SUNNY.
BEAUTIFUL.
FLORIDA.

*Florida Travel + Life* is the sunshine state’s premiere travel and lifestyle brand reaching affluent travelers, as well as both seasonal and year-round residents. From the state’s best beaches and top resorts to must-sees and must-dos, *FT+L* has ideas for today, next week, and next month delivering information when the audience wants it.
Florida Travel + Life’s audience is comprised of active travelers looking for their next Florida getaway. Using research and database management, we can identify, surface and activate high-value travelers across all of our media channels in order to drive tangible results.
Florida Travel + Life’s audience across all channels collectively represents active travelers who want to discover all that the sunshine state has to offer. To target a specific audience of Florida travelers who are most likely to choose your destination, resort or product/service – contact us.

**TOP ACTIVITIES:**

- **SHOPPING**
- **WATER/SPORTS ACTIVITY**
- **SIGHTSEEING**
- **CULTURAL EVENTS**

Source: 2012 FTL Audience Survey

**AFFLUENT TRAVELERS**

- **AVERAGE HOUSEHOLD INCOME**: $137,500
- **AVERAGE NET WORTH**: $791,300
- **AVERAGE AGE**: 55
- **MALE / FEMALE**: 41% / 59%
- **COLLEGE EDUCATED**: 89%
- **ANNUAL NUMBER OF TRIPS TO/ WITHIN FLORIDA EACH YEAR**: 3
- **AVERAGE LENGTH OF LAST TRIP TO FLORIDA**: 5 DAYS
- **OF READERS ARE PERMANENT OR SEASONAL FLORIDA RESIDENTS**: 55%
- **OF READERS ARE FLORIDA VISITORS**: 41%
- **AMOUNT SPENT ON LAST TRIP TO FLORIDA**: $4,600

I.E., FOOD & WINE FESTIVALS, MUSEUMS, THEME PARKS, CONCERTS AND GALLERIES