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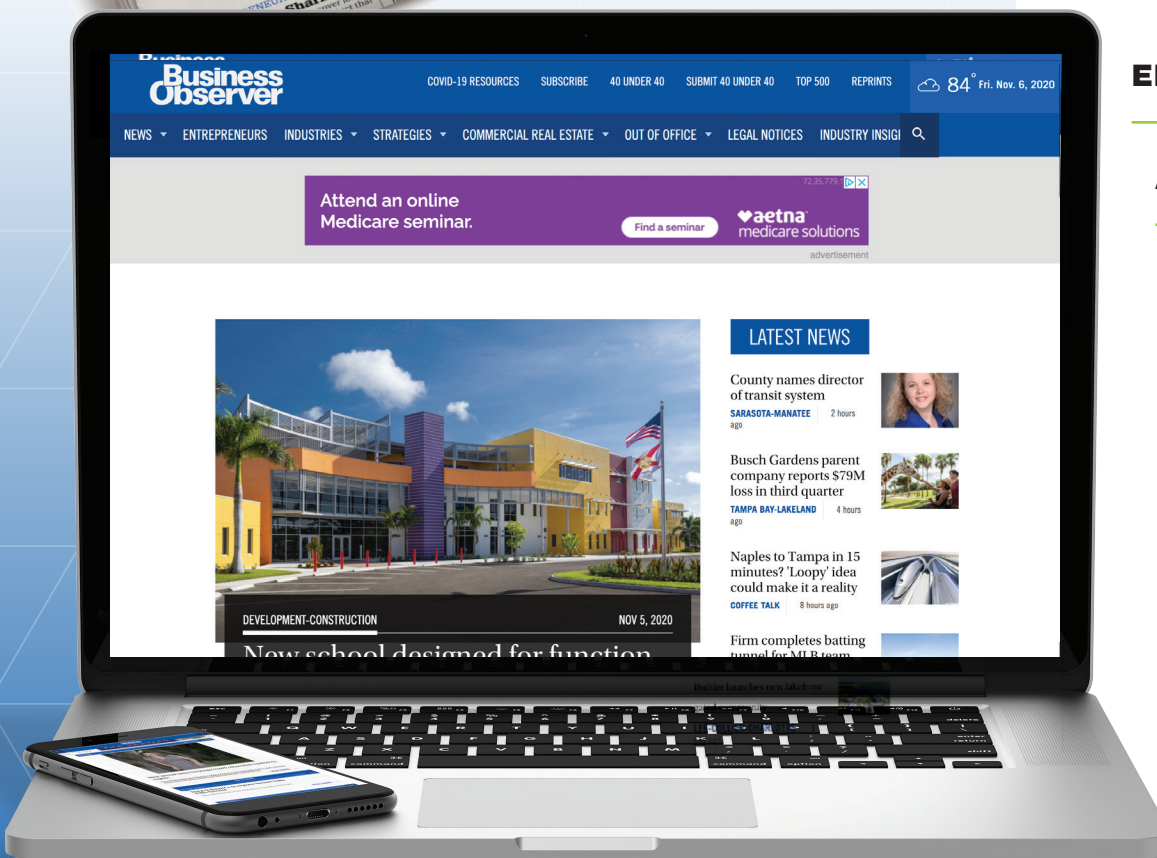
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941.362.4848



[BusinessObserverFL.com](https://www.BusinessObserverFL.com)



Downtown Tampa, FL

### The **Business Observer** is the weekly newspaper for business leaders on the Gulf Coast of Florida.

Started in 1997 as the *Gulf Coast Business Review*, the **Business Observer** is the leading provider and most authoritative source of business and economic information affecting the Gulf Coast from Tampa Bay to Naples. It specializes in reporting on the region's industry and economic trends; emerging companies; corporate strategies; identifying and profiling the region's up-and-coming entrepreneurs and top business leaders; and keeping its readers abreast of state, regional and local government actions affecting business and the economy.

When it started, the *Gulf Coast Business Review* focused solely on Sarasota and Manatee counties. In October 2001, the Review acquired the 51-year-old *Tampa Bay Review* and became a regional weekly covering the business scene from Tampa-St. Petersburg to Sarasota. In 2005, the *Review* expanded again, opening an office in Fort Myers to cover the fast-growing business communities in Lee and Collier counties. In 2013, with a coverage area from Polk to Collier counties, the *Review* relaunched with a new look and a new name, the **Business Observer**. The new name brings

the paper under the branding of its parent, The Observer Media Group. In addition to the **Business Observer**, the Observer Media Group publishes 10 community and business newspapers in communities stretching from the Gulf Coast to Orlando to Palm Coast to Jacksonville.

The **Business Observer** covers an area that encompasses more than 90,000 businesses. The **Business Observer** is committed to providing business owners, senior executives, entrepreneurs, investors and public policy makers with the Gulf Coast's most authoritative and relevant business information through its weekly print content and daily through its website and daily e-newsletter.

The **Business Observer's** perspective is unique among Florida media. In its editorial opinions, the Business Observer strongly supports and promotes laissez-faire capitalism and private property rights. In its news content, the **Business Observer** is written expressly for business owners and managers by a team of experienced journalists.



## The Business Observer is unlike any other business information medium in Florida.

Its content is geared specifically for Southwest Florida's business leaders. With comprehensive, authoritative coverage of Polk, Pasco, Hillsborough, Pinellas, Manatee, Sarasota, Charlotte, Lee and Collier counties, the **Business Observer** is the only weekly business newspaper that provides business leaders, entrepreneurs, CEOs and investors with a regional perspective. The **Business Observer** is also the leading publisher of public notices on the Gulf Coast of Florida.

## WEEKLY EDITORIAL FEATURES

### COFFEE TALK

The latest news about people, companies and issues.

### IN FOCUS

Short reports and features highlighting companies and businesses doing the unusual.

### ECONOMY

Regular reports and analysis of the Gulf Coast economy, local economic snapshots, demographics and trends.

### STRATEGIES

In-depth reporting that explores the strategies — and the lessons to be learned — of the region's emerging and leading companies.

### CEO INSIGHT

Q&As to learn what's important and what's on the minds of Gulf Coast business leaders.

### OUT OF THE OFFICE

An occasional series that reveals how executives find balance in their time away from work.

### COMMERCIAL REAL ESTATE

News about the biggest deals and the people involved. Plus, industry trends and data on the top transactions in the area.

### REVIEW & COMMENT

Publisher Matt Walsh's popular free-market commentaries on business and public policy decisions affecting the marketplace.



## AUDIENCE OVERVIEW

Each month, more than 159,263 Gulf Coast business leaders turn to the **Business Observer** in print and online, as their indispensable source for what's important now to the Gulf Coast business community. Our readers trust the data, gain insight from the reporting, uncover opportunities and are inspired by our stories of entrepreneurial success.

Capitalize on the **Business Observer's** unparalleled coverage and reach this influential readership. When you advertise in the **Business Observer**, you put your ad message in front of the real decision makers, from Tampa to Naples. Your ad message will be seen by a targeted audience of qualified business customers, with the resources to make the regional economy, and your business grow.

## READERSHIP

**PRINT EDITIONS:** Average 20,100 readers per week. Each issue of the **Business Observer** is read by an average of 3 readers.

**FREQUENCY:** 52 issues per year

**ONLINE:** BusinessObserverFL.com on average has 78,863 unique monthly users; 146,589 monthly total page views.

**FREQUENCY:** Daily

**EMAIL SUBSCRIBERS:** 15,810+

**FREQUENCY:** Monday through Friday

**SOCIAL MEDIA:** Facebook users 3,247+;

LinkedIn followers: 3,551+

**FREQUENCY:** Updated daily

## DEMOGRAPHICS

### PROFESSIONAL TITLE

73% of readers are business owners, CEOs, presidents or senior managers.

### AGE

Print: 62% are between the ages of 35-69.

Online: 75% are between the ages of 35-69.

### EDUCATION

80% hold a bachelor's or post graduate degree.

### GENDER

Print: 68% male. 32% female.

Online: 51% male. 49% female.

### NET WORTH

61% have a household net worth greater than \$500,000.

### QUALITY RATING OF BUSINESS COVERAGE

96% rate the quality of the **Business Observer** coverage as excellent or good, more than twice that of the nearest competitor.



## ENGAGED AUDIENCE

30 minutes is the average time spent reading each print issue of the **Business Observer**.

### DEVICE USAGE

65% of users access BusinessObserverFL.com on their desktop; 35% on a mobile phone or tablet.

## READERS' OCCUPATION BY INDUSTRY SECTOR

Commercial & Residential Real Estate

Construction/Development

Banking & Finance

Law

Business Services

Insurance

Manufacturing

Hospitality/Tourism

Source: 2018 Business Observer Reader Survey, Survey Monkey; Google Analytics, 2021; Verified Audit Circulation ending 3/31/20.



The Business Observer's Big Book of Business is filled with economic information to help business owners keep up with changing trends. The ranking of the top companies and organizations by size and industry including profiles of people who are changing and shaping the business landscape from Tampa to Naples.

This is a stand-alone publication, in magazine format.  
The publication is direct-mailed to subscribers and is also offered for sale.

## AD RATES AND SIZES\*

### **E-BIG BOOK OF BUSINESS SPONSORSHIP.....** \$4,200

2-Page glossy center spread

Banner ad on email that deliver Big Book e-Edition to subscribers

Dedicated Facebook post on Business Observer page

Super Leaderboard on e-Edition of Big Book

50,000 banner ads on BusinessObserverFL.com

Image Size: 20"W x 11.25"H

Bleed Size: 22"W x 12.5"H

Trim Size: 21.5"W x 12"H

### **2-PAGE SPREAD (glossy).....** \$3,800

Image Size: 20"W x 11.25"H

Bleed Size: 22"W x 12.5"H

Trim Size: 21.5"W x 12"H

### **PREMIUM PLACEMENT (glossy) .....** \$1,800

Image Size: 10"W x 11.25"H

Bleed Size: 11.25"W x 12.5"H

Trim Size: 10.75"W x 12.5"H

### **FULL PAGE .....** \$1,607

Image Size: 10"W x 11.25"H

Bleed Size: 11.25"W x 12.5"H

Trim Size: 10.75"W x 12.5"H

### **HALF PAGE .....** \$830

Image Size: 10"W x 5.5"H

\*Sizes are not standard Business Observers specs

**PUBLICATION DATE:**  
**FRIDAY, AUGUST 19, 2022**

**AD SPACE DEADLINE:**  
**THURSDAY, JULY 14**

**MATERIALS DEADLINE:**  
**THURSDAY, JULY 28**



## 2022 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
<b>JANUARY</b>			
<input type="checkbox"/> <b>Economic Forecast</b>   After a turbulent 2021, what will 2022 look like?	Jan. 07	Dec. 22	Dec. 23
<input type="checkbox"/> <b>Executive Diversions</b>   Get an inside look at what some of the region's leaders do outside the office.	Jan. 14	Jan. 06	Jan. 07
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jan. 21	Jan. 13	Jan. 14
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Jan. 28	Jan. 20	Jan. 21
<b>FEBRUARY</b>			
<input type="checkbox"/> <b>Residential Real Estate</b>   Companies and people who drive the industry. Plus, trends of the market moving forward.	Feb. 04	Jan. 27	Jan. 28
<input type="checkbox"/> <b>Insurance</b>   Industry trends — and how they will impact your business.	Feb. 11	Feb. 03	Feb. 04
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Feb. 18	Feb. 10	Feb. 11
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Feb. 25	Feb. 17	Feb. 18
<b>MARCH</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Mar. 04	Feb. 24	Feb. 25
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Mar. 11	Mar. 03	Mar. 04
<input type="checkbox"/> <b>Top 50 Contractors</b>   Largest contractors in the region, ranked by revenue.	Mar. 18	Mar. 10	Mar. 11
<input type="checkbox"/> <b>Commercial Real Estate</b>   The top dealmakers, companies and trends.	Mar. 25	Mar. 17	Mar. 18
<b>APRIL</b>			
<input type="checkbox"/> <b>Law</b>   Firms, cases and attorneys changing the industry.	Apr. 01	Mar. 24	Mar. 25
<input type="checkbox"/> <b>All in the Family</b>   Survive and thrive through a family succession plan.	Apr. 08	Mar. 31	Apr. 01
<input type="checkbox"/> <b>Health care</b>   Trends and entrepreneurs in medicine and health care.	Apr. 15	Apr. 07	Apr. 08
<input type="checkbox"/> <b>Quarterly Banking</b>   What's new and what companies are setting the trends in the financial sector.	Apr. 22	Apr. 14	Apr. 15
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Apr. 29	Apr. 21	Apr. 22
<b>MAY</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	May 06	Apr. 28	Apr. 29
<input type="checkbox"/> <b>Top Entrepreneurs</b>   Celebrate the region's best business owners and founders. Top Entrepreneurs Luncheon on Thursday, May 12; sponsorships available.	May 13	May 05	May 06
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	May 20	May 12	May 13
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	May 27	May 19	May 20
<b>JUNE</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jun. 03	May 26	May 27
<input type="checkbox"/> <b>The Innovation Issue</b>   Exploring the region's inventors and trendsetters.	Jun. 10	Jun. 02	Jun. 03
<input type="checkbox"/> <b>Quarterly Banking</b>   What's new and what companies are setting the trends in the financial sector.	Jun. 17	Jun. 09	Jun. 10
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Jun. 24	Jun. 16	Jun. 17

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.

## 2022 EDITORIAL CALENDAR

	Issue Date:	Space Reservation Deadline:	Materials Deadline:
<b>JULY</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jul. 01	Jun. 23	Jun. 24
<input type="checkbox"/> <b>Creative Class</b>   How the region's artists meld the world of creativity and business.	Jul. 08	Jun. 30	Jul. 01
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Jul. 15	Jul. 07	Jul. 08
<input type="checkbox"/> <b>Marketing/Branding</b>   Trends and campaigns that drive decision-makers to action.	Jul. 22	Jul. 14	Jul. 15
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Jul. 29	Jul. 21	Jul. 22
<b>AUGUST</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Aug. 05	Jul. 28	Jul. 29
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Aug. 12	Aug. 04	Aug. 05
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Aug. 19	Aug. 11	Aug. 12
<input type="checkbox"/> <b>MAGAZINE: Big Book of Business</b>   Filled with valuable data, lists and profiles.	Aug. 19	Jul. 14	Jul. 28
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Aug. 26	Aug. 18	Aug. 19
<b>SEPTEMBER</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Sept. 02	Aug. 25	Aug. 26
<input type="checkbox"/> <b>Insurance</b>   Industry trends — and how they will impact your business.	Sept. 09	Sept. 01	Sept. 02
<input type="checkbox"/> <b>Law</b>   Firms, cases and attorneys changing the industry.	Sept. 16	Sept. 08	Sept. 09
<input type="checkbox"/> <b>Quarterly Banking</b>   What's new and what companies are setting the trends in the financial sector.	Sept. 23	Sept. 15	Sept. 16
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends	Sept. 30	Sept. 22	Sept. 23
<b>OCTOBER</b>			
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Oct. 07	Sept. 29	Sept. 30
<input type="checkbox"/> <b>40 Under 40</b>   The next generation of business leaders. 40 Under 40 Awards Reception: Oct. 13; event sponsorships available.	Oct. 14	Oct. 06	Oct. 07
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Oct. 21	Oct. 13	Oct. 14
<input type="checkbox"/> <b>Commercial Real Estate</b>   The top dealmakers, companies and trends.	Oct. 28	Oct. 20	Oct. 21
<b>NOVEMBER</b>			
<input type="checkbox"/> <b>Cool Construction</b>   The most interesting and unique projects in the region.	Nov. 04	Oct. 27	Oct. 28
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Nov. 11	Nov. 03	Nov. 04
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Nov. 18	Nov. 10	Nov. 11
<input type="checkbox"/> <b>Commercial Real Estate</b>   Top dealmakers, companies and trends.	Nov. 25	Nov. 17	Nov. 18
<b>DECEMBER</b>			
<input type="checkbox"/> <b>Startup Scene</b>   Go behind the scenes of the region's most interesting new companies.	Dec. 02	Nov. 24	Nov. 26
<input type="checkbox"/> <b>Hospitality /Tourism</b>   Latest trends and buzz of major economic driver.	Dec. 09	Dec. 02	Dec. 03
<input type="checkbox"/> <b>Quarterly Banking</b>   What's new and what companies are setting the trends in the financial sector.	Dec. 16	Dec. 09	Dec. 10
<input type="checkbox"/> <b>Gulf Coast Business</b>   Covering company stories, strategies and business news.	Dec. 23	Dec. 15	Dec. 16
<input type="checkbox"/> <b>Top Deals &amp; Newsmakers*</b>   The biggest deals of 2022 and updates on the biggest stories of the year. *Full page ads only in this issue.	Dec. 30	Dec. 16	Dec. 17

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.



## PRINT ADVERTISING

	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Includes Full Color					
Full Page	\$2,432	\$1,984	\$1,566	\$1,344	\$1,088
1/2 Page	\$1,248	\$1,088	\$ 923	\$ 704	\$ 576
1/4 Page	\$ 640	\$ 576	\$ 466	\$ 368	\$ 304
1/8 Page	\$ 352	\$ 320	\$ 279	\$ 224	\$ 192

## FULL AUDIENCE: INDUSTRY EDITION/RICH MEDIA BILLBOARD

	Frequency/Cost Per Ad				
	OPEN	6 x	13 x	26 x	52 x
Includes Full Color					
Full Page + Billboard	\$2,682	\$2,244	\$1,816	\$1,569	\$1,300
1/2 Page + Billboard	\$1,523	\$1,363	\$1,198	\$ 954	\$ 825

## BUSINESS OBSERVER MEMBERSHIP PROGRAM

## EXECUTIVE LEVEL

Advertising includes:	
4 Full Page Ads + 1 Bonus Full Page Ad - Newsmakers	
6 Half Page Ads + 2 Bonus Half Page Ads	
36 Quarter Page Ads + 3 Bonus Quarter Page Ads	
800,000 Banner Impressions on BusinessObserverFL.com + 200,000 Bonus Impressions	
6 Dedicated Facebook Posts + 2 Bonus Dedicated Posts	
Cost: \$24,000 Value: \$31,504	\$2,000 Per Month 12 Months

## CORPORATE LEVEL

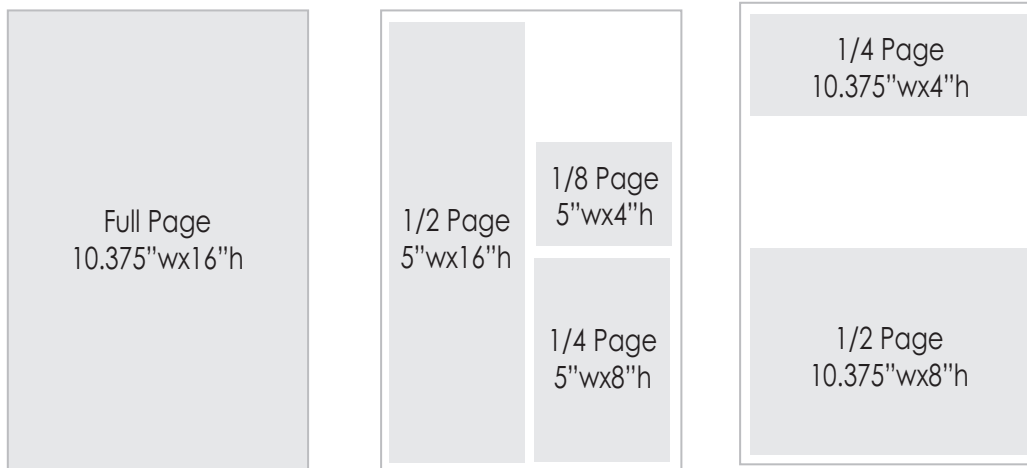
Advertising includes:	
3 Full Page Ads + 1 Bonus Full Page Ad - Newsmakers	
6 Half Page Ads + 2 Bonus Half Page Ads	
13 Quarter Page Ads + 3 Bonus Quarter Page Ads	
600,000 Banner Impressions on BusinessObserverFL.com + 100,000 Bonus Impressions	
4 Dedicated Facebook Posts + 1 Bonus Dedicated Posts	
Cost: \$18,000 Value: \$24,121	\$1,550 Per Month 12 Months

## BUSINESS LEVEL

Advertising includes:	
2 Full Page Ads + 1 Bonus Full Page Ad - Newsmakers	
3 Half Page Ads + 1 Bonus Half Page Ads	
6 Quarter Page Ads + 2 Bonus Quarter Page Ads	
300,000 Banner Impressions on BusinessObserverFL.com + 50,000 Bonus Impressions	
4 Dedicated Facebook Posts + 1 Bonus Dedicated Posts	
Cost: \$10,500 Value: \$17,243	\$875 Per Month 12 Months

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.

## PRINT SPECS



Ad Size	Format	Width	Depth
Full Page	Vertical	10.375"	16"
1/2 Page	Horizontal	10.375"	8"
1/2 Page	Vertical	5"	16"
1/4 Page	Horizontal	10.375"	4"
1/4 Page	Vertical	5"	8"
1/8 Page	Horizontal	5"	4"

**FORMATS WE ACCEPT FOR PRINT:** PDF is the preferred format, exported at 300 PPI, with all fonts embedded. We also accept TIFF, JPEG, PSD and EPS files, as well as InDesign CS documents (up to and including the CC 2017 version). InDesign documents should be packaged to include all fonts and artwork. Files should not include margins, printer marks or crop marks. Ad files, in any format, should be the actual size of the ad. Above dimensions can be used as a reference. We do not accept Microsoft Publisher documents. PNG files should be converted for use in print.

**COLOR:** Use CMYK, not RGB, to build all files for print. Text should be 100% black only, not a mix of CMYK or RGB. To create a rich black background for a newspaper ad, use 100% black plus 20% cyan. For glossy publications a rich black ink mix is 60% yellow, 40% magenta, 40% cyan and 100% black. Design your newsprint ad to allow for a 30% dot gain on press. Reverse text should be 10 point or larger. Small reverse text may fill in. For optimum sharpness and readability, reverse text should be a sans serif font (i.e.: Helvetica), not a serif font (i.e.: Times). The total ink limit for a finished file is 240%.

**AD ELEMENT SPECIFICATIONS:** If our graphics department is preparing your ad, please send artwork in TIFF, JPEG, PSD or EPS formats. Files should be a minimum of 300 DPI and be sized to 100% for use in the ad. If your artwork is 72 DPI, it should be submitted three times the desired size. An example of this: 1" logo in ad submitted at 72 DPI would need to be 3" actual file size. Artwork downloaded from the internet is usually low-resolution and cannot be used in print ads. EPS files should have a TIFF preview and binary encoding. Text should be sent in Microsoft Word documents, in TXT format or typed in an email. We do not accept Excel or Publisher documents for use as text files.

**DEADLINE:** Inserts should be delivered to our printer **2 weeks before the insertion date**. You will be given a shipping label. The shipping label should be completely filled in (publication name, issue date, advertiser name, quantity information, etc.) and be affixed to the outside of each box.

**Ad space reservation: THURSDAY by 4 PM** (8 days prior to publication date).  
**Ad materials are due: FRIDAY by 4 PM** (7 days prior to publication date).

# 2022 ADVERTISING RATES

## ONLINE ADVERTISING

### BANNER ADVERTISING

IMPRESSIONS	Open Rate	3-6 Months	7-12 Months
Under 50K - CPM	\$16		
50K - CPM Total Per Month	\$14	\$10 \$500	\$8 \$400
75K - CPM* Total Per Month	\$12	\$9 \$675	\$7 \$525
100+K - CPM* Total Per Month	\$11	\$8 \$800	\$6 \$600
Targeted Banner Ads and Video Banner Ads Add \$5 to CPM			
Retargeted Banners Minimum 40K Per Month	\$14	\$11	\$9

### SOCIAL MEDIA

PER INSERTION	Open Rate	6X	12 X
Dedicated Facebook Post	\$650	\$325	\$300

### RICH MEDIA

AD SIZES	Per Week
Billboard*	\$700
Footer News + (1) tab Add on tabs	Per Tab \$525 \$100
Overlay: priced on request	

\*The Billboard runs for 1 week on the homepage of BusinessObserverFL.com

## BANNER SPECS

Sample Web Ads and Facebook Post (not to scale)



AD SIZES (Pixels)		Width	Depth
Web Banners	Medium Rectangle	300	250
	Super Leaderboard	970	66
	Mobile	320	50

Billboard	(Desktop)	970	250
	(Mobile)	320	100

Footer	(Desktop)	970	200
	(Mobile)	320	100

Overlay		970	580
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Facebook Image	(Imagery w/ no text)	1200	630
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**ACCEPTED FORMATS:** GIF, JPEG and HTML 5. For ads, a static jpeg is required in addition to your ad. **Include linking url for all formats.**

**FILE SIZE:** 50k maximum. Animation time: 15 second limit, 3-loop maximum.

Maximize your frequency and reach with one of our advertising packages for discounted advertising rates.



**Event Sponsorships offer a unique opportunity to brand your business and make face-to-face connections with the region's most influential leaders.**

## **Business Observer Open Book Club:** Feb. 2, Apr. 6, Jun. 1, Sept. 7, Nov. 2

Location: Zoom

The Business Observer Book Club brings together area professionals for five group book discussions throughout 2022, led by discussion leaders who have been inspired by that book. The Club will be limited to 80-100 participants at each virtual event to encourage participation, socializing and exploring new ideas to connect with other like-minded business people and meet new friends.



Will Weatherford of Weatherford Capital leads a book discussion on "Grit".



Michael Wynn, Sunshine Ace Hardware



Michael Saunders, Michael Saunders & Co.



Richard Gonzmart, Columbia Restaurant Group

## **Top Entrepreneurs Awards Luncheon: May 12**

Location: The Grove Ballroom, Lakewood Ranch, FL

The Business Observer's Annual Top Entrepreneurs Awards is designed to recognize the region's top entrepreneurs, from Tampa Bay to Naples, who are committed to business growth, professional excellence and community service. The 2022 Top Entrepreneurs Awards honorees will be honored at an Awards Luncheon and in a special print edition of the Business Observer.

## **40 Under 40 Awards Reception: Oct 13**

Location: The Grove Ballroom, Lakewood Ranch, FL

The Business Observer's Annual 40 Under 40 Awards is designed to recognize the region's top young entrepreneurs and professionals, from Tampa Bay to Naples, who are committed to business growth, professional excellence and community service. The 2022 Class of 40 Under 40 will be honored at a 40 Under 40 Awards Reception and in a special print edition of the Business Observer.



**For more information on sponsorship opportunities, contact Diane Schaefer at 941-726-6145 or email [dschaefer@BusinessObserverFL.com](mailto:dschaefer@BusinessObserverFL.com)**

NOTE: At this time, our upcoming events will take place as planned. However, we continue to monitor COVID-19 and we are prepared to switch to a virtual event if needed.

## EDITORIAL

Email press releases, editorial inquiries to:

### Sarasota and Manatee

**Staff Writer** Amanda Postma

✉ apostma@BusinessObserverFL.com ☎ 941.362.4848

### Tampa Bay

**Tampa Bay Editor** Brian Hartz

✉ bhartz@BusinessObserverFL.com

### Charlotte, Lee and Collier

**Managing Editor** Mark Gordon

✉ mgordon@BusinessObserverFL.com ☎ 941.362.4848 ext. 303

### Commercial Real Estate

**Editor** Louis Llovio

✉ lllivio@BusinessObserverFL.com ☎ 941.362.4848

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### PRESIDENT AND PUBLISHER

Emily Walsh

✉ ewalsh@BusinessObserverFL.com

☎ 941.362.4848

### EXECUTIVE EDITOR

Kat Hughes

✉ khughes@BusinessObserverFL.com

☎ 941.362.4848

## ADVERTISING

For advertising sales and marketing inquiries, contact:

**Associate Publisher**, Kathleen O'Hara

✉ kohara@BusinessObserverFL.com ☎ 941.366.3468 ext. 326

**Associate Publisher**, Diane Schaefer

✉ dschaefer@BusinessObserverFL.com ☎ 941.726.6145 ☎ 941.362.4848

For advertising production inquiries, contact:

**Director of Creative Services**, Caleb Stanton

✉ cstanton@YourObserver.com ☎ 941.362.4848

## SUBSCRIPTIONS

For information on subscriptions, purchasing extra copies and distribution, contact:

**Subscription Manager**, Diana Ewing

✉ subscriptions@BusinessObserverFL.com ☎ 877.231.8834 fax 727.447.3944

## LEGAL NOTICE PUBLICATION

For information on legal notice publication, contact:

**Director of Legal Advertising**, Kristen Boothroyd

✉ kboothroyd@BusinessObserverFL.com ☎ 941.906.9386 ext. 323 fax 941.954.8530



### Main Office:

#### Business Observer

1970 Main Street  
Floor 3  
Sarasota, FL 34236  
941.362.4848  
941.362.4808 fax

#### Business Observer

18070 S. Tamiami Trail  
Suite 11  
Fort Myers, FL 33908  
239.703.7802

#### Business Observer

14004 Roosevelt Boulevard  
Suite 606  
Clearwater, FL 33762  
941.906.9386

#### Business Observer

200 S. Hoover Boulevard  
Suite 135  
Tampa, FL 33609  
941.906.9386

# COMPLIMENTARY ADVERTISING SUBSCRIPTION

The **Business Observer** is Florida's weekly newspaper for the C-Suite. With business news coverage from Tampa to Naples, we go beyond the "what" and help you see "how." More visionary than local journals, more in-depth than global media.

**We offer a better view of business.**



# YES



I request a complimentary subscription to the **Business Observer**.  
*Annual subscription price is \$75 per year.*

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email\* \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

\*Email address is for subscription correspondence only. Return form to your Observer account executive.

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and indicate your **Special Promo Code**

Promotion Code **D92CMKT**

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