

# Houstonia. 2023 Holiday Gift Guide

WINTER 2023 ISSUE

Promote your must-have holiday gifts in *Houstonia*'s annual Holiday Gift Guide. Showcase your best gifts of the season in this reader-favorite section and boost your visibility to holiday shoppers.

## PACKAGE DETAILS

**\$1,500**

### INDIVIDUAL PROMOTION:

- Print tile in Winter Issue
- Sponsored listing in our online holiday gift guide
- Exclusive week-long paid social media campaign (Facebook & Instagram)
- Native ad position in daily newsletter
- Product featured in Holiday Gift Guide promotional eblast to our subscribers

### SHARED PROMOTION:

- Rotation on high-impact rich media ads
- Shared social media ad campaign featuring your product in a slide carousel
- Targeted eblast to 50,000 recipients

### Extend Your Promotion With Optional Add-Ons:

Talk to your sales rep about how to enhance your ad's reach through our customized **email**, **display** and **sponsored content** solutions!

## DEADLINES

**Space Close:** 10/19/23 | **Materials Close:** 10/26/23 | **On Sale:** 12/05/23 | **Digital Campaign:** 11/20/23 - 1/2/24

ASK ABOUT  
MULTIPLE  
LISTING  
DISCOUNTS!

## SPECS

**Headline:** 3-5 words

**Subhead:** 8 words max. (required)

**Print Tile Copy:** 25-30 words

**Print Copy:** 150 words max

**Contact Info,** including URL

**Image:** 300 dpi or higher

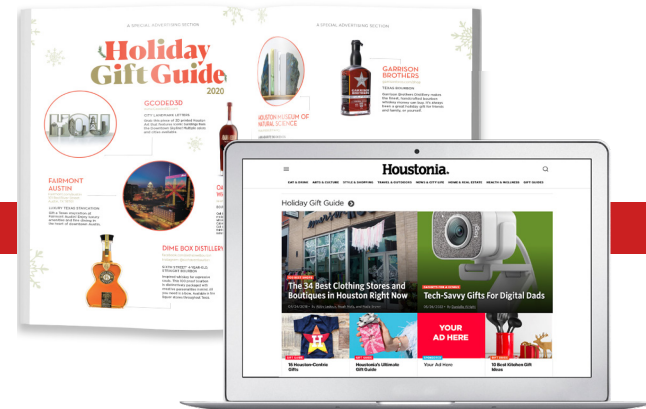
## CONTACT US

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## Houstonia.



**238,000**  
print readership



**428,000+**  
monthly website views



**30% clickthrough**  
rate on newsletters



**\$211,000**  
average household income



**69,000+**  
Facebook fans



**116,000+**  
Instagram followers

Reach the  
region's most  
affluent and  
active readers!

Source: 2021 CVC Readership Survey & Google Analytics

## SAGACITY MEDIA

SagaCity Media's hyper-local city publications are the preeminent lifestyle media brands in each of their markets. Our award-winning editorial content drives the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers.

Seattle Met • Portland • Houstonia • Sarasota Magazine

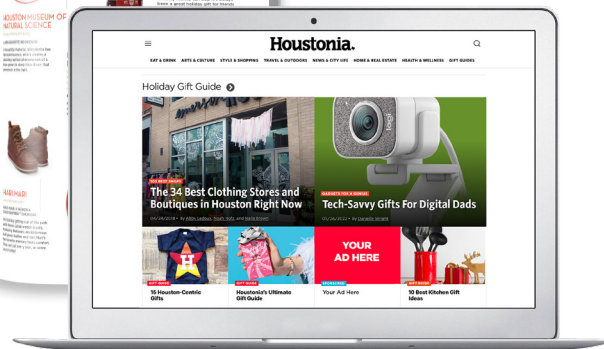
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## PACKAGE ELEMENTS

Images shown are representation.  
Final design of elements may change.



Tile in the Winter Issue's  
Gift Guide



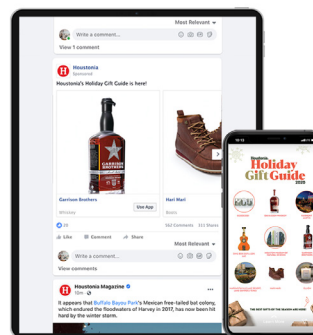
Sponsored listing in our online holiday gift guide



Rotation on high-impact rich media ads



Native ad position in our eNewsletter



Promotion on Facebook & Instagram



eBlasts to our subscribers and  
50,000 targeted recipients

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