

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 RIVERWALK

2010 MEDIA KIT

GO ABOUT GORIVERWALK

READERSHIP & DISTRIBUTION

EDITORIAL CALENDAR & CONTENT

AD RATES & PROGRAM INFO



FORT LAUDERDALE'S
CITY MAGAZINE

A PUBLICATION OF THE
RIVERWALK TRUST



GO RIVERWALK is Fort Lauderdale's City Magazine. It informs, inspires and 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 now reaches more of 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 now tied together via our all-new **GO RIVERWALK** website, e-news and social network programs... extending your brand reach and your message to even more of today's audience.

Inform...Inspire...Connect. **GO RIVERWALK** - Fort Lauderdale's City Magazine. We're in print, online and on target for Fort Lauderdale...and for you.

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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.

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EDITORIAL CALENDAR

SEPTEMBER 2010

SEASON PREVIEW

Performing Arts, Entertainment and Seasonal Events
Amendment 4: What's It Really About?

OCTOBER 2010

BOAT SHOW & YACHTING ISSUE

The Fort Lauderdale International Boat Show
Yachting's Economic Impact on Fort Lauderdale

NOVEMBER 2010

HOLIDAYS PREVIEW

Light Up Lauderdale, Winterfest, Special Events
Entertaining, Recipes, Homes

DECEMBER 2010

LAUDERDALE GIVES BACK

People and companies giving back to the community.
Year-end review

JANUARY 2011

100 YEARS OF FORT LAUDERDALE

Fort Lauderdale's Centennial Kickoff
100th Anniversary Fort Lauderdale's Women's Club

FEBRUARY 2011

HEALTH & FITNESS

The local industry, connections & trends

MARCH 2011

BEST OF FORT LAUDERDALE

Annual 'Best of...' Survey
Riverwalk Trust Tribute

APRIL 2011

UNIQUELY FORT LAUDERDALE JOBS

A look at some jobs unique to our area.
Employment Review & Outlook

MAY 2011

ANNUAL FOOD AND WINE ISSUE

Wining & Dining in Fort Lauderdale
Annual 'Burger Battle'

JUNE 2011

GENERATIONS

Businesses with local 'roots'
Professionals with local 'roots'

JULY/AUGUST 2011

COMBINED SUMMER ISSUE

Education Update
Back-to-School

SEPTEMBER 2011

SEASON PREVIEW

Performing Arts, Entertainment and Seasonal Events

OCTOBER 2011

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DEPARTMENTS...IN EACH ISSUE

Riverwalk Trust Roundup; Get Downtown; The Business Beat; Arts & Entertainment; Dining; Event Connections; New Faces & Places; HotShots; Be Scene; and other department features as required

EDITORIAL-ADVERTISING POLICY

The Riverwalk Trust Editorial Board decides upon and guides all editorial content for the magazine. The Board welcomes story ideas and article submissions, and any Editorial Board decisions to publish or not publish any such submissions are, by professional policy, totally independent of advertising status. And under no circumstances, will advertising be solicited or accepted based upon editorial requirement considerations.

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AD SIZE/RATE	1X RATE	3X RATE	6X RATE	ANNUAL (11X)
Premium Positions (OBC, IFC, PG 1, 2, 3)	\$1,900	\$1,800	\$1,700	\$1,595
Full Page	\$1,650	\$1,500	\$1,400	\$1,295
2/3 Page Island	\$1,195	\$1,125	\$1,050	\$995
1/2 Page	\$950	\$875	\$825	\$750
1/4 Page	\$495	\$450	\$425	\$395

Double-page & Centerspread rates upon request. Custom ad packages available. 3x, 6x and 11x rates apply exclusively to consecutive monthly placements. Advertising is payable in advance and due 10 days prior to publication date. 6% discount allowed for prepayment in full of 6x & 11x ad insertion agreements.



AD DIMENSIONS	WIDTH	HEIGHT
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Safe Area	7.625"	10.125"
Full Page Non-Bleed	7.25"	9.75"
2/3 Page Island	4.75"	9.75"
1/2 Page	7.25"	4.75"
1/4 Page Standard	3.5"	4.75"
1/4 Page Horizontal	7.25"	2.375"

NEW VALUE ADDED FEATURES FOR ADVERTISERS

The following online added-value features are INCLUDED at no extra charge:

- Premium, FP, 2/3 pg. advertisers receive ad image banner & link on the all-new GO RIVERWALK website at www.goriverwalk.com
- All-new GO RIVERWALK E-Newsletter featuring monthly promotions of your special offers, sales & discounts!
- Listing with contact info, link and Google locator map in the GO RIVERWALK online 'Who's Who!' feature page.

SPECIFICATIONS

Digital ad files must be 300 dpi (CMYK color). Our preferred format is PDF. Other acceptable formats include TIF, EPS, AI, or PSD files only. We DO NOT accept Microsoft Publisher, Corel Draw, Quark or InDesign files. Files may be E-mailed or uploaded via FTP (contact us for FTP instructions). E-mail files to: design@goriverwalk.com.

DEADLINES

Space reservation by the 8th of the month prior to pub. date. Final ad files due by the 10th of the month prior to pub. date.

ADDITIONAL SERVICES

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

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300 S.W. 2ND STREET • SUITE 9
FORT LAUDERDALE