

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**FLORIDA REALTOR** is a news and business magazine published to provide information for real estate professionals including brokers and salespersons throughout Florida. Florida Realtor contains articles encompassing technology trends, promotional strategies, selling skills, and motivational techniques. Other key topics include the effects of legal and regulatory issues for Florida real estate professionals as well as information needed to enhance their professionalism. Florida Realtor plays a vital role between Realtors and groups allied to the profession by providing a forum in which to develop and apply new ideas.

**FIELD SERVED**

**FLORIDA REALTOR** magazine serves members of Florida Realtors® and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are members of the Florida Association of Realtors®, dba Florida Realtors®, including Realtors, Realtor-associates and affiliate members.

**CHANNELS**

**FLORIDA REALTOR  
MAGAZINE**



5 Issues in the period  
130,593 average circulation

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>FLORIDA REALTOR MAGAZINE</b> (5 issues in the period)	-	130,593	130,593

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	525
Allocated for Trade Shows and Conventions	1,300
All Other	400
<b>TOTAL</b>	<b>2,225</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	130,593	100.0	-	-	-130,593	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>130,593</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>-130,593</b>	<b>100.0</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Total Qualified
July	127,772
August	129,768
September	130,985
October	131,468
November/December	132,973

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

This issue is 2.3% or 2,975 copies above the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Members of Florida Realtors® and others allied to the Florida real estate industry	132,973	100.0	-	132,973
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>132,973</b>	<b>100.0</b>	<b>-</b>	<b>132,973</b>

\*See Additional Data

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	132,973	-	-	-	132,973	132,973	100.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:)	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>132,973</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>132,973</b>	<b>132,973</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Total Audit Average Qualified:	112,588	114,421	117,598	119,503	125,578	130,593
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	112,588	114,421	117,598	119,503	125,578	130,593
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$3.50	\$3.50	\$3.50	\$3.50	\$3.50	\$3.50

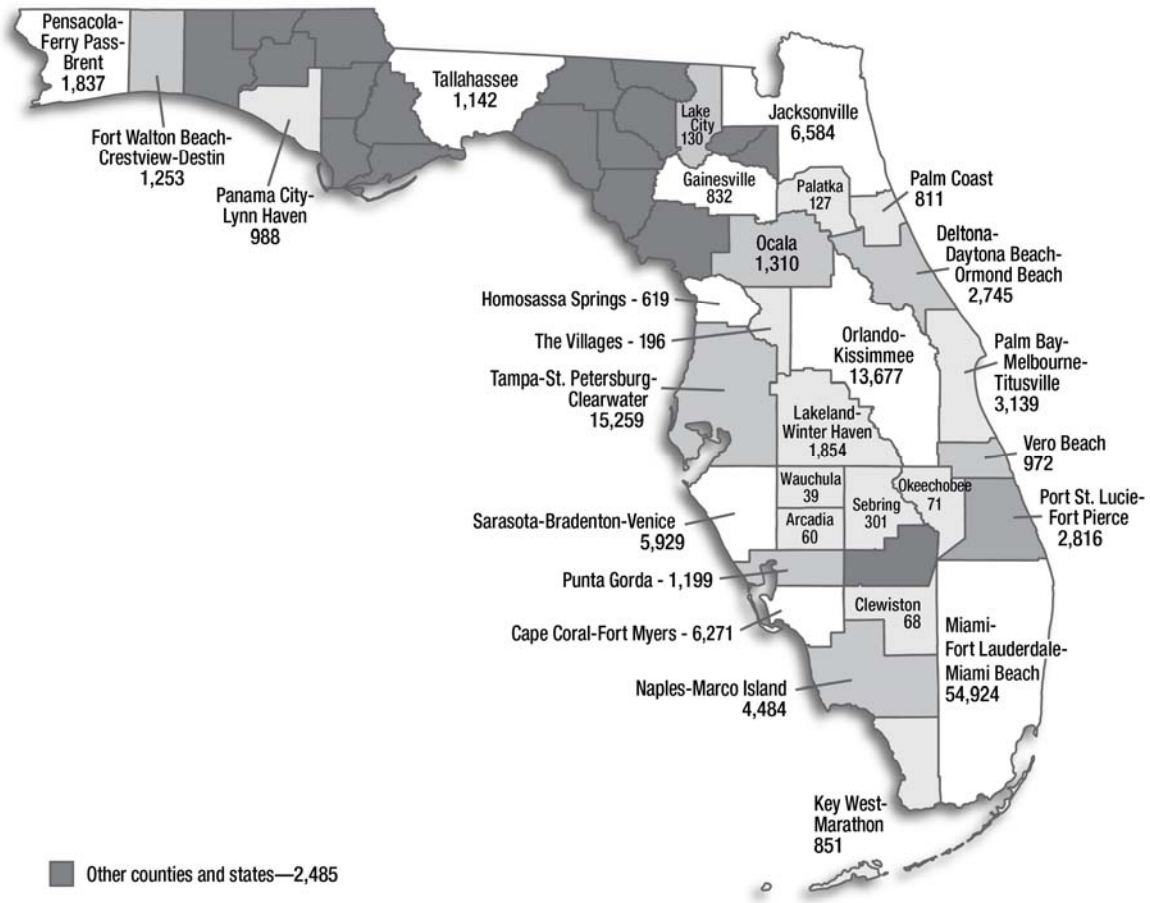
\*NOTE: January - December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

Florida Regions*	Florida Counties	Qualified Non-Paid	Qualified Paid	Total Qualified	Total Qualified by Counties	Percent
Arcadia		-	60	60	-	-
	<b>Desoto</b>	-	-	-	60	-
Cape Coral-Fort Myers		-	6,271	6,271	-	4.7
	<b>Lee</b>	-	-	-	6,271	4.7
Clewiston		-	68	68	-	0.1
	Hendry	-	-	-	68	0.1
Deltona-Daytona Beach-Ormond Beach		-	2,745	2,745	-	2.1
	Volusia	-	-	-	2,745	2.1
Fort Walton Beach-Crestview-Destin		-	1,253	1,253	-	0.9
	Okaloosa	-	-	-	1,253	0.9
Gainesville		-	832	832	-	0.6
	Gilcrest	-	-	-	18	-
	Alachua	-	-	-	814	0.6
Homosassa Springs		-	619	619	-	0.5
	Citrus	-	-	-	619	0.5
Jacksonville		-	6,584	6,584	-	5.0
	Baker	-	-	-	34	-
	Clay	-	-	-	866	0.7
	Duval	-	-	-	3,408	2.6
	Nassau	-	-	-	393	0.3
	St. Johns	-	-	-	1,883	1.4
Key West-Marathon		-	851	851	-	0.6
	Monroe	-	-	-	851	0.6
Lake City		-	130	130	-	0.1
	Columbia	-	-	-	130	0.1
Lakeland-Winter Haven		-	1,854	1,854	-	1.4
	Polk	-	-	-	1,854	1.4
Miami-Fort Lauderdale-Miami Beach		-	54,924	54,924	-	41.3
	Broward	-	-	-	17,028	12.8
	Miami-Dade	-	-	-	24,246	18.2
	Palm Beach	-	-	-	13,650	10.3
Naples-Marco Island		-	4,484	4,484	-	3.4
	Collier	-	-	-	4,484	3.4
Ocala		-	1,310	1,310	-	1.0
	Marion	-	-	-	1,310	1.0
Okeechobee		-	71	71	-	0.1
	Okeechobee	-	-	-	71	0.1
Orlando-Kissimmee		-	13,677	13,677	-	10.3
	Lake	-	-	-	1,759	1.3
	Orange	-	-	-	7,730	5.8
	Osceola	-	-	-	1,758	1.3
	Seminole	-	-	-	2,430	1.8
Palatka		-	127	127	-	0.1
	Putnam	-	-	-	127	0.1
Palm Bay-Melbourne-Titusville		-	3,139	3,139	-	2.4
	Brevard	-	-	-	3,139	2.4
Palm Coast		-	811	811	-	0.6
	Flagler	-	-	-	811	0.6
Panama City-Lynn Haven		-	988	988	-	0.7
	Bay	-	-	-	988	0.7
Pensacola-Ferry Pass-Brent		-	1,837	1,837	-	1.4
	Escambia	-	-	-	1,080	0.8
	Santa Rosa	-	-	-	757	0.6
Port St. Lucie-Fort Pierce		-	2,816	2,816	-	2.1
	Martin	-	-	-	1,240	0.9
	St. Lucie	-	-	-	1,576	1.2
Punta Gorda		-	1,199	1,199	-	0.9
	Charlotte	-	-	-	1,199	0.9
Sarasota-Bradenton-Venice		-	5,929	5,929	-	4.5
	Manatee	-	-	-	2,286	1.7
	Sarasota	-	-	-	3,643	2.8
Sebring		-	301	301	-	0.2
	Highlands	-	-	-	301	0.2
Tallahassee		-	1,142	1,142	-	0.8
	Gadsden	-	-	-	47	-
	Jefferson	-	-	-	34	-
	Leon	-	-	-	964	0.7
	Wakulla	-	-	-	97	0.1
Tampa-St. Petersburg-Clearwater		-	15,259	15,259	-	11.5
	Hernando	-	-	-	662	0.5
	Hillsborough	-	-	-	6,883	5.2
	Pasco	-	-	-	1,856	1.4
	Pinellas	-	-	-	5,858	4.4
The Villages		-	196	196	-	0.1
	Sumter	-	-	-	196	0.1
Vero Beach		-	972	972	-	0.7
	Indian River	-	-	-	972	0.7
Wauchula		-	39	39	-	-
	Hardee	-	-	-	39	-
Other areas	Other Areas	-	-	-	2,485	1.9
<b>TOTAL QUALIFIED CIRCULATION</b>		-	<b>132,973</b>	<b>132,973</b>	<b>132,973</b>	<b>100.0</b>

\*U.S. Census Bureau Metro- and Micropolitan Statistical Area (MSAs)



## ADDITIONAL DATA

### PARAGRAPHS 1 & 3a:

Qualified Paid Benefit of Membership subscriptions averaging 130,593 copies were sold to qualified recipients at the basic subscription prices. Members' yearly subscription price of \$3.50 is included in the dues and is non-deductible therefrom. Since association dues for this publication are collected through local boards, qualified paid data are only required for Paragraphs 1 & 3a of this circulation statement.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Gina Wittenhagen, Circulation Manager

Joseph A. Bono, Associate Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 9, 2017
State	Florida
County	Orange
Received by BPA Worldwide	January 9, 2017
Type	BD
ID Number	F188B0D6

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.