

FORT LAUDERDALE'S CITY MAGAZINE

# GO RIVERWALK

2 0 1 8 M E D I A K I T

A PUBLICATION OF RIVERWALK FORT LAUDERDALE • SINCE 2003



PHOTO BY MARK BUDWIG



## 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 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!

## ONLINE REACH

The main contact source for Riverwalk Fort Lauderdale and *Go Riverwalk Magazine*, [www.goriverwalk.com](http://www.goriverwalk.com), averages **64,000+ 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 46,500 fans, Twitter followers amount to nearly 19,000, and after instituting a second Instagram account in 2015, our combined follower count is currently at over 18,200. 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.

*Go Riverwalk Magazine* connects our readers with all facets of Fort Lauderdale life, including our flourishing downtown and Riverwalk arts & entertainment district happenings, our city-wide array of social, cultural and neighborhood events, our world-class business & professional community, trend-setting fashion & shopping, amazing dining and the many unique & diverse lifestyles found here that make Fort Lauderdale one of the best cities in the country to live, work and play!



*Go Riverwalk Magazine* is a publication of Riverwalk Fort Lauderdale, a not-for-profit organization founded by the City of Fort Lauderdale in December of 1988. Its mission is to be the catalyst in building and nurturing Riverwalk and downtown Fort Lauderdale as a vibrant community connected by the New River.

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## THE NUMBERS!

**15,000**  
PRINT MAGAZINES MONTHLY

**10,000+**  
OPT-IN E-MAIL SUBSCRIBERS

**76,650+**  
FACEBOOK FANS

**19,000+**  
TWITTER FOLLOWERS

**18,200+**  
INSTAGRAM FOLLOWERS

**6,000+**  
SNAPCHAT

**144,850+**  
TOTAL AUDIENCE

**EDITORIAL CALENDAR**

- JANUARY**  
HEALTH, FITNESS AND MEDICAL planning and options
- FEBRUARY**  
PLANNING YOUR WEDDING - modern love
- MARCH**  
MANUFACTURING TECHNOLOGY AND SCIENCE
- APRIL**  
FOOD & WINE - the gastronomic news and trends
- MAY**  
TECHNICAL TRAINING- meeting future needs
- JUNE**  
BEACH - changing landscape and opportunities
- JULY**  
TRANSPORTATION - getting around the City - how we roll
- AUGUST**  
HOW TO GREEN YOUR HOME AND COMMUNITY
- SEPTEMBER**  
ART/ENTERTAINMENT
- OCTOBER**  
VENICE OF AMERICA - services and industries
- NOVEMBER**  
PETS IN THE CITY - services and other places they are welcome
- DECEMBER**  
BAKING FOR THE HOLIDAYS - home and retail

For editorial information, contact  
**Pete Stevenson, editor**  
 954.468.1541  
 pete@goriverwalk.com

**DEPARTMENTS IN EACH ISSUE**

From the Board, Along the Walk, Downtown Development, Transportation and Mobility, Downtown Council, Sustainable Development, Culturally Speaking, Local Economics, Marine Industries, Small Business Profile, Hospitality and Tourism, From Your Property Appraiser, 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.

**AD RATES & PROGRAM INFO**

**PRINT ADS** *price per month*

AD SIZE/FREQUENCY	1X RATE	3X RATE	6X RATE	ANNUAL 12X
1/2 Page	\$775	\$700	\$625	\$550
Full Page	\$1,150	\$1,075	\$1,000	\$925
Back Cover				\$2,000
Inside Front Cover				\$2,000
Inside Back Cover				\$1,500

AD DIMENSIONS	WIDTH	HEIGHT
Full Page Bleed	8"	10.75"
Trim Size*	7.75"	10.5"
<i>*Keep all text and logos .75" in from all 4 sides of the trim</i>		
Full Page Non-Bleed	7.75"	10.5"
1/2 Page Vertical	3.375"	9.5"
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** or **JPG**. Hi resolution files should be 1MB or larger in size.

**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.

**ADDITIONAL SERVICES**

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

**DIGITAL BANNERS** *price per month*

AD SIZE	3X RATE	6X RATE	ANNUAL 12X
155px W x 210px H	\$200	\$150	\$100

**ONLINE VALUE ADDED**

Premium and FP Print advertisers receive ad image banner and link on the *Go Riverwalk* website at [www.goriverwalk.com](http://www.goriverwalk.com).

For advertising information, contact **Mark Budwig**  
 954.523.1980 • [advertising@goriverwalk.com](mailto:advertising@goriverwalk.com)



# DISTRIBUTION LOCATIONS

1,500 magazines direct mailed to Riverwalk members and sponsors each month  
13,000 magazines distributed monthly throughout Fort Lauderdale to over 260 distribution locations

## BANKS 8

Bank of America  
BB&T Bank  
Centennial Bank  
Comerica Bank Landmark Bank  
First Green Bank  
Northern Trust Bank  
PNC Bank  
Wells Fargo Bank

## COMMERCIAL 33

110 E. Broward Blvd. Building  
200 S. Andrews Building  
301 E. Las Olas Building  
Audi Fort Lauderdale  
Auto Nation Corp  
AVIS Car Rental  
Banyan Air Services  
Broward County Convention Center  
Broward Financial Center  
Carr Workplaces  
City Hall, City of Fort Lauderdale  
First Impressions Smile  
Greater Fort Lauderdale Alliance  
Greater Ft Lauderdale Chamber of Commerce  
Heart Center of Excellence  
Hop-a-Jet  
Infinity Transportation  
Kip Hunter Marketing  
Las Olas Centre  
Lauderdale-by-the-Sea Chamber of Commerce  
Lauderdale Marina  
Lauderdale Marine Center  
Luxury Law Group  
Marine Industries Association of South Florida  
MRI Scan & Imaging Centers  
Northpoint Medical  
Oceanland Investments  
Shutts + Bowen Attorneys  
SkinCenter  
Stiles Corporation  
The Las Olas Co, Inc.  
Tracey Samples Massage  
Travel Guard Building

## EDUCATION 4

Broward College / FAU  
New River Child Care  
Pine Crest School  
St. Mark's Episcopal School

## HOTEL 38

Bahia Cabana Hotel  
Bahia Mar Beach Resort  
Beach Plaza Hotel  
Best Western I-95 Hotel  
Best Western Oceanside Inn  
Best Western Pelican Beach Resort  
Comfort Keepers  
Courtyard Marriott at the Beach  
Crowne Plaza Hotel  
Double Tree Hotel  
Embassy Suites  
Extended Stay Hotel  
Fort Lauderdale Beach Resort  
Hampton Inn  
Hilton Fort Lauderdale Beach Resort  
Hilton Fort Lauderdale Marina  
Holiday Inn Express  
La Casa Del Mar Hotel  
Lago Mar Resort  
Las Olas Beach Club

Marriott Beach Place  
Marriott Harbor Beach  
Pier 66 Hotel & Marina  
Pillars Hotel  
Pineapple Point Guest House  
Quality Inn  
Ritz Carlton  
Riverside Hotel  
Sea Club Resort  
The Atlantic Hotel  
The B Ocean Hotel  
The Renaissance Hotel  
The Sonesta Hotel  
The Villas of Las Olas  
The W Hotel  
The Worthington  
Westin Diplomat  
Weston Beach Resort

## REALTOR 12

Better Homes & Gardens Real Estate  
Century 21 Universal Luxury  
D'Angelo Realty Group  
Douglas Elliman  
EWM Realty  
Exit Ryan Scott Realty  
Finn Realty  
Galleria Collection of Fine Homes  
Intracoastal Realty  
One Sotheby's International Realty  
Premier Estate Properties  
RE/MAX Realty

## RESIDENTIAL 40

350 Las Olas Place  
Alexan Solmar  
Broadstone Harbor Beach  
Camden Living  
Coconut Grove Residences  
Elan 16Forty  
Esplanade on the New River  
Everglades House Condos  
Four Season Condos  
Harborage Place Condos  
Hyde Resort & Residences  
Jackson Towers Condos  
L'Hermitage  
Las Olas By the River  
Las Olas Grand Condos  
Las Olas Riverhouse Condos  
Marina Bay Marina  
New River Yacht Club  
Nola Lofts  
Nu River Landing  
Oasis of Numi Isles Condominiums  
Point of America's  
Port Condo Association  
River Reach Condos  
Sapphire Condos  
Satori Apartments  
Sea Ranch Condos  
Seasons Condos  
Sky Harbor Condos  
Sole Condominiums  
South Port Condos  
Strada 315 Condo  
Sunrise Harbor Apts  
Symphony Condos  
The Exchange Lofts  
The Marine Tower Condos  
The Shore Club Condos  
The Water Garden Condo

The Waverly  
Venezia

## RESTAURANT / BARS / CLUBS 64

American Social  
Blue Moon Fish Co.  
Boatyard Bar & Grille  
Briny Riverfront Pub  
Burger Fi  
Café Seville  
Café Vico  
Canyon Restaurant  
Casa d'Angelo Restaurant  
Cheese Culture  
Chima Brazilian Steakhouse  
City Park Café Bistro  
CJ's Java Lounge  
Coco Asian Bistro  
Coconuts Restaurant  
Cold Stone Creamery  
Coral Ridge Yacht Club  
Crossian'Time  
Downtown Pizzeria  
Downtown Saloon  
Euro Bread Café  
Galanga Restaurant  
Galleria Grill  
George's Alibi  
Grand Forno  
Green Bean Café  
Harbor Café  
Hugh's Catering  
Java Boys  
Java Urban  
Jet Runway Café  
Kilwin's Ice Cream  
LaSpada Subs  
Louie Bossi Ristorante  
Pan'e Dolci  
Panera Bread  
Parrot Lounge  
Pita Pit Fort Lauderdale  
Presidential Café  
Quarterdeck Restaurant  
Rosie's Restaurant  
Royal Pig Pub  
Sage Restaurant  
Sky Thai Sushi  
Slice-A-Pizza Restaurant  
Southport Raw Bar  
Stache 1920s Drinking Den  
Starbucks (6)  
Sushi Rock Restaurant  
Thai Spice  
The Best Cellar  
The Chefs Palate at The Art Institute  
The Chimney House Café  
The Floridian  
The Naked Grape Wine  
Timpano Chop House  
Tower Club  
Yogurt UR Way  
Yolo

## RETAIL 54

Allied Kitchen & Bath  
Ann's Florist & Coffee Bar  
Bellagio International Gallery  
Calligaris Concepto  
Carroll's Jewlers  
Daouds Fine Jewellery  
Dazzles Boutique

Deborah James  
Echo Salon  
Ed Morse Bayview Cadillac  
Elektrik Boutique  
Essentials Boutique  
Fernanda's International Market  
Ferrari-Maserati of Ft. Lauderdale  
Ft. Lauderdale Collection (Auto)  
Galleria Mall  
Hoffman's Chocolates  
Ibiza Footwear  
Keno Bros Jewelers  
LaLa Couture  
Las Olas Chemist  
Lauderdale Imports BMW  
Legacy Arts Studio  
Lilacs and Lillies  
Lipton Toyota Auto Dealership  
Majestic Car Wash  
Mankind Mens Hair Salon  
Mercedes Benz Fort Lauderdale  
Moda Mario Clothier  
Nanou French Bakery  
Orange Theory Fitness  
P.O. Box World  
Planet Massage  
Pretty Please Couture  
Primo Comfort footwear  
Red Door Spa  
Riverside Market  
Riverwalk Recreation  
Salon Scissorium  
Sano Jet Center  
Shino Bay  
Smallwoods  
Sweeter Days Bake Shop  
Soho Catering  
Tease Salon  
The Mall Bag  
To The Moon Marketplace  
TOI Spa  
Tommy Bahama  
Tunies Nutrition Center  
Vision Source  
Washarama Car Wash  
Whole Foods Market  
Zola Keller

## OTHER 15

African American Library  
Bonnet House Museum & Gardens  
Broward Center for the Performing Arts  
Broward County Main Library  
Broward House  
First Baptist Church  
Fort Lauderdale Convention & Visitors Bureau  
Fort Lauderdale Historical Museum  
Fort Lauderdale Historical Society  
Fort Lauderdale Sunrise Library  
Gulfstream Park  
Parker Playhouse  
Stranahan House  
War Memorial Auditorium  
Wilton Manors Public Library

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[www.goriverwalk.com](http://www.goriverwalk.com)

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