

Houstonia.

2023 MEDIA KIT & ADVERTISING PACKAGES



WHO READS *HOUSTONIA'S* SITE AND MAGAZINE?

**3.2 MILLION
ANNUALLY**

MEDIAN AGE

43

WELL EDUCATED

89%

ATTENDED COLLEGE

23%

HAVE A MASTERS OR DOCTORATE DEGREE

ARE CONNECTED

92%

HAVE SOCIAL MEDIA ACCOUNT

AFFLUENT

\$211k

AVERAGE HH INCOME

13%

NET WORTH > \$1M

HOMEOWNERS

88%

OWN A HOME

GENEROUS

88%

DONATE TO LOCAL OR NATIONAL CHARITIES



OVER
50%
OF
HOUSTONIAN'S
RELY ON US
TO MAKE PLANS
AND TAKE
ACTION

CONTENT THEY RELY ON



Food & Drink

Houstonians choose *Houstonia*'s food coverage more than any other media outlet; more than Eater, Yelp, and any local food coverage.



Travel & Outdoors

86% of our readers use *Houstonia* to plan local travel more than any other website or print publication.



Home & Real Estate

In the past year, nearly 200,000 Houstonians have come to houstoniomag.com to learn about neighborhoods, home values and key properties in our market.



Health & Wellness

When it's essential to their health, Houstonians turn to *Houstonia*'s health content and our Top Doctor / Top Dentist lists are the city's most respected databases.



Style & Shopping

A thriving voice for the city's love of all things retail, *Houstonia* editors scour the city to report on the shops and local designers that make Houston special.



Arts & Entertainment

Our readers are active and engaged: 92% use *Houstonia* and houstoniomag.com when looking for local entertainment / arts / events suggestions and information.



News & City Life

Houstonians consistently come to *Houstonia* for our in-depth storytelling around the issues that affect the future of our city; more than 700,000 times in the past 12 months.

Houstonia.

EDITORIAL CALENDAR*

2023-2024 PRINT ISSUES



Close 2/9/23 | Materials 2/16/23 | On Sale 4/4/23

SPRING ROAD TRIPS
BEST BARS
TOP DENTISTS

SPECIAL ADVERTISING SECTIONS:

WOMEN ON THE MOVE
DENTAL PROFILES
BEST SPRING ESCAPES



Close 5/4/23 | Materials 5/11/23 | On Sale 6/27/23

TAKE ME OUT TO THE BALLGAME (FOR A SNACK)
BEST OF THE SUBURBS
WATER WORLD
REAL ESTATE TRENDS

SPECIAL ADVERTISING SECTIONS:

REALTOR PROFILES
BEST SUMMER ESCAPES



Close 7/27/23 | Materials 8/3/23 | On Sale 9/19/23

BEST RESTAURANTS:
TOP DOCTORS
FALL ARTS GUIDE
PRIVATE SCHOOLS LIST

SPECIAL ADVERTISING SECTIONS:

SCHOOL PROFILES
MEDICAL PROFESSIONAL PROFILES
BEST FALL ESCAPES



Close 10/19/23 | Materials 10/26/23 | On Sale 12/5/23

BEST NEW RESTAURANTS
HOLIDAY GIFT GUIDE
TOP LAWYER

SPECIAL ADVERTISING SECTIONS:

FACES OF HOUSTON
LAWYER PROFESSIONAL PROFILES
HOLIDAY GIFT GUIDE
BEST WINTER ESCAPES

DIGITAL ONLY OPPORTUNITIES

*Editorial calendar is subject to change

VALENTINE'S DAY GIFT GUIDE (JAN/FEB)
MOTHER'S DAY GIFT GUIDE (APRIL/MAY)
FATHER'S DAY GIFT GUIDE (MAY/JUNE)
GRADUATION GIFT GUIDE (MAY/JUNE)

OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all our channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with our partners' brands.

By advertising alongside *Houstonia* lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



SEASONAL PACKAGE: 3-Month Duration

\$27,750

Our most extensive program, the Seasonal three-month program is tailored to organizations who are looking to make a significant impact on our readers. Use your extended campaign to build on your message, swapping out creative every 4 weeks.

Your 3-month commitment comes with a significant discount - **50% off our ala cart pricing!**

The Seasonal Omnichannel Package includes advertorial article creation, high impact digital display advertising, email marketing and print magazine advertising.

EACH MONTH INCLUDES:

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	1	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	87,400 READERS

CAMPAIGN TOTALS ARE 3x THE QUANTITIES LISTED ABOVE

Sponsored content article copy writing/editing is included for our Seasonal Package advertising partners.

PREMIUM: 4-Weeks

\$12,000

The Premium Omnichannel Package is our most robust one-month print and digital marketing program that spans all our product offerings, including article content development, high-impact digital display advertising, email marketing services, and magazine advertising.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small>
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	1	87,400 READERS

DOMINANT: 4-Weeks

\$8,325

The Dominant Package is a one-month digital program that offers our advertisement partners the opportunity to explore multiple marketing solutions from content marketing to email marketing solutions.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small>
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

COMPETITIVE: 4-Weeks

\$5,320

The Competitive Package is a cost-effective solution for partners who wish to explore a variety of digital marketing solutions using multiple creative messaging tactics. This program includes high impact placements in addition to brand awareness offerings.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	15,000 EMAILS
TARGETED E-BLAST	1	50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small>
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	1	15,000 EMAILS
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

Sponsored content article copy writing/editing is included in our Premium/Dominant/Competitive Packages.

BASIC: 4-Weeks

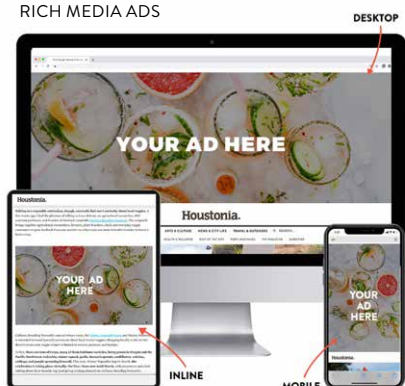
\$3,200

Our Basic Package is ideal to promote an event or occasion. For four weeks, your campaign will feature high-impact digital solutions with a focus on quick response in a short amount of time.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	15,000 EMAILS
TARGETED E-BLAST	1	50,000 RECIPIENTS (option for fewer deployments to larger audience)
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

AD PRODUCT EXAMPLES

RICH MEDIA ADS



SPONSORED CONTENT



TARGETED E-BLAST



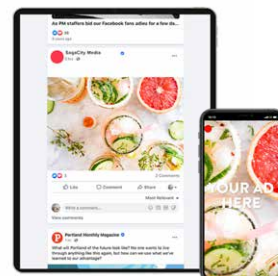
NEWSLETTER BANNER AD



NEWSLETTER NATIVE AD



FACEBOOK & INSTAGRAM



PRINT ADVERTISING



ALA CARTE / ADD-ONS

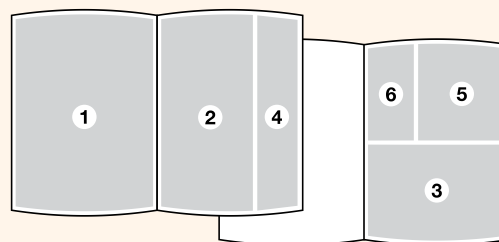
PRINT ADS

Four super-sized seasonal magazines each year.

	SIZE / POSITION	RATE
1	FULL PAGE	\$8,805
2	2/3 VERTICAL	\$6,165
3	1/2 HORIZONTAL	\$5,283
4 5	1/3 HORZ OR VERT	\$3,522
6	1/6 VERTICAL	\$2,250
	BACK COVER	\$12,975
	INSIDE FRONT COVER	\$12,180
	INSIDE BACK COVER	\$11,200

Frequency Discounts Available!

Ask about special position rates



ADD-ON DESIGN SERVICES AVAILABLE

HOUSTONIAMAG.COM CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink
Arts & Culture • Health & Wellness • Style & Shopping
News & City Life • The Shops @ Seattle Met

A LA CARTE DIGITAL

HOUSTONIAMAG.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted or Sponsored E-Blast	\$1,200-\$1,750
Paid Social Media Ad	\$750
Co-Branded Social Media Post	\$1250
E-Newsletter Banner Ad	\$240-\$500
Content Creation	\$850

EXTENDED REACH

Targeted Display Ads	Custom Quote
Device ID Targeting	Custom Quote
Location-Based Display Ads	Custom Quote

ADVERTISING REACH

WEBSITE
3.8M+
visitors annually

AUDIENCE
733K
print+digital

FACEBOOK
69K
friends

INSTAGRAM
116K
followers

NEWSLETTERS
20K
households

EBLASTS
50K
targeted emails

Houstonia⁺

AD SALES TEAM:

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SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, Sarasota, Aspen, Vail, and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers. SagaCity also produces award-winning content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

LEARN MORE ABOUT HYPERLOCAL MARKETS WE SERVE

