

las olas

BOULEVARD & ISLES



**Las Olas
Boulevard
& Isles
Magazine**

**2025
Media Kit**

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BOULEVARD & ISLES

Serving Fort Lauderdale's neighborhoods & local business community



LAS OLAS ISLES BY THE NUMBERS

MEDIAN HOUSEHOLD INCOME	NATIONAL AVERAGE
\$141,596	\$75,149

HOUSEHOLD INCOME BRACKETS (K)	%
>\$150,000	41%
\$75,000-\$149,000	26%
\$45,000-\$74,000	14%
\$25,000-\$44,000	12%
<\$25,000	6%

EDUCATION LEVELS	THE ISLES	NATIONAL
Master's Degree or higher	24%	13%
Bachelor's Degree	26%	21%
Some College	35%	28%

Las Olas Isles is often considered the crown jewel of Fort Lauderdale's luxury real estate. Nestled along a series of picturesque canals just off the famous Las Olas Boulevard, this neighborhood boasts some of the city's most exquisite waterfront properties.

— September 12, 2023
All Around Moving

Niche.com/places-to-live

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2025 AD RATES/PRODUCTION INFORMATION

2025 ISSUES	EDITORIAL THEME	PUBLICATION DATES	DEADLINE DATES
January/February	New Year/Look Ahead	1/10/2025	12/20/2025
March/April	Spring Issue	3/3/2025	2/17/2025
May/June	Travel & Staycations	5/1/2025	4/15/2025
July/August	Summer Fun	7/1/2025	6/15/2025
September/October	Season Preview/Boat Show	9/2/2025	8/15/2025
November/December	Holiday Special Issue	11/3/2025	10/15/2025

Las Olas Boulevard & Isles:

- 15,000 copies published 6x annually (bimonthly)
- 10,500+ copies MAILED via USPS (EDDM) Every Door Direct Mail to Fort Lauderdale Downtown, E. Las Olas Blvd., Las Olas Isles corridor
- Distribution in the major Fort Lauderdale Beach hotels, including ad sponsors, real estate offices and retail

Websites include: LasOlasBoulevard.com LasOlasMag.com

2025 AD SPECIFICATIONS

AD SIZE	AD DIMENSIONS	WIDTH X HEIGHT
Full Page	Full Page Trim	8.375" x 10.875
Premium Full Page	Full Page Bleed	8.625" x 11.125"
Back Cover	Full Page Live Area	7.5" x 10"
1/2 Page Horizontal	1/2 Page - Horizontal	7.5" x 10"

FULL PAGE
8.625" x 11.125"
BLEED

HALF PAGE
7.375" x 4.625"

ADS:

- CMYK PDFS/300 dpi/embed fonts
- 2-page spreads should be submitted as individual pages submitted as two single-pages

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LAS OLAS BOULEVARD & ISLES DISTRIBUTION AT A GLANCE



GENDER

55% Male

45% Female

RACIAL DIVERSITY

71% White

27% Hispanic

1% Asian

AGE

%

<17 23%

18-34 16%

35-44 10%

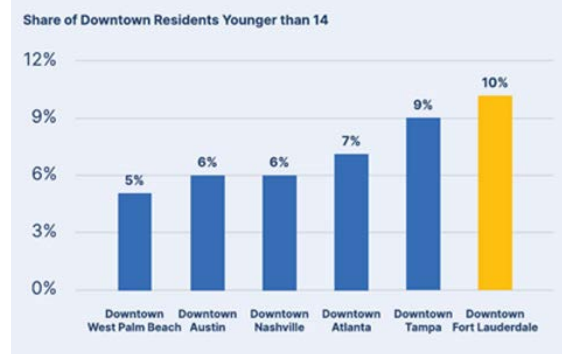
>45 49%

DOWNTOWN FORT LAUDERDALE - A KID-FRIENDLY DESTINATION

The number of children under 5 years old living in large cities across the country has been declining by double digits. But not in Fort Lauderdale.

- Fort Lauderdale's under 5 population has increased by 5% since 2020.
- 1 in 3 families new to Fort Lauderdale moved into downtown.
- The Downtown FTL population has seen a 47% increase in kids under 5 since 2020.

The city of Fort Lauderdale, driven by the evolution of its downtown, is one of biggest exceptions to the trend of young families moving away from urban centers.



(Fort Lauderdale Downtown Development Authority statistics, July 2024)