



Circulation

PRINT READERSHIP/TARGET AUDIENCE

Print circulation is currently to 750 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 8,500 copies: that's 50,000 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
Commercial Banks
Insurance Companies
Government Offices
Copy Services
Accountants
Printers
Attorneys
Manufacturers
Coffee Shops
Sign Companies
Executive Suites
Car Rental Offices
Hotels

Communications Companies
Advertising/Public Relations
Photography Companies
Employment Agencies
Financial Companies
Mailing/Shipping Companies
Commercial Realtors
Security Services
Colleges/Universities
Breakfast/Luncheon Restaurants
Computer Services
Office Buildings
Auto Repair Shops
Architectural Firms

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.