



76107

M A G A Z I N E

2025 | MEDIA KIT

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

Go West.

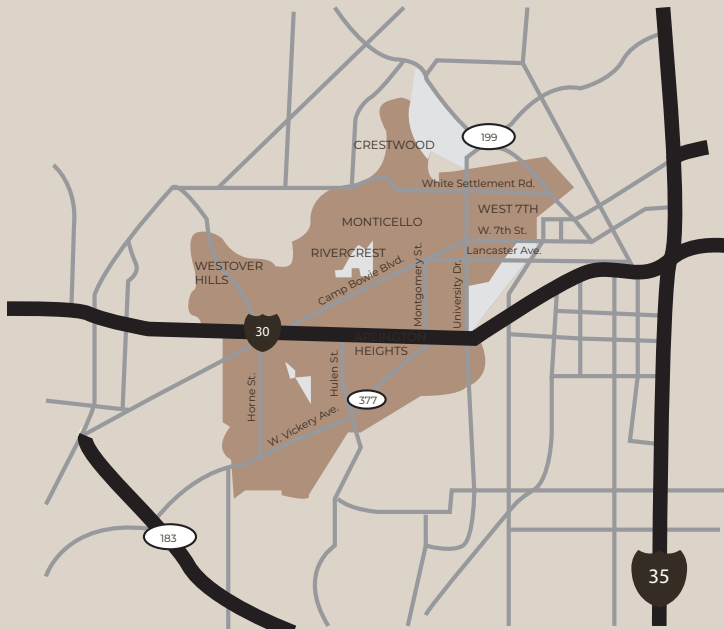
DISTRIBUTION OVERVIEW

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**

PROFILE CLOSE Dec. 19
PROFILE MATERIALS Dec. 31
AD CLOSE Jan. 2
AD MATERIALS Jan. 7
PUBLISH Jan. 24

**MARCH/
APRIL**

**DOCTORS WORTH
KNOWING**

PROFILE CLOSE Feb. 13
PROFILE MATERIALS Feb. 18
AD CLOSE Feb. 20
AD MATERIALS Feb. 25
PUBLISH Mar. 14

**MAY/
JUNE**

BEST OF 76107

PROFILE CLOSE April 17
PROFILE MATERIALS April 22
AD CLOSE April 24
AD MATERIALS April 29
PUBLISH May 16

**JULY/
AUGUST**

**ATTORNEYS
WORTH KNOWING**
WOMEN OF INFLUENCE

PROFILE CLOSE June 18
PROFILE MATERIALS June 23
AD CLOSE June 25
AD MATERIALS June 30
PUBLISH July 18

**SEPTEMBER/
OCTOBER**

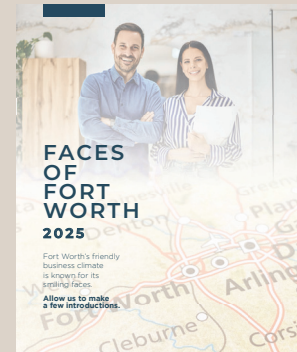
FACES OF FORT WORTH

PROFILE CLOSE Aug. 20
PROFILE MATERIALS Aug. 25
AD CLOSE Aug. 27
AD MATERIALS Sept. 2
PUBLISH Sept. 19

**NOVEMBER/
DECEMBER**

**BEST REAL
ESTATE AGENTS,
TOP PRODUCERS,
TOP MORTGAGE
PROFESSIONALS**

PROFILE CLOSE Oct. 9
PROFILE MATERIALS Oct. 14
AD CLOSE Oct. 16
AD MATERIALS Oct. 21
PUBLISH Nov. 7



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

