



LAS OLAS INSIDER

MEDIA GUIDE & SPECIFICATIONS



About Us:

About

About: Las Olas Insider is the latest media destination covering Fort Lauderdale's Las Olas scene and beyond. From real estate and business to arts, entertainment, and dining, we're offering an in-depth look into our local stories, exclusive interviews, and local insights. With our engaging content and insider access, we connect with the thriving and constantly evolving Las Olas community.

What We Do:

The philosophy of Las Olas Insider is simple and straightforward: We give our audience and readers relevant and compelling content, written by talented writers and credible journalists, like award-winning coverage from publisher and founder, Nile Fortner. We present it in an attractive format through creative writing, imagery, and vivid storytelling elements along with qualities of PR and journalism. This generates a loyal and intrigued fanbase and a loyal customer base for our sponsors. In short, we're delivering a platform that people want to pick up and engage with on an informative and fun basis giving you great exposure to an attractive market of locals in Greater Fort Lauderdale.

Rather than just placing an ad, we can also and preferably, craft a story-driven piece that people want to read, find entertaining, informative, and want to share. This gives you not only immediate exposure but also a long-term digital footprint and real marketing value.

Each option includes SEO keywords, hyperlinks to your website and social media, and visuals to maximize your visibility.

How We're Different:

We offer a well-rounded publication and platform that covers an excellent balance of lifestyle, business, people, and more. Also, our content is specific to Fort Lauderdale. Our editor and publisher was born and raised in South Florida, and he knows the city and wants to explore and share all of its positive news, events, and nooks with our readers.

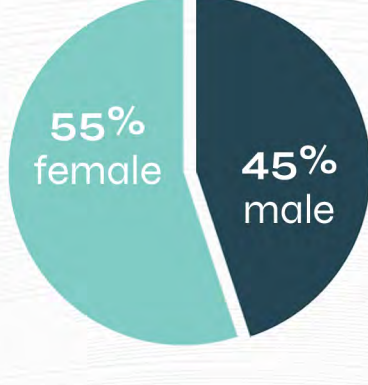
Covers:

Art, entertainment, events, music, real estate, businesses, and more mostly in Fort Lauderdale.



Demographic:

Demographic: 19 - 40 years old. Mostly, if not all, Fort Lauderdale locals and tourists. Gender is 55% female and 45% male. A large percentage of our readers and followers are local residents and college graduates who are deeply rooted in the community. Many are active members of nonprofit organizations, local businesses, and creative industries. From content creators and entrepreneurs to real estate professionals and artists shaping the cultural pulse of South Florida. They're engaged, social, and passionate about discovering the best of local life. From restaurants and nightlife to events, style, and community impact.



Our Formula:

At Las Olas Insider, we've built a successful formula that connects directly with the pulse of Greater Fort Lauderdale.

Through a blend of strategic SEO, social media storytelling, hyperlinks, and high-quality local journalism, we reach audiences who care about what's happening in their own backyard. Our content is fueled by real stories and events from art walks and restaurant openings to community initiatives and cultural moments.

Each article and post is optimized to highlight the most-searched local trends, ensuring strong visibility across search engines and local discovery platforms.

On social media, we amplify that reach with engaging posts, video features, and collaborations that encourage authentic interaction and community pride.

By combining data-driven SEO performance with creative, localized storytelling, we've established Las Olas Insider as a trusted and influential voice that showcases the best of Fort Lauderdale and the people shaping its future.

Outlet Type:

Online publication and social media

Following:

Las Olas Insider is rapidly expanding its digital footprint, reaching thousands of engaged readers every month through locally-focused stories and social content.

Website for the month normally gets 9 - 11k.

Social Media:

Our audience continues to grow each day and month as Fort Lauderdale locals and beyond discover and share our content across search and social media.

Why Partner with Us?:

High-quality content and professionally written articles from seasoned journalist, Nile Fortner. Also, the opportunity to be a part of Fort Lauderdale's latest outlet that's reaching a new and younger demographic, while also keeping that classic charm and coverage of Fort Lauderdale's community.



Sponsored Content:

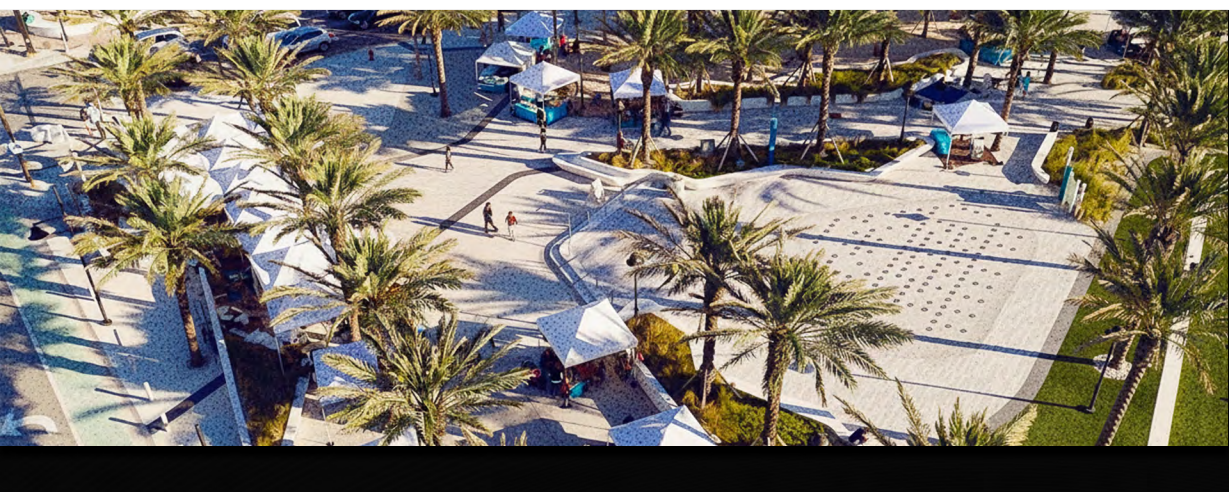
- One-page feature: \$150
- Two-page feature: \$250
- Q&A-style feature: \$200
- Uploading a press release to our sites is \$50
- Social media post that's an ad is \$50
- Social media Reels is \$50 (interviews, event coverage, food, etc.)

Payment:

Can be made through Zelle or CashApp, and Zelle is at (954) 599 2041.

Featured Collaborations:

Duree & Co. PR., Big Reach PR, FTL Event Center, Flic Media, Greek Theos, Art Basel-ish, Levy PR, Broward Bucket List, Gulf Stream Distillery, The Buzz Club Fort Lauderdale, The South Florida Singles Group, Ice-A-Palooza, SoFlo So, Gallery 600, Savory PR, Goodlife Miami, and GL Mag.



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