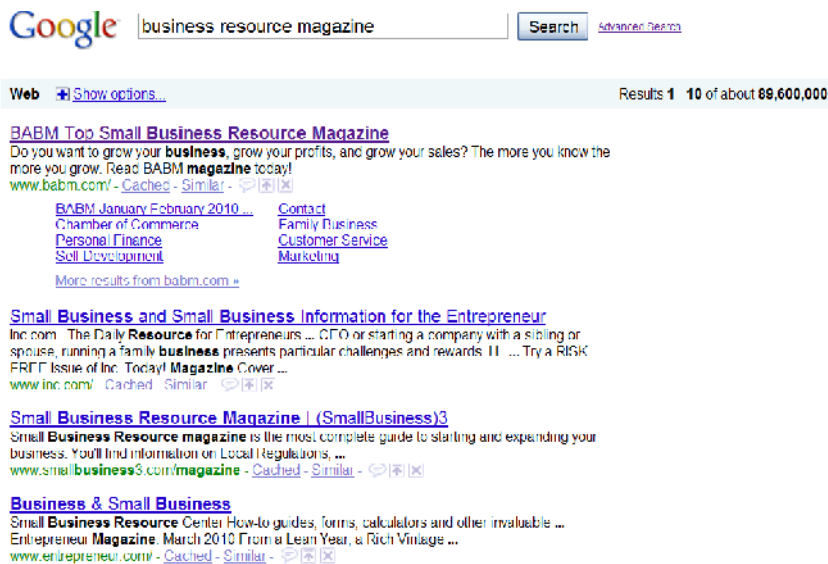


# Who is BABM MEDIA & MARKETING BUSINESS

**BABM Business Group is a comprehensive business marketing and resource company and publishes the #1 Tampa Bay business resource magazine in print and online**

- Multi media business resource for business owners and leaders
  - Print (Publishing since 2007)
  - Email blast
  - Internet
  - Radio business feature M-F on WWBA NewsTalk 820 (airs twice daily)



- Demographics
  - Female 51% Male 49%
  - 57% have an annual income of between \$100k and \$500k
  - 66% have a college bachelor degree or higher
  - 92% are between the ages of 35 and 64

- Print Distribution – bi-monthly
  - Direct mail subscriptions to approximately 9,200
  - Drop distribution of approximately 5,800
    - 108 Regions Bank branches
    - Tampa Bay Chambers
    - Raymond James Headquarters
    - Executive airports
    - Executive business centers
    - High end auto dealers
    - Medical facilities
    - Other marketing partners



- Print Readership – 75,000 ~ ~ Online Readership – 66,000 page views per month