

76107 MAGAZINE

2022 MEDIA KIT

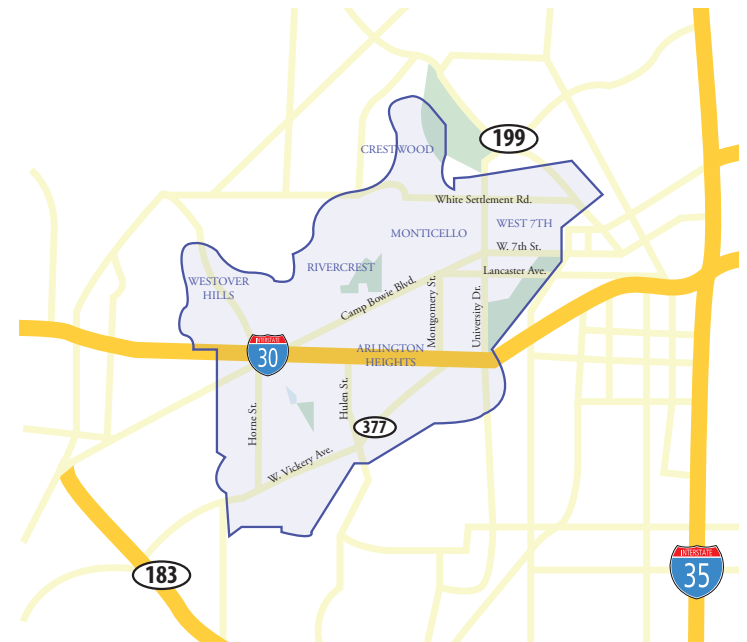
ARLINGTON HEIGHTS - CAMP BOWIE - CRESTWOOD - CULTURAL DISTRICT
MONTGOMERY PLAZA - MONTICELLO - RIVERCREST - SO 7 - WEST 7TH - WESTOVER HILLS

Reach desirable customers located within close proximity of your store or business. 76107 is a community lifestyle publication produced by 360 West magazine. Mailed to the most coveted households in the zip code and adjacent areas in west Fort Worth, content is entirely about the area in which it is distributed. Copies are also distributed to advertisers and high traffic business locations. Advertise in a targeted, sophisticated way to those most likely to patronize your store or business.



WHY WEST FORT WORTH SHOULD BE IN YOUR MEDIA PLAN

Fort Worth's west side is a mixture of culture and Cowtown, and is where the area's most affluent neighborhoods are located. It is home to world class museums and Texas Christian University, and the site of top equestrian events. Readers who live in this area have the means to shop and spend at levels well beyond the market average. **The most desirable neighborhoods within the zip and throughout all of west Fort Worth receive 76107 Magazine via mail. These are the members of country clubs such as Rivercrest, Colonial, Ridglea and Shady Oaks.**



CIRCULATION & READERSHIP

DISTRIBUTION OVERVIEW

10,000+

combined print and digital
circulation per issue

Distributed to households that
are interested in and engage with
the 76107 area and its community

READER PROFILE

	Market %	76107 Reader %
HOME (APPRAISAL) VALUES:		
\$400K - 500K	4.52%	27.88%
\$500K - 1 million	4.47%	59.06%
\$1 million+	0.78%	13.06%
HOUSEHOLD INCOME:		
\$150K - 200K	6.41%	32.42%
\$200K - 500K	5.44%	49.53%
\$500K+	1.44%	18.05%
NET WORTH:		
\$1 million - 2 million	6.93%	19.15%
\$2 million+	6.32%	51.37%
DEMOGRAPHICS/LIFESTYLE:		
Homeowner	56.32%	82.56%
Married with kids	17.62%	38.44%
Own an SUV	17.65%	51.12%
P\$YCLE SEGMENTATION		
The Wealth Market	1.28%	13.06%
Business Class	0.77%	16.34%
Big Spenders	1.77%	9.51%
Power Couples	1.66%	7.49%

Source: Fort Worth eMedia (March 2021)



JAN/FEB

MAR/APR

MAY/JUNE

JULY/AUG

SEPT/OCT

NOV/DEC

SPECIAL ADVERTISING SECTIONS

- Locally Owned Businesses

- Doctors Worth Knowing
- Chefs/Caterers Worth Knowing

- Best of 76107

- Attorneys Worth Knowing
- Women of Influence

- Faces of Fort Worth

- Best Real Estate Agents, Top Producers, Top Mortgage Professionals

Space Close: Dec. 31
Artwork Close: Jan. 7
Publishes: Jan. 20

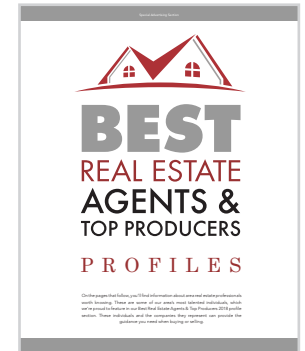
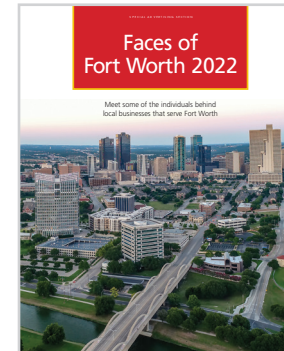
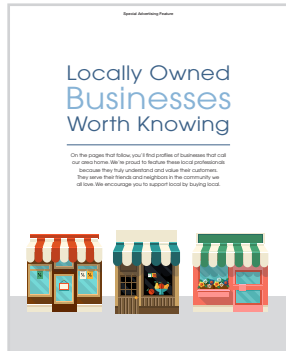
Space Close: Feb. 25
Artwork Close: Mar. 4
Publishes: Mar. 17

Space Close: Apr. 22
Artwork Close: Apr. 29
Publishes: May 12

Space Close: June 24
Artwork Close: July 1
Publishes: July 14

Space Close: Aug. 26
Artwork Close: Sept. 2
Publishes: Sept. 15

Space Close: Oct. 21
Artwork Close: Oct. 28
Publishes: Nov. 10



IN EVERY ISSUE EDITORIAL DEPARTMENTS/FEATURES

New & Notable

New retail and news you can use



Happenings

Things to do, places to go, people to see



Dining Guide

Restaurant news and listings

