

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.

Florida Realtors  
7025 Augusta National Drive  
Orlando, FL 32822  
Tel. No.: (407) 438-1400  
Fax No.: (407) 438-1411  
www.FloridaRealtorMagazine.com

**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  
133,521 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) | -        | 133,521 | 133,521 |

**AVERAGE NON-QUALIFIED CIRCULATION**

| NON-QUALIFIED<br>Not Included Elsewhere      | Copies       |
|--|--------------|
| Other Paid Circulation                       | -            |
| Advertiser and Agency                        | 533          |
| Allocated for Trade Shows<br>and Conventions | 400          |
| All Other                                    | 405          |
| <b>TOTAL</b>                                 | <b>1,338</b> |

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

| QUALIFIED<br>CIRCULATION               | Total<br>Qualified |              | Qualified<br>Non-Paid |          | Qualified<br>Paid |              |
|--|--------------------|--------------|-----------------------|----------|-------------------|--------------|
|  | Copies             | Percent      | Copies                | Percent  | Copies            | Percent      |
| Individual                             | -                  | -            | -                     | -        | -                 | -            |
| Sponsored<br>Individually<br>Addressed | -                  | -            | -                     | -        | -                 | -            |
| *Membership<br>Benefit                 | 133,521            | 100.0        | -                     | -        | 133,521           | 100.0        |
| Multi-Copy Same<br>Addressee           | -                  | -            | -                     | -        | -                 | -            |
| Single Copy Sales                      | -                  | -            | -                     | -        | -                 | -            |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b> | <b>133,521</b>     | <b>100.0</b> | <b>-</b>              | <b>-</b> | <b>133,521</b>    | <b>100.0</b> |

\*See Additional Data

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

| 2017 Issue       | Total<br>Qualified |
|------------------|--------------------|
| January/February | 133,953            |
| March            | 133,265            |
| April            | 134,789            |
| May              | 131,274            |
| June             | 134,324            |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

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<br>QUALIFIED | PERCENT<br>OF TOTAL | QUALIFIED<br>NON-PAID | QUALIFIED<br>PAID |
|--|--------------------|---------------------|-----------------------|-------------------|
| Members of Florida Realtors® and others allied to the Florida real estate industry | 131,274            | 100.0               | -                     | 131,274           |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>131,274</b>     | <b>100.0</b>        | <b>-</b>              | <b>131,274</b>    |

\*See Additional Data

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

| QUALIFICATION SOURCE   | Qualified Within |          |          | Qualified<br>Non-Paid | Qualified<br>Paid | Total<br>Qualified | Percent      |
|--|------------------|----------|----------|-----------------------|-------------------|--------------------|--------------|
|  | 1 Year           | 2 Years  | 3 Years  |                       |                   |                    |              |
| I. Direct Request:   | -                | -        | -        | -                     | -                 | -                  | -            |
| II. Request from recipient's company:  | -                | -        | -        | -                     | -                 | -                  | -            |
| III. Membership Benefit:   | 131,274          | -        | -        | -                     | 131,274           | 131,274            | 100.0        |
| IV. Communication from recipient or recipient's company<br>(other than request):   | -                | -        | -        | -                     | -                 | -                  | -            |
| V. Sources other than above, including: Association rosters and<br>directories; Business directories; Manufacturer's, distributor's<br>and wholesaler's lists; and Other sources:) | -                | -        | -        | -                     | -                 | -                  | -            |
| VI. Single Copy Sales:   | -                | -        | -        | -                     | -                 | -                  | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>131,274</b>   | <b>-</b> | <b>-</b> | <b>-</b>              | <b>131,274</b>    | <b>131,274</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>-</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       |
|--|-------------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------|
|  | July - December<br>2014 | January - June<br>2015 | July - December<br>2015 | January - June<br>2016 | July - December<br>2016 | January - June<br>2017* |
| Total Audit Average Qualified:                                 | 114,421                 | 117,598                | 119,503                 | 125,578                | 130,593                 | 133,521                 |
| Qualified Non-Paid:  | -                       | -                      | -                       | -                      | -                       | -                       |
| Qualified Paid:  | 114,421                 | 117,598                | 119,503                 | 125,578                | 130,593                 | 133,521                 |
| Post Expire Copies included in<br>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                  |

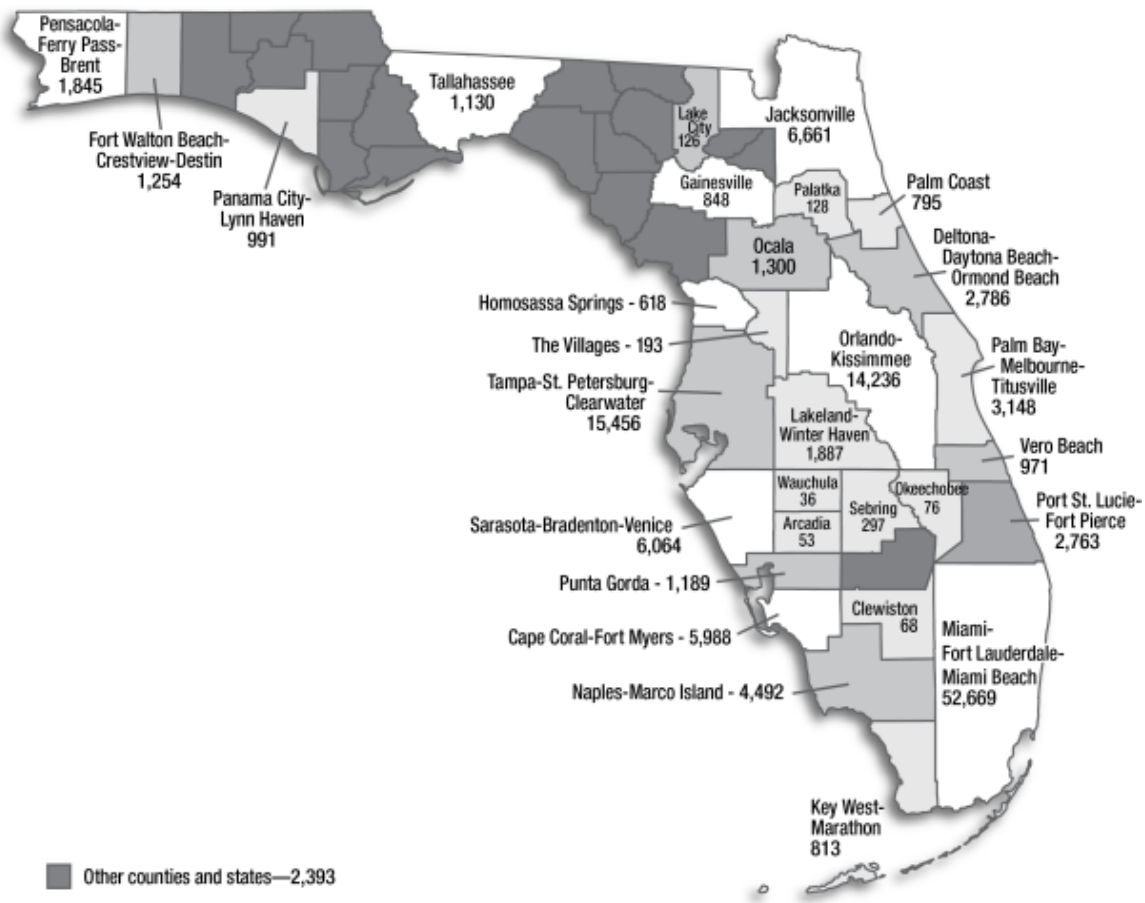
\*NOTE: July 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

| Florida Regions*                   | Florida Counties | Qualified Non-Paid | Qualified Paid | Total Qualified | Total Qualified by Counties | Percent      |
|------------------------------------|------------------|--------------------|----------------|-----------------|-----------------------------|--------------|
| Arcadia                            |                  | -                  | 53             | 53              | -                           | -            |
|                                    | Desoto           | -                  | -              | -               | 53                          | -            |
| Cape Coral-Fort Myers              |                  | -                  | 5,988          | 5,988           | -                           | 4.6          |
|                                    | Lee              | -                  | -              | -               | 5,988                       | 4.6          |
| Clewiston                          |                  | -                  | 68             | 68              | -                           | 0.1          |
|                                    | Hendry           | -                  | -              | -               | 68                          | 0.1          |
| Deltona-Daytona Beach-Ormond Beach |                  | -                  | 2,786          | 2,786           | -                           | 2.1          |
|                                    | Volusia          | -                  | -              | -               | 2,786                       | 2.1          |
| Fort Walton Beach-Crestview-Destin |                  | -                  | 1,254          | 1,254           | -                           | 1.0          |
|                                    | Okaloosa         | -                  | -              | -               | 1,254                       | 1.0          |
| Gainesville                        |                  | -                  | 848            | 848             | -                           | 0.6          |
|                                    | Gilcrest         | -                  | -              | -               | 17                          | -            |
|                                    | Alachua          | -                  | -              | -               | 831                         | 0.6          |
| Homosassa Springs                  |                  | -                  | 618            | 618             | -                           | 0.5          |
|                                    | Citrus           | -                  | -              | -               | 618                         | 0.5          |
| Jacksonville                       |                  | -                  | 6,661          | 6,661           | -                           | 5.1          |
|                                    | Baker            | -                  | -              | -               | 37                          | -            |
|                                    | Clay             | -                  | -              | -               | 841                         | 0.7          |
|                                    | Duval            | -                  | -              | -               | 3,455                       | 2.6          |
|                                    | Nassau           | -                  | -              | -               | 406                         | 0.3          |
|                                    | St. Johns        | -                  | -              | -               | 1,922                       | 1.5          |
| Key West-Marathon                  |                  | -                  | 813            | 813             | -                           | 0.6          |
|                                    | Monroe           | -                  | -              | -               | 813                         | 0.6          |
| Lake City                          |                  | -                  | 126            | 126             | -                           | 0.1          |
|                                    | Columbia         | -                  | -              | -               | 126                         | 0.1          |
| Lakeland-Winter Haven              |                  | -                  | 1,887          | 1,887           | -                           | 1.6          |
|                                    | Polk             | -                  | -              | -               | 1,887                       | 1.6          |
| Miami-Fort Lauderdale-Miami Beach  |                  | -                  | 52,669         | 52,669          | -                           | 40.1         |
|                                    | Broward          | -                  | -              | -               | 16,050                      | 12.2         |
|                                    | Miami-Dade       | -                  | -              | -               | 23,406                      | 17.8         |
|                                    | Palm Beach       | -                  | -              | -               | 13,213                      | 10.1         |
| Naples-Marco Island                |                  | -                  | 4,492          | 4,492           | -                           | 3.4          |
|                                    | Collier          | -                  | -              | -               | 4,492                       | 3.4          |
| Ocala                              |                  | -                  | 1,300          | 1,300           | -                           | 1.0          |
|                                    | Marion           | -                  | -              | -               | 1,300                       | 1.0          |
| Okeechobee                         |                  | -                  | 76             | 76              | -                           | 0.1          |
|                                    | Okeechobee       | -                  | -              | -               | 76                          | 0.1          |
| Orlando-Kissimmee                  |                  | -                  | 14,236         | 14,236          | -                           | 10.8         |
|                                    | Lake             | -                  | -              | -               | 1,760                       | 1.3          |
|                                    | Orange           | -                  | -              | -               | 8,141                       | 6.2          |
|                                    | Osceola          | -                  | -              | -               | 1,779                       | 1.4          |
|                                    | Seminole         | -                  | -              | -               | 2,556                       | 1.9          |
| Palatka                            |                  | -                  | 128            | 128             | -                           | 0.1          |
|                                    | Putnam           | -                  | -              | -               | 128                         | 0.1          |
| Palm Bay-Melbourne-Titusville      |                  | -                  | 3,148          | 3,148           | -                           | 2.4          |
|                                    | Brevard          | -                  | -              | -               | 3,148                       | 2.4          |
| Palm Coast                         |                  | -                  | 795            | 795             | -                           | 0.6          |
|                                    | Flagler          | -                  | -              | -               | 795                         | 0.6          |
| Panama City-Lynn Haven             |                  | -                  | 991            | 991             | -                           | 0.8          |
|                                    | Bay              | -                  | -              | -               | 991                         | 0.8          |
| Pensacola-Ferry Pass-Brent         |                  | -                  | 1,845          | 1,845           | -                           | 1.4          |
|                                    | Escambia         | -                  | -              | -               | 1,057                       | 0.8          |
|                                    | Santa Rosa       | -                  | -              | -               | 788                         | 0.6          |
| Port St. Lucie-Fort Pierce         |                  | -                  | 2,763          | 2,763           | -                           | 2.1          |
|                                    | Martin           | -                  | -              | -               | 1,226                       | 0.9          |
|                                    | St. Lucie        | -                  | -              | -               | 1,537                       | 1.2          |
| Punta Gorda                        |                  | -                  | 1,189          | 1,189           | -                           | 0.9          |
|                                    | Charlotte        | -                  | -              | -               | 1,189                       | 0.9          |
| Sarasota-Bradenton-Venice          |                  | -                  | 6,064          | 6,064           | -                           | 4.6          |
|                                    | Manatee          | -                  | -              | -               | 2,351                       | 1.8          |
|                                    | Sarasota         | -                  | -              | -               | 3,713                       | 2.8          |
| Sebring                            |                  | -                  | 297            | 297             | -                           | 0.2          |
|                                    | Highlands        | -                  | -              | -               | 297                         | 0.2          |
| Tallahassee                        |                  | -                  | 1,130          | 1,130           | -                           | 0.8          |
|                                    | Gadsden          | -                  | -              | -               | 50                          | -            |
|                                    | Jefferson        | -                  | -              | -               | 32                          | -            |
|                                    | Leon             | -                  | -              | -               | 949                         | 0.7          |
|                                    | Wakulla          | -                  | -              | -               | 99                          | 0.1          |
| Tampa-St. Petersburg-Clearwater    |                  | -                  | 15,456         | 15,456          | -                           | 11.8         |
|                                    | Hernando         | -                  | -              | -               | 695                         | 0.6          |
|                                    | Hillsborough     | -                  | -              | -               | 6,861                       | 5.2          |
|                                    | Pasco            | -                  | -              | -               | 1,972                       | 1.5          |
|                                    | Pinellas         | -                  | -              | -               | 5,928                       | 4.5          |
| The Villages                       |                  | -                  | 193            | 193             | -                           | 0.1          |
|                                    | Sumter           | -                  | -              | -               | 193                         | 0.1          |
| Vero Beach                         |                  | -                  | 971            | 971             | -                           | 0.7          |
|                                    | Indian River     | -                  | -              | -               | 971                         | 0.7          |
| Wauchula                           |                  | -                  | 36             | 36              | -                           | -            |
|                                    | Hardee           | -                  | -              | -               | 36                          | -            |
| Other areas                        | Other Areas      | -                  | -              | -               | 2,393                       | 1.8          |
| <b>TOTAL QUALIFIED CIRCULATION</b> |                  | -                  | <b>131,274</b> | <b>131,274</b>  | <b>131,274</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 133,521 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               | June 28, 2017 |
| State                     | Florida       |
| County                    | Orange        |
| Received by BPA Worldwide | June 28, 2017 |
| Type                      | BD            |
| ID Number                 | F188B0J7      |

#### 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.