



2023-2024 | MEDIA KIT

THE #1 TOURIST MAGAZINE IN SAN ANTONIO



RIO MAGAZINE IS THE OFFICIAL MAGAZINE OF THE SAN ANTONIO RIVER WALK.

It has been in publication for over 50 years. Our goal is to provide the visitors to the River Walk with the most useful and comprehensive guide to this area.

RIO MAGAZINE

- Full color, glossy quarterly printed publication
- Distributed monthly
- Available at over 125 locations on the River Walk and in the greater San Antonio area
- More than 40 hotels distribute Rio Magazine to their guests - most in their rooms
- Distribution to Downtown Apartment/Condo buildings
- Rio Magazine appears on the homepage of the Official website of the San Antonio River Walk, www.thesanantonioriverwalk.com
- Extensive distribution on the San Antonio River Walk and major tourist centers
- Advertising available to Rio Magazine advertisers on www.thesanantonioriverwalk.com website
- Included in several relocation packets by Real Estate agencies and home locator groups
- Rio magazine is promoted through paid social media, rack cards and POP



advertise with us!

PREMIUM POSITIONS

Annual Contracts Only

	Non-Members	Members
Back Cover	\$2,750/mo	\$2,350/mo
Inside Front Cover	\$2,650/mo	\$2,250/mo
Page 3	\$2,650/mo	\$2,250/mo
Inside Back Cover	\$2,250/mo	\$1,950/mo

DISPLAY ADVERTISING PLACEMENT

12 month Commitment - Magazine Only

	Non-Members	Members
Full Page	\$1,995/mo	\$1,695/mo
Half Page	\$1,245/mo	\$1,045/mo
Quarter Page	\$695/mo	\$595/mo

6 month Commitment - Magazine Only

	Non-Members	Members
Full Page	\$2,295/mo	\$1,950/mo
Half Page	\$1,425/mo	\$1,250/mo
Quarter Page	\$795/mo	\$675/mo

3 month Commitment - Magazine Only

	Non-Members	Members
Full Page	\$2,595/mo	\$2,195/mo
Half Page	\$1,595/mo	\$1,295/mo
Quarter Page	\$895/mo	\$750/mo

SPECIALIZED ADVERTISING PLACEMENT

Annual Contracts Only

	Non-Members	Members
Coupons	\$275/mo	\$225/mo

- All rates are net
- Payment required in advance unless prior approval from publisher is received
- Credit Cards are accepted

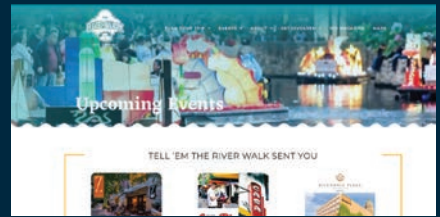
Ford Holiday River Parade tickets NOW on sale. [BUY TICKETS](#)



[PLAN YOUR TRIP](#) [EVENTS](#) [ABOUT](#) [GET INVOLVED](#) [RIO MAGAZINE](#) [MAPS](#)

The San Antonio River Walk

THE #1 ATTRACTION IN TEXAS.



www.thesanantonioriverwalk.com is the official website of the San Antonio River Walk and the San Antonio River Walk Association. Current website traffic is in excess of 1.4 million unique users annually.

Static Banner Placement on offers tab landing page
\$550/month

15% premium for commitments less than 12 months

- Placed in the content of the various website section pages
- Will rotate with similar ads throughout the website, where appropriate
- Can include 1 image, logo and up to 5 words
- Includes link to advertiser website
- Banner size 300 x 300
- Image 72 dpi minimum resolution

Plan Your Trip

Your Trip Planner

Experience the magical powers of the River Walk as you relax, recreate, and reconnect. Stroll the lush riverside paths lined with towering trees, restaurants, hotels, shops, museums, and recreation spots. Soak in the history and ambiance of this authentic American destination.

CHOOSE YOUR DATES

FROM: TO: [SUBMIT DATES](#)

TELL 'EM THE RIVER WALK SENT YOU

[RIVERWALK PLAZA](#)

Media Schedule & Ad Specifications

DEADLINES 2023-2024

Issue	Placement Date	Artwork Due	Distribution Date
SUMMER 2023 (JULY, AUGUST & SEPTEMBER)	06/09/2023	06/17/2023	July 1, August 1 & September 1
FALL 2023 (OCTOBER, NOVEMBER & DECEMBER)	09/08/2023	09/15/2023	October 1, November 1 & December 1
WINTER 2024 (JANUARY, FEBRUARY & MARCH)	12/08/2023	12/15/2023	January 1, February 1 & March 1
SPRING 2024 (APRIL, MAY & JUNE)	03/08/2024	03/15/2024	April 1, May 1 & June 1
SUMMER 2024 (JULY, AUGUST, & SEPTEMBER)	06/07/2024	06/14/2024	July 1, August 1 & Sept 1
FALL 2024 (OCTOBER, NOVEMBER & DECEMBER)	09/06/2024	09/13/2024	October 1, November 1 & December 1

AD SPECIFICATIONS

Ad Formats

- Ads must be press quality PDF, TIFF, or JPG
- No transparency, Acrobat 4.0 or higher
- All art/images must be 4 color CMYK—No RGB or Spot colors
- All ads must have .25" bleed on all sides
- Crop marks must be included

Ad Creation & Photography

RIO Magazine can create your advertisement to our specifications. Custom photography is available. Ask your account representative for details.

Ad Submission

Ads can be sent via Email, CD, or USB flash drive. Ask your account representative for details.

For Advertising Information Contact:

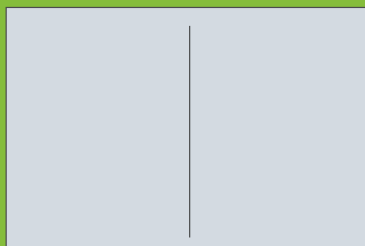
Louis Doucette

louis@travelingblender.com

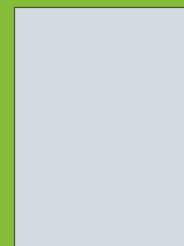
(210) 410-0014

AD SIZES

Two Page Spread
16.75" x 10.875" trim
15.75" x 9.875" live area
17.25" x 11.375" with bleed



Full Page w/ Bleed
8.375" x 10.875" trim
7.375" x 9.875" live area
8.875" x 11.375" w/ bleed



Half Page Vertical
3.5" x 9.875"



Half Page Horizontal
7.375" x 4.685"



Quarter Page
3.5" x 4.685"



Coupon
2" x 2"

