

# FLORIDA'S

most powerful, affluent and sophisticated women read *Vive!*

80% of all buying decisions are made by women\*

*\* Power of the Purse: How Smart Businesses Are Adapting to the World's Most Important Consumers by Fara Warner (Pearson Education, September 2005)*



*Vive*—celebrating **THE GOOD LIFE.**

*Vive* was developed with the most affluent, trendsetting women in mind and is the definitive source for the sophisticated Florida woman. Whether she is an established entrepreneur, philanthropist, a young corporate female, mother or socialite, the *Vive* reader is stylish, hip, cultured and interested in a range of topics that affect her life.

Life for the Sophisticated Florida Woman  
**Vive**®

To join our prestigious group of advertisers call 561.615.8483 • [www.vivemagazine.com](http://www.vivemagazine.com)