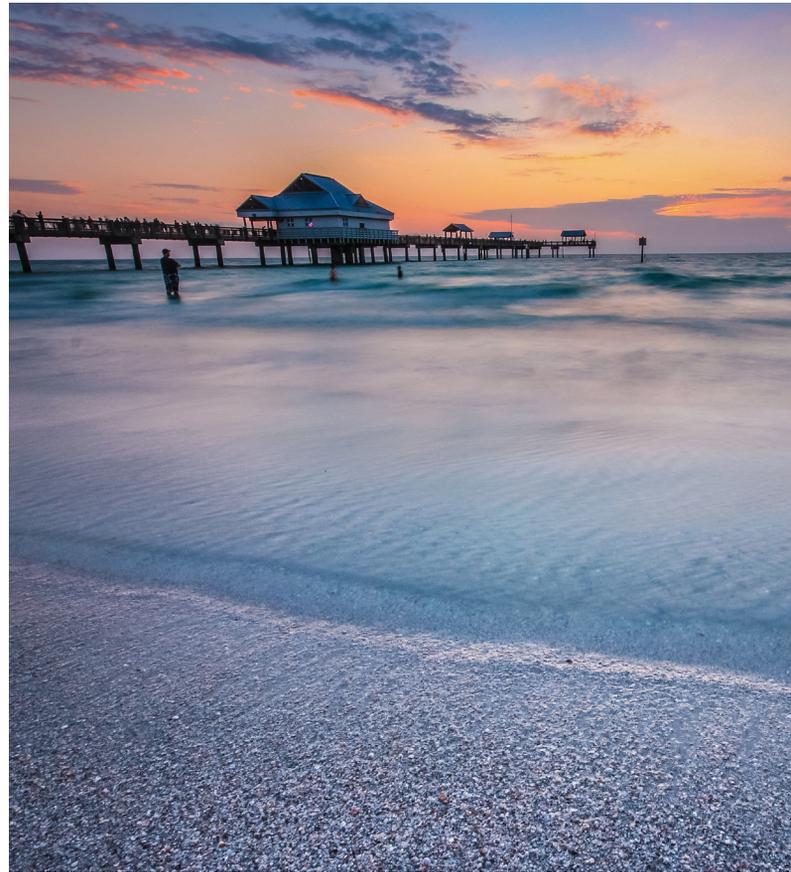
At TBBW we're buying in to you, as much or more than you are us – we're handing over our valuable relationships and credibility. It's a smart investment that will keep you – and everyone else in the business community – talking.

The Talk Doesn't Stop on Paper

When you work with TBBW, our team partners with you and your business to understand your strategic goals, as well as your branding and market positioning needs. We create an effective program that gives you the voice you are looking for and the reasons you need to integrate your marketing dollars across print, digital and events. TBBW gives you the opportunity to truly gain access to key decision makers with the power to say, "Yes!"

The Best in Business

Nobody recognizes the importance of relationships more than us – connecting people is what we do. We understand the power of events that deliver visibility, strategic content and quality networking among the elite or our C-Suite partners. We offer customized events for clients including panel discussions on critical topics and CEO Connect, an invitation-only interview with a top local CEO. Our signature events recognize the very best and brightest in Tampa Bay market and include Leaders in Law, The Apogee Awards for C-Level Executives, CMO of the Year and Philanthropist of the Year.



BUSINESS EXCELLENCE



Our Team Knows What to Say, and How to Say It

With more than 80 collective years of providing cutting-edge business news across the great state of Florida, our team – led by TBBW CEO & Publisher Bridgette Bello, Chairman Gary Press, Editor-in-Chief Kevin Gale, and Managing Editor Jo-Lynn Brown have an in-depth understanding of their local business communities and have made it their business to reach key players. Their ability to make connections and provide access for partners and advertisers is unmatched. Let us make our experience your business opportunity.

“Everything in my 30-year media career has culminated with *Tampa Bay Business & Wealth*. This isn't about business news, good or bad, this is about the PEOPLE that make business news, and who they are to our community's total ecosystem – as a person, a philanthropist, a deal-maker, and more. Our top-tier, well-connected staff has positioned this magazine as THE must-read publication for those who make the Tampa Bay business world tick.”

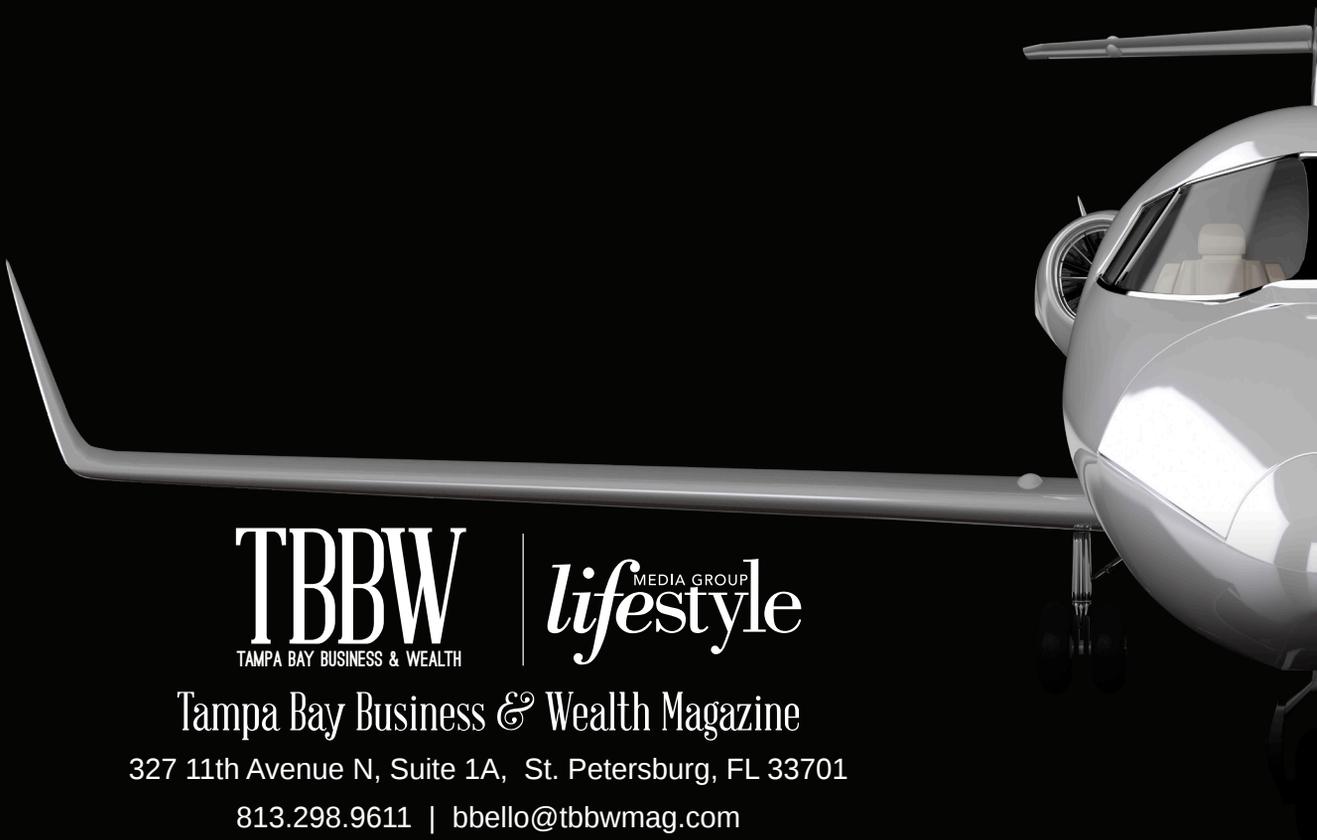
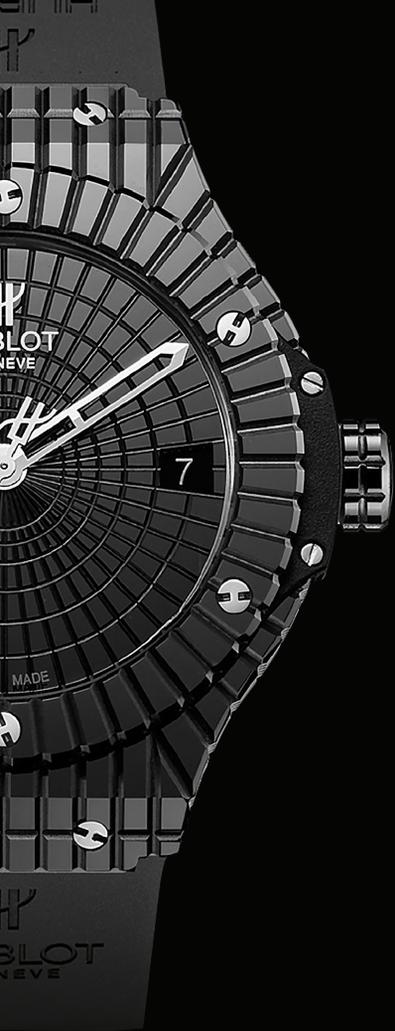
Bridgette Bello, CEO & Publisher

TBBW gathered an elite editorial, creative, design and photography team to make this publication the best of its kind. TBBW is not just a feast for the mind – it's a feast for the eyes and soul!

Join Us in the Conversation

We know what Tampa Bay's top decision makers are looking for, and we can provide you with the opportunities you are seeking to get their attention, in print – in digital – and in person. Let's talk, the possibilities are limitless. To get connected to Tampa Bay's CEO's and most influential business leaders, advertise in TBBW by simply calling 813.298.9611 or emailing bbello@tbbw.com or visit TBBWmag.com.





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MEDIA GROUP
lifestyle

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