



FOR IMMEDIATE RELEASE
June 30, 2010

Contacts:

Mark R. Howard, Florida Trend Executive Editor
(727) 892-2644; mhoward@floridatrend.com

Andrew P. Corty, Florida Trend Publisher
(727) 892-2638; acorty@floridatrend.com

Florida Trend Named Nation's Best Regional Business Magazine

ST. PETERSBURG, FLA. (June 30, 2010) – *Florida Trend* has been named the nation's best regional business magazine.

In presenting the “Gold Award” in its annual competition, the Alliance of Area Business Publications said *Florida Trend* “reflects Florida’s rich diversity in population and endeavors” with “impeccable reporting, clear and accessible story lines and compelling narratives.”

The monthly statewide magazine also won eight other awards, including:

- Gold / Best Cover (“Bucks for the Bang” - February 2009 issue)
- Gold / Best Recurring Feature (“[Of Counsel](#)” - Art Levy, writer)
- Gold / Best Feature (“[Bucks for the Bang](#)” - Mike Vogel, writer)
- Gold / Best Feature Layout (“[Course Correction](#)” - May 2009)
- Silver / Best Overall Design
- Silver / Best Editorial (“[Florida, The Sonnenschein State?](#)” - Mark Howard, Executive Editor, writer)
- Silver / Best Use of Photography (“Bucks for the Bang” - February 2009 cover)
- Bronze / Best Feature (“[Gold Rush](#)” - Mike Vogel, writer)

The annual AABP Editorial Excellence Awards competition recognizes excellence in journalism, photography and design achieved by regional business publications. Judges are faculty members from the University of Missouri School of Journalism, with qualifications in respective areas.

AABP presented 107 awards to newspaper and magazine business periodicals this year. There were 555 entries from 47 publications in the competition. View the entire list of winners at <http://bizpubs.org/documents/AABPwinners2010.pdf>

About *Florida Trend*

For more than 50 years, *Florida Trend* has been the source of news and insight on business in Florida. The monthly magazine is read by more than 150,000 executives, civic leaders and government officials. *Florida Trend* also offers an important web presence — FloridaTrend.com — with daily updates on key developments from around the state, drawing 70,000 unique visitors each month.

###