



Circulation

PRINT READERSHIP/TARGET AUDIENCE

Print circulation is currently to 700 distribution points in Fort Myers, Naples, Cape Coral, Estero and Bonita Springs. The newspaper is direct-delivered to business decision makers.

Zoning and product dissemination is available through SWFBT's print delivery system. Total print distribution is 8,000 copies: that's almost 35,000 readers in-print and online.

Each distribution point must have walk-in traffic from business owners/professionals.

Twelve percent of total print distribution is direct-mailed to top executives at the top revenue companies in Lee and Collier counties each month.

DIGITAL REACH

Every month there are 3,000 visitors to our website, primarily to view the digital version of the newspaper, primarily 25-45 years old; the perfect complement to our print readership demographics.

TOTAL DISTRIBUTION INCLUDES LEE & COLLIER COUNTIES

Commercial Builders	Communications Companies
Commercial Banks	Advertising/Public Relations
Insurance Companies	Photography Companies
Government Offices	Employment Agencies
Copy Services	Financial Companies
Accountants	Mailing/Shipping Companies
Printers	Commercial Realtors
Attorneys	Security Services
Manufacturers	Colleges/Universities
Coffee Shops	Breakfast/Luncheon Restaurants
Sign Companies	Computer Services
Executive Suites	Office Buildings
Car Rental Offices	Auto Repair Shops
Hotels	Architectural Firms

Each distribution point must have walk-in traffic from business owners/professionals.

DIGITAL

SWFBT is also online with our regularly updated website, www.swfloridabusinessstoday.com, where SWFBT provides content that is completely different from the print publication. The newspaper is also available digitally there.

SWFBT also offers a variety of digital targeting opportunities including website advertising, email marketing and social media marketing. Distribution details available upon request.