

NEXT 2014-2015

TARGET FLORIDA TEENS

(727) 892-2642

The Issues, People and Ideas that Define Florida Business

www.FloridaTrend.com

Where Florida Teens Plan Their Future

Florida Trend's NEXT magazine is THE resource that 400,000 teens turn to when making important college and career decisions.

450,000

Expanded Distribution
No cost to advertisers!



SEPTEMBER 2014 - 15TH YEAR!

- Magazine and website designed and written specifically for Florida high school students.
- New expanded distribution – 450,000 print copies distributed in public and private schools statewide.
- Relevant information and practical advice for teens and parents.

POPULAR & VALUABLE YEAR-ROUND RESOURCE

- 89% of survey respondents rate NEXT “extremely / very useful.”
- Recognized nationally for excellence in writing, design and website.

PROVEN DISTRIBUTION SYSTEM

- 900 public and private schools notified in advance of shipping.
- “Educator champion” at each school accepts delivery and is responsible for distribution.

YEAR ROUND MARKETING & LEAD GENERATION

- **BONUS!** Included with your ad placement, the NEXT Teen Response Program provides weekly electronic leads with contact information on teens who request information on your school or organization. Follow-up is easy and convenient.

TEACHERS AND COUNSELORS RATE NEXT A+

- Our Classroom Activity Guide turns the magazine and website into year-round classroom tools.
- Teachers and counselors report using NEXT more than 7 times as often as they use similar publications with their students.

Ad Space Deadline - Friday, June 6, 2014
Ad Material Deadline - Friday, June 13, 2014

Florida Trend's
next
Your Future After High School in Florida™
727.821.5800 · www.FloridaNEXT.com