

# Houstonia. Best Escapes

PUBLISHED QUARTERLY

## Houstonia.

Houstonia's "Best Escapes" special travel section provides a beautiful and unique opportunity to promote your destination directly to our engaged audience.



**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

## INCLUDES

- Full-page or 1/2 page print profile in the Spring issue
- Article featured on Escapes Microsite + 20k Native Impressions on Travel & Outdoors Channel
- Rich Media Impressions on Travel & Outdoor Channel (30k total impressions over a 3 month period)
- Escapes Custom E-Blast (combined)
- Facebook promotion (combined)
- Instagram Promotion (combined)



in print

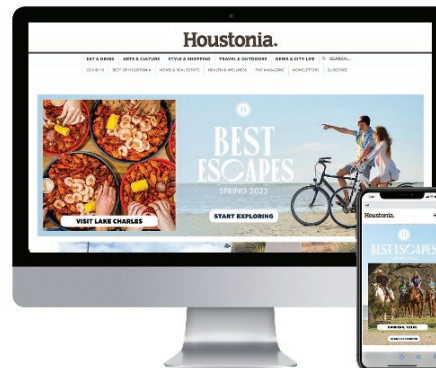
## DEADLINES

- Spring 2025:** February 8th
- Summer 2025:** May 1st
- Fall 2025:** July 24th
- Winter 2025:** October 16th

## RATES

- Full Page + Digital** \$6,850
- 1/2 Page + Digital** \$5,100

\* frequency discounts available



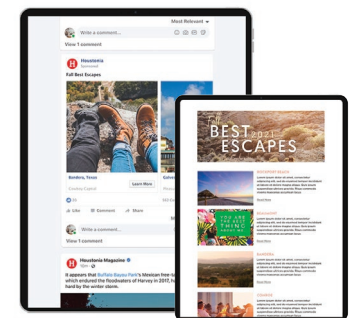
online

## SPECS

- Location/Attraction Name
- Contact & Website
- Profile Copy:
  - Full page: 250 words max
  - 1/2 page: 150 words max
- 1-3 photos: high-res, 300 dpi, CMYK
- Logo

## FOR DETAILS

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social & email