



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.

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.

THE NUMBERS!

6,000
PRINT MAGAZINES MONTHLY

10,000+
OPT-IN E-MAIL SUBSCRIBERS

76,650+
FACEBOOK FANS

19,000+
TWITTER FOLLOWERS

18,200+
INSTAGRAM FOLLOWERS

129,850+
TOTAL AUDIENCE

AD RATES & PROGRAM INFO

PRINT ADS price per month

AD SIZE/FREQUENCY	1X RATE	3X RATE	6X RATE	ANNUAL 12X
1/2 Page	\$610	\$535	\$460	\$385
Full Page	\$720	\$645	\$570	\$495
Back Cover	\$800			
Inside Front Cover	\$800			
Inside Back Cover	\$750			

AD DIMENSIONS

AD DIMENSIONS	WIDTH	HEIGHT
Full Page Bleed	8"	10.75"
Trim Size*	7.75"	10.5"
<small>*Keep all text and logos .75" in from all 4 sides of the trim</small>		
Full Page Non-Bleed	7"	9.5"
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

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.