

GO RIVERWALK™

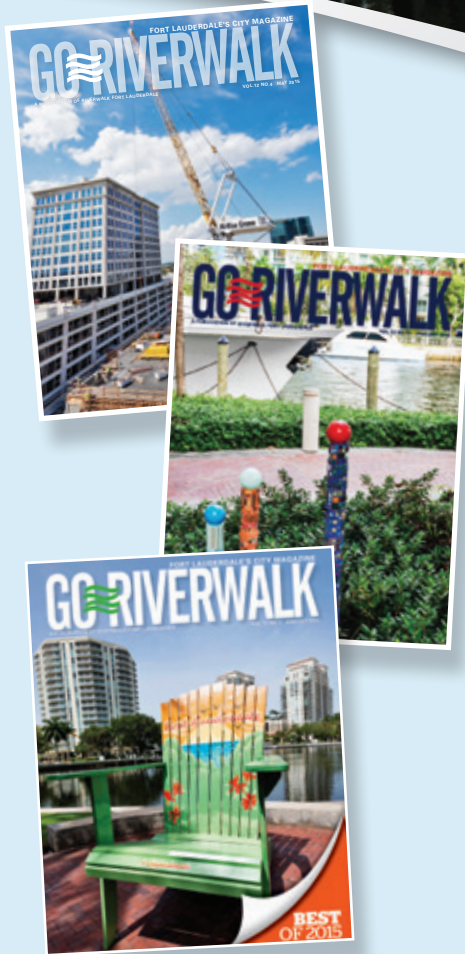
F O R T L A U D E R D A L E ' S C I T Y M A G A Z I N E

GO ABOUT GO RIVERWALK

READERSHIP & DISTRIBUTION

EDITORIAL CALENDAR & CONTENT

AD RATES & PROGRAM INFO



2016 MEDIA KIT

A PUBLICATION OF
RIVERWALK FORT LAUDERDALE



PHOTOS BY JASON LEIDY

Go Riverwalk Magazine connects our readers with all facets of Fort Lauderdale life, including our flourishing downtown, the city-wide array of social, cultural, and neighborhood events, the world-class business and professional community, trend-setting fashion and shopping, avant-garde dining options, and the many unique and diverse lifestyles found here that make Fort Lauderdale a city you never want to leave!

Go Riverwalk Magazine now reaches more of Greater Fort Lauderdale than ever before. In addition to being an upbeat, stylish, and premium quality magazine, our most popular and exclusive editorial and events features are showcased via www.goriverwalk.com, e-news, and multiple social network programs, extending your brand reach and message to even more of today's audience.

DEMOGRAPHICS

As Fort Lauderdale's official city magazine, **Go Riverwalk Magazine** reaches Fort Lauderdale's high powered businesses, residents, and visitors, 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. With an average household income of \$150K 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!



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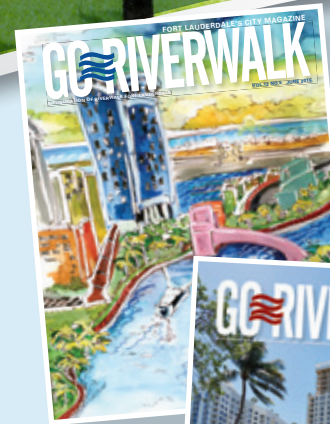
DISTRIBUTION

A minimum of 15,000 **Go Riverwalk Magazines** are printed and distributed monthly, as well as 10,000 via email. Each issue is direct mailed to more than 1,100 Riverwalk Fort Lauderdale members and subscribers. Ten thousand-plus copies are delivered complimentary to high-traffic locations – Downtown Fort Lauderdale, Las Olas, Fort Lauderdale Beach, 17th Street, The Galleria area, Wilton Manors, and key neighborhoods throughout Greater Fort Lauderdale and West Broward locations.

Go Riverwalk is exclusively located in a number of hotels, stores, and restaurants. Distribution points include shopping centers and malls, commercial office buildings, the Fort Lauderdale International Airport, Port Everglades, luxury and upscale retail shops, beach and area hotels, restaurants, museums, galleries, law firms, medical complexes, and upscale high-rise condo buildings downtown and on the beach. Bonus distribution includes numerous Riverwalk Fort Lauderdale events, the Sunday Jazz Brunch, corporate runs, non-profit charitable fundraisers, city events, and food, wine, and art fairs.

ONLINE REACH

The main contact source for Riverwalk Fort Lauderdale and **Go Riverwalk Magazine**, www.goriverwalk.com, averages 17,000+ page views monthly. Our social media presence is extensive and growing. Riverwalk Fort Lauderdale and **Go Riverwalk Magazine** Facebook pages yield a combined total of over 17,000 fans, Twitter followers amount to nearly 4,500, and after instituting a second Instagram account in 2015, our combined follower count is currently at over 3,000. Additionally, Riverwalk Fort Lauderdale and **Go Riverwalk Magazine** maintain a web presence through other social media accounts including Pinterest, Foursquare, and LinkedIn, and partnerships with social media accounts linked to the downtown.



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EDITORIAL CALENDAR

JANUARY 2016

LOOKING FORWARD. *The future of a city on the rise*

FEBRUARY 2016

HIDDEN FORT LAUDERDALE. *Discover the city's lesser-known treasures*

MARCH 2016

PETS. *Animals and why we love them*

APRIL 2016

FOOD AND WINE. *Our expanding culinary scene*

MAY 2016

BUSINESS AND ECONOMY. *What makes Fort Lauderdale's industries go 'round?*

JUNE 2016

ADRENALINE. *Wild ways to stay active*

JULY 2016

CITY PROCEDURES. *A resident's guide to the way the city works*

AUGUST 2016

EDUCATION. *Opportunities we have to learn*

SEPTEMBER 2016

SEASON PREVIEW. *What not to miss this season*

OCTOBER 2016

WATER. *The marine industry – its significance and future*

NOVEMBER 2016

ARCHITECTURE. *The buildings of downtown and the architects behind them*

DECEMBER 2016

COMING HOME. *What the city means to locals*

DEPARTMENTS IN EACH ISSUE

From the Board, Along the Walk, #Riverwalk FTL Social Media, Downtown Lowdown, Sustainable Development, Transportation and Mobility, Downtown Council, Culturally Speaking, Local Economics, Membership, Dining Destination, #Bites + Sips, Snapped@ Event Photos, Events Connection, Artist Profile, and other department features.

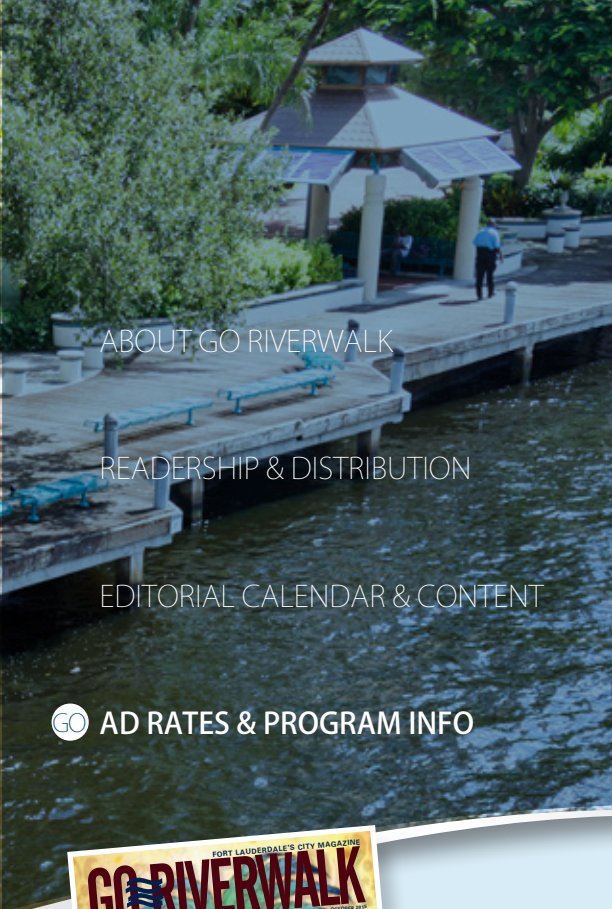
EDITORIAL-ADVERTISING POLICY

The Riverwalk Fort Lauderdale Editorial Board decides on all editorial content for the magazine. The board welcomes story ideas and article submissions. Any decision to publish or not publish any such submissions are, by professional policy, totally independent of advertising status. Under no circumstances will advertising be solicited or accepted based on editorial requirement considerations.

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For editorial information, contact **Alexandra Roland, executive editor**
(954) 468-1541 • Alexandra@goriverwalk.com



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GO AD RATES & PROGRAM INFO



AD SIZE/FREQUENCY	1X RATE	3X RATE	6X RATE	ANNUAL 12X
1/2 Page	\$945	\$895	\$854	\$795
Full Page	\$1,395	\$1,295	\$1,195	\$1,095
Back Cover				\$4,000
Inside Front Cover				\$3,000
Inside Back Cover				\$2,000

AD DIMENSIONS	WIDTH	HEIGHT
Full Page Bleed	8"	10.75"
*(Keep all text and logos 1" in from all 4 sides of the trim)		
Full Page Non-Bleed	7.75"	10.5"
1/2 Page Vertical	3.5"	10.5"
1/2 Page Horizontal	7"	4.75"

SPECIFICATIONS

Digital ad files must be 300 dpi (CMYK color - if RGB is provided, in house color correction applies). Our preferred formats are PDF, TIF or JPG. Hi resolution files should be 1MB or larger in size. Acceptable format for vectors is EPS.

ONLINE VALUE ADDED

Premium and FP advertisers receive ad image banner and link on the *Go Riverwalk* website at www.goriverwalk.com.

ADDITIONAL SERVICES

Complete design and photography services available at special *Go Riverwalk* partnership pricing.

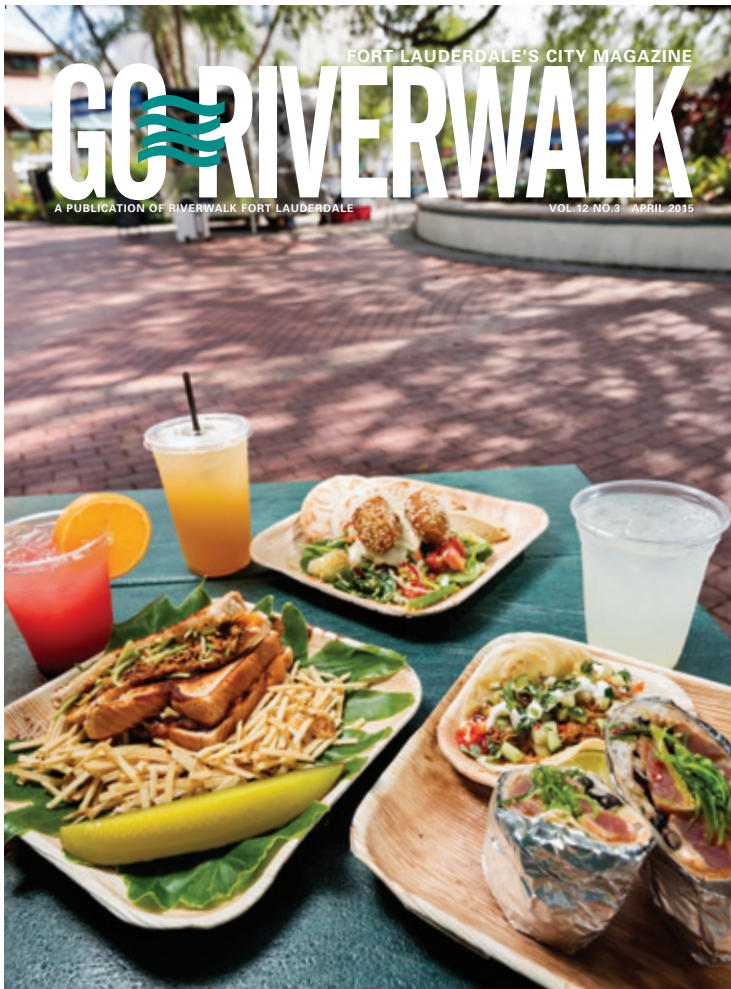
DEADLINES

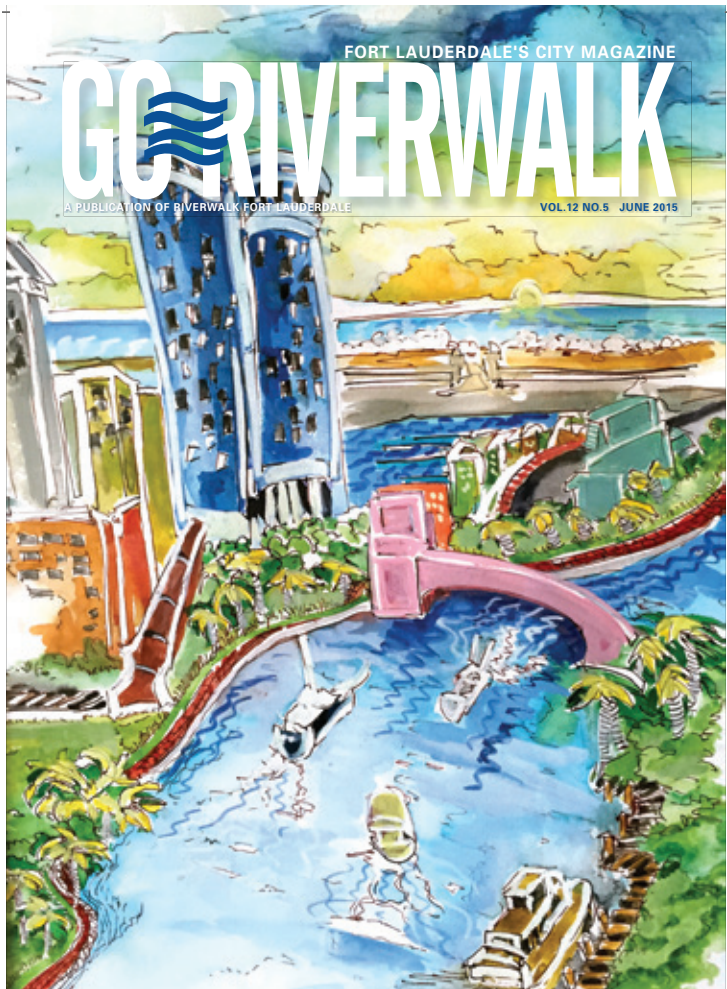
Space reservation by the 10th of the month prior to pub. date. Final ad files due by the 15th of the month prior to pub. date.

For advertising information, contact **Mark Budwig**
(954) 523-1980 • Advertising@GoRiverwalk.com

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