

# GO RIVERWALK

2010 MEDIA KIT

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GO READERSHIP & DISTRIBUTION

EDITORIAL CALENDAR & CONTENT

AD RATES & PROGRAM INFO



## FORT LAUDERDALE'S CITY MAGAZINE

A PUBLICATION OF THE  
RIVERWALK TRUST

## DEMOGRAPHICS

**GO RIVERWALK** Magazine reaches Fort Lauderdale's upscale residents and visitors like no one else...both in print and online...and generates the readership interest, loyalty and pass-through circulation that ensures you receive the attention value, branding power and name recognition value you seek.

**GO RIVERWALK** Magazine's readers are high-profile, influential and affluent, spending substantially more on their homes, condos, luxury goods, travel and dining than elsewhere in the U.S. And with an average household income of mid-to-high \$100K and a median per capita income close to twice the national average, our readers have the means, motivation and disposable income to seek out the best products, services and lifestyle enhancements out there!

## DISTRIBUTION

A minimum of 12,500 copies are printed and distributed monthly. **GO RIVERWALK** Magazine is distributed by direct mail to over 2500 Riverwalk Trust members, subscribers and friends, along with 10,000+ copies delivered on a complimentary basis to hundreds of premium, high-traffic locations in downtown Fort Lauderdale, Las Olas, Fort Lauderdale Beach, 17th Street, The Galleria area, key neighborhoods and throughout other Greater Fort Lauderdale areas including Plantation (new!), Weston and Wilton Manors. Distribution points include shopping centers and malls, commercial office buildings, luxury and upscale retail shops, the best beach and area hotels, restaurants, museums, galleries, law firms, medical complexes and the upscale hi-rise condo buildings downtown, and on the beach. Bonus distribution includes numerous Riverwalk Trust events and others such as corporate runs, non-profit charitable fundraisers, special City events and food, wine and art fairs. Everywhere you'd want to be.