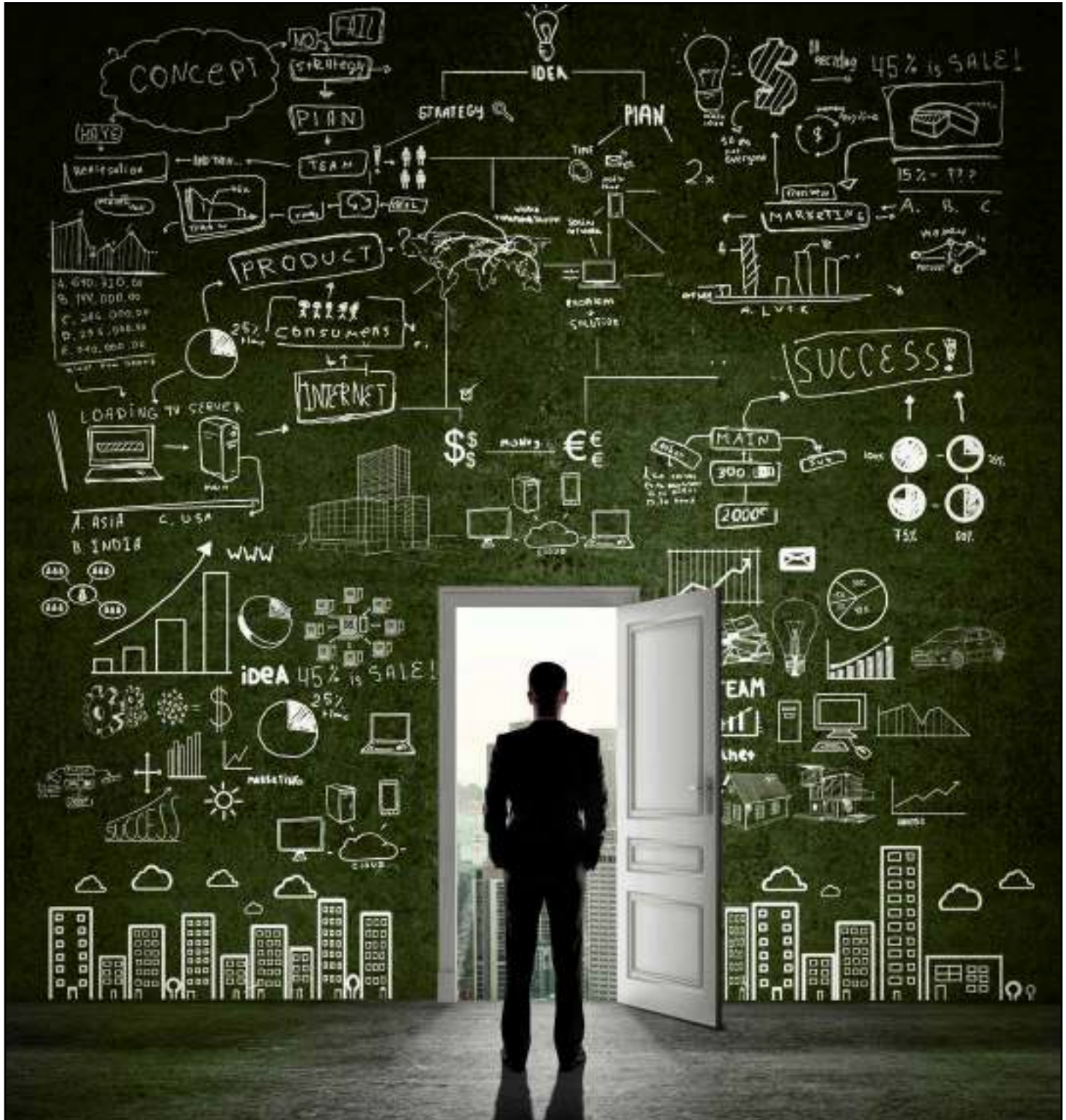


# FWinc.

Greater Fort Worth's Premier Business Magazine



## MEDIA KIT

From the Publisher of *Fort Worth Magazine*



## Who Are We

*FW Inc.* is Fort Worth's premier business magazine, published bi-monthly for local entrepreneurs and corporate C-level executives, filling a unique niche in the Greater Fort Worth media landscape.

With an extraordinary, unrivaled quality of design and print, this glossy, perfect-bound magazine is not your weekly business journal. The heart of our editorial focus will come from stimulating, newsworthy stories about some of the area's best and brightest executives who unpack their professional journeys, sharing their experiences (the good, the bad and the ugly). Every issue will be loaded with timely, in-depth reporting on big-picture topics like commercial real estate, finance, insurance and law.

These stories, along with our lifestyle articles covering everything from sport and luxury cars to gadgets, dining out and travel, provide the framework for our mission to deliver inspirational, educational and entertaining articles through shared experiences, lessons learned and best practices to help you run your own companies better and have fun doing it.

## In Every Issue

**Bizz Buzz** Timely interviews with senior executives on what's new in their organizations and around town.

**Face Time** In every issue, we sit down for a newsworthy interview with one of Fort Worth's most compelling business owners or executives.

**Stay Informed** We keep you up to date on the most valuable business books and other resources available.

**Around Cowtown** Photos of the most relevant people in attendance at *FW Inc.* events and sponsored events

**Executive Life & Style** Key trends in style, travel, technology, food and drink, wellness and office design for today's CEOs and upper-level executives.

**Distinctive Style** Trends in business fashion that emanate power and success.

**Off The Clock** Luxury destinations for relaxation away from the office

**Gadgets** Latest and greatest gadgets to increase productivity.

**Wine & Dine** Savoring Fort Worth's food and drink scene.

**Health & Fitness** Ways to retain vigor and vitality to stay on top of your game professionally.

**Office Space** Innovative designs and company cultures at local businesses.

**EO Spotlight** *FW Inc.*'s focus is on entrepreneurs, and every issue will feature an interview with a member of Fort Worth's fast-growing Entrepreneurs' Organization.

**Running Toward the Roar** In every issue, leadership columnist Jason Forrest interviews entrepreneurs and executives who've faced down make-or-break moments.

**Analyze This** Economic development and real estate updates from partners including the Fort Worth Chamber of Commerce and Real Estate Council of Greater Fort Worth, plus columns on wealth, energy, legal and tax, insurance, startups, and management and leadership.

**Management Style** What's your style? How do you motivate employees and get your company going where it needs to go? In every issue, we ask business owners and executives to unpack their best strategies and lessons learned.

**Day in the Life** We ask entrepreneurs and executives to tell us what their day looks like and, more importantly, how they stay productive through it.



## Who Reads Us

*FW Inc.* is read by an influential range of successful businessmen and women around the Metroplex. The magazine is highly targeted to business owners and top C-level management, across a broad range of businesses, who are responsible for their company's purchases and its customers. These well-educated, high net worth individuals have disposable income, allowing them to indulge their passions for personal travel, luxury vehicles, higher education, fine jewelry/watches, extravagant dining, entertainment, theater, sporting events and other leisure activities.

### In Good Company

*FW Inc.* is part of the Fort Worth Magazine family – reaching more than **107,000** print readers, **\*97,822** unique web visitors with **\*308,453** page views and **35,000** video views each and every month. Additionally, through Facebook, Twitter and Instagram, we provide an extended reach of more than **36,000** social media followers.

\*Source: Google Analytics - Based on a 6-month average



## Audience Profile

Average Household Income: **\$289,774**

Average Value of Home: **\$1,870,643**

Female: **24%**

Male: **76%**

Average Age: **54**

*From brilliant business minds that fly beneath the radar to small start-up entrepreneurs, FW Inc. unpacks their stories.*



## How We Are Distributed

### Circulation

Each issue is mailed to senior C-level business executives (owners, partners, presidents, CEOs, CFOs and COOs) across a wide range of industries throughout Greater Fort Worth, as well as to the Fort Worth and Dallas chapter members of the national Entrepreneurs' Organization (EO) and the members of Leadership Fort Worth. Courtesy copies are distributed at high-end area hotels and conference centers, as well as at FBOs and private hangars at non-commercial airports like Addison Airport, Alliance Airport, Arlington Airport, Dallas Executive Airport, Denton Airport, Meacham International Airport and Spinks Airport. Copies are also prominently displayed at private clubs in Fort Worth and in the waiting rooms of law firms, high-end car dealerships and realtors' offices throughout the area.

### Newsstands

*FW Inc.* has prominent distribution at desirable newsstand locations and bookstores with prominent display positions at both the mainline magazine racks and at checkout registers.

### Events

Throughout the year, *FW Inc.* is distributed at *FW Inc.* sponsored events, including Fort Worth Chamber of Commerce events, EO events and Leadership Fort Worth events.

### Digital Info

[fwtx.com/fwinc](http://fwtx.com/fwinc)

*FWTX.com* Digital extends the trusted brand of Fort Worth Magazine across multiple platforms—web, email, social media, tablet and smartphone. In every format, our goal is the same: to deliver quality editorial content to our audience.



## General Advertising Rates

Four-Color	1X	2X	3X	4X	5X	6X	8X	12X
Spread	—	\$5,712	\$5,299	\$5,117	\$4,941	\$4,572	\$4,608	\$4,451
Full page	\$3,054	\$2,906	\$2,700	\$2,608	\$2,520	\$2,436	\$2,354	\$2,275
2/3 page	\$2,147	\$2,329	\$2,165	\$2,092	\$2,022	\$1,955	\$1,890	\$1,827
1/2 page	\$1,860	\$1,772	\$1,640	\$1,594	\$1,542	\$1,491	\$1,443	\$1,396
1/3 page	\$1,391	\$1,326	\$1,236	\$1,195	\$1,157	\$1,120	\$1,084	\$1,050
Back cover	—	—	\$3,999	\$3,911	\$3,778	\$3,649	\$3,525	\$3,405
2nd cover	—	—	\$3,615	\$3,527	\$3,407	\$3,291	\$3,180	\$3,072
3rd cover	—	—	\$3,290	\$3,202	\$3,093	\$2,989	\$2,888	\$2,790

### Preferred Position:

- 15% on an issue-by-issue basis, excluding cover positions
- 10% premium on a contract basis, excluding cover positions

### Bleed:

- 10% premium; available on full pages and spreads

### Trim:

- Keep live matter 1/4" from all trim.
- For bleeds, allow an extra 1/8" on all sides for trim.

Full Page - No Bleed 8.25" x 10.125"			
Full Page - with Bleed Trim 9" x 10.875" Live Area 8.25" x 10.125" Bleed 9.25" x 11.125"	1/2 page, horizontal 8" x 4.875"	2/3 page, vertical 5.25" x 10"	1/3 page, vertical 2.5" x 10"

Spread sizes are double the specifications of the full-page specifications with omission of gutter bleed.	
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*It's probably the best thing that's happened to the business community in Fort Worth."* - Felix Lozano / Partner - Whitley Penn

*"From a business owner's standpoint, it's something we need. It's the spirit of Fort Worth."* - Sam Tallis / CEO - TXO Energy

*"I think it's going to have a huge audience... and be a massive success."* - Jon Bonnell / CEO - Bonnell Restaurant Group

*"It's a home run."* - Ben King / CEO - Metro Golf Cars, Inc.

