

GO RIVERWALK



FORT LAUDERDALE'S CITY MAGAZINE

2 0 1 9 M E D I A K I T

A PUBLICATION OF RIVERWALK FORT LAUDERDALE • SINCE 2003



PHOTO BY JASON LEIDY

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, 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 76,000 fans, Twitter followers amount to over 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.

THE NUMBERS!

12,000
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

141,850+
TOTAL AUDIENCE

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EDITORIAL CALENDAR

JANUARY

PARKS

FEBRUARY

INNOVATION

MARCH

CULTURAL & FESTIVALS

APRIL

FOOD & WINE

MAY

BUSINESS & ECONOMICS

JUNE

SUMMER GUILTY PLEASURES

JULY

HISTORY OF THE CITY & COUNTY

AUGUST

WEATHER

SEPTEMBER

SEASON PREVIEW A&E

OCTOBER

WATERWAYS

NOVEMBER

TOURISM & HOSPITALITY

DECEMBER

HOLIDAYS

DEPARTMENTS IN EACH ISSUE

From the Board, Along the Walk, Downtown Development, Transportation and Mobility, Sustainable Development, Culturally Speaking, Local Economics, Marine Industries, Small Business Profile, From the City, From Your Property Appraiser, Membership, #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

| 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" |

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.

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.

For advertising information, contact **Mark Budwig**
954.523.1980 • advertising@goriverwalk.com



DISTRIBUTION LOCATIONS

1,500 magazines direct mailed to Riverwalk members and sponsors each month
10,500 magazines distributed monthly throughout Fort Lauderdale to over **260** distribution locations

BANKS 6

Bank of America
BB&T Bank
Centennial Bank
Comerica Bank Landmark Bank
PNC Bank
Wells Fargo Bank

COMMERCIAL 35

110 E. Broward Blvd. Building
200 S. Andrews Building
301 E. Las Olas Building
321 Real Estate Sales Center
Agile Element
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 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
Mastriana & Christiansen Law
MRI Scan & Imaging Centers
Northpoint Medical
Oceanland Investments
Pipeline Work Spaces
Shutts + Bowen Attorneys
SkinCenter
Stiles Corporation
The Las Olas Co, Inc.
The Pilgram Group

EDUCATION 4

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

HOTEL 37

Bahia Mar Beach Resort
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
Premiere Hotel
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 13

Better Homes & Gardens Real Estate
Century 21 Universal Luxury
Coast Counties Realty
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 41

350 Las Olas Place
Alexan Solmar
Camden Living
Coconut Grove Residences
Elan 16Forty
Esplanade on the New River
Everglades House Condos
Four Season Condos
Harborage Place Condos
Hyde Resort & Residences
Icon Las Olas
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
Ora Flagler Village
Point of America's
Port Condo Association
River Reach Condos
Sapphire Condos
Satori Apartments
Sea Ranch Condos
Sky Harbor Condos
Sole Condominiums
South Port Condos
Strada 315 Condo
Sunrise Harbor Apts
Symphony Condos
The Beach Club
The Exchange Lofts
The Marine Tower Condos
The Seasons

The Shore Club Condos
The Water Garden Condo
The Waverly

RESTAURANT / BARS / CLUBS 59

American Social
Blue Moon Fish Co.
Boatyard Bar & Grille
Burger Fi
Café Seville
Café Vico
Caffe Europa
Canyon Restaurant
Casa d'Angelo Restaurant
Cheese Culture
Chima Brazilian Steakhouse
City Park Café Bistro
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
Offerdahls Bagels
Pan'e Dolchi
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)
Stork's Bakery
Sushi Rock Restaurant
Thai Spice
The Best Cellar
The Chimney House Café
The Floridian
The Naked Grape Wine
Timpano Chop House
Tower Club
Yogurt UR Way
Yolo

RETAIL 52

Allied Kitchen & Bath
Ann's Florist & Coffee Bar
Bellagio International Galleries
Blue Water Book & Charts
Calligaris Concepto
Carroll's Jewellers

Daouds Fine Jewellery
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
Maus & Hoffman
Mercedes Benz Fort Lauderdale
Moda Mario Clothier
Nanou French Bakery
Orange Theory Fitness
P.O. Box World
Planet Massage
Pretty Please Couture
Red Door Spa
Riverside Market
Riverwalk Recreation
Salon Scissorium
Sano Jet Center
Shino Bay
Smallwoods
Sweeter Days Bake Shop
Tease Salon
The Mall Bag
To The Moon Marketplace
TOI Spa
Tommy Bahama
Vision Source
Washarama Car Wash
Whole Foods Market
Zola Keller

OTHER 17

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
Museum of Discovery & Science
NSU Museum of Art
Parker Playhouse
Stranahan House
War Memorial Auditorium
Wilton Manors Public Library

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www.goriverwalk.com

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