

GO RIVERWALK

2010 MEDIA KIT

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READERSHIP & DISTRIBUTION

EDITORIAL CALENDAR & CONTENT

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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.