



76107

M A G A Z I N E

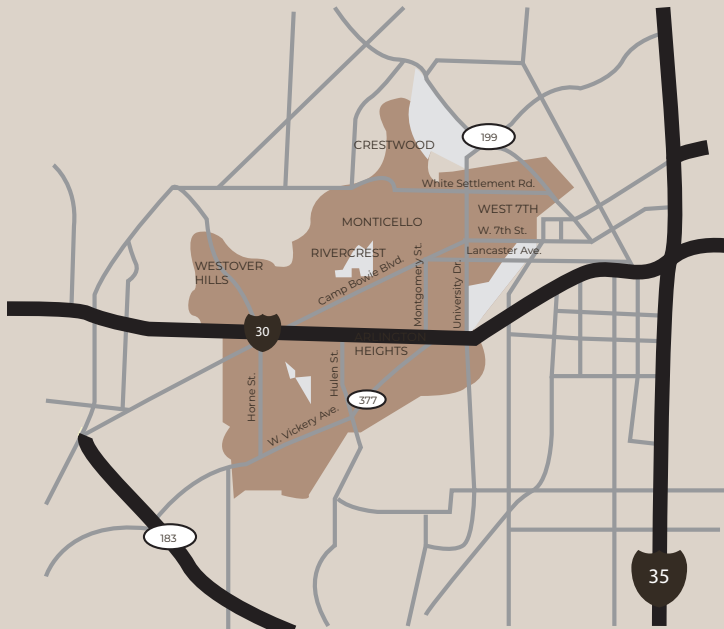
2024 | MEDIA KIT

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





Go West.



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:			DEMOGRAPHICS/LIFESTYLE:	
\$400K - 500K	4.52%	27.88%	Homeowner	56.32% 82.56%
\$500K - 1 million	4.47%	59.06%	Married with kids	17.62% 38.44%
\$1 million+	0.78%	13.06%	Own an SUV	17.65% 51.12%
HOUSEHOLD INCOME:			P\$YCLE SEGMENTATION	
\$150K - 200K	6.41%	32.42%	The Wealth Market	1.28% 13.06%
\$200K - 500K	5.44%	49.53%	Business Class	0.77% 16.34%
\$500K+	1.44%	18.05%	Big Spenders	1.77% 9.51%
NET WORTH:			Power Couples	1.66% 7.49%
\$1 million - 2 million	6.93%	19.15%	Source: Fort Worth eMedia (March 2021)	
\$2 million+	6.32%	51.37%		

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.

JANUARY/ FEBRUARY

LOCALLY OWNED BUSINESSES

AD CLOSE Dec. 29
MATERIALS Jan. 5
PUBLISH Jan. 19

MARCH/APRIL

DOCTORS WORTH KNOWING

CHEFS/CATERERS WORTH KNOWING

AD CLOSE Feb. 23
MATERIALS Feb. 28
PUBLISH March 15

MAY/JUNE

BEST OF 76107

AD CLOSE April 26
MATERIALS May 1
PUBLISH May 17

JULY/AUGUST

ATTORNEYS WORTH KNOWING

WOMEN OF INFLUENCE

AD CLOSE June 28
MATERIALS July 3
PUBLISH July 19

SEPTEMBER/ OCTOBER

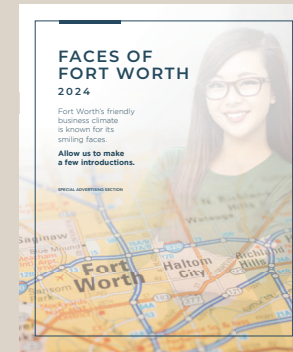
FACES OF FORT WORTH

AD CLOSE Aug. 30
MATERIALS Sep. 4
PUBLISH Sep. 20

NOVEMBER/ DECEMBER

BEST REAL ESTATE AGENTS, TOP PRODUCERS, TOP MORTGAGE PROFESSIONALS

AD CLOSE Oct. 18
MATERIALS Oct. 23
PUBLISH Nov. 8



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

