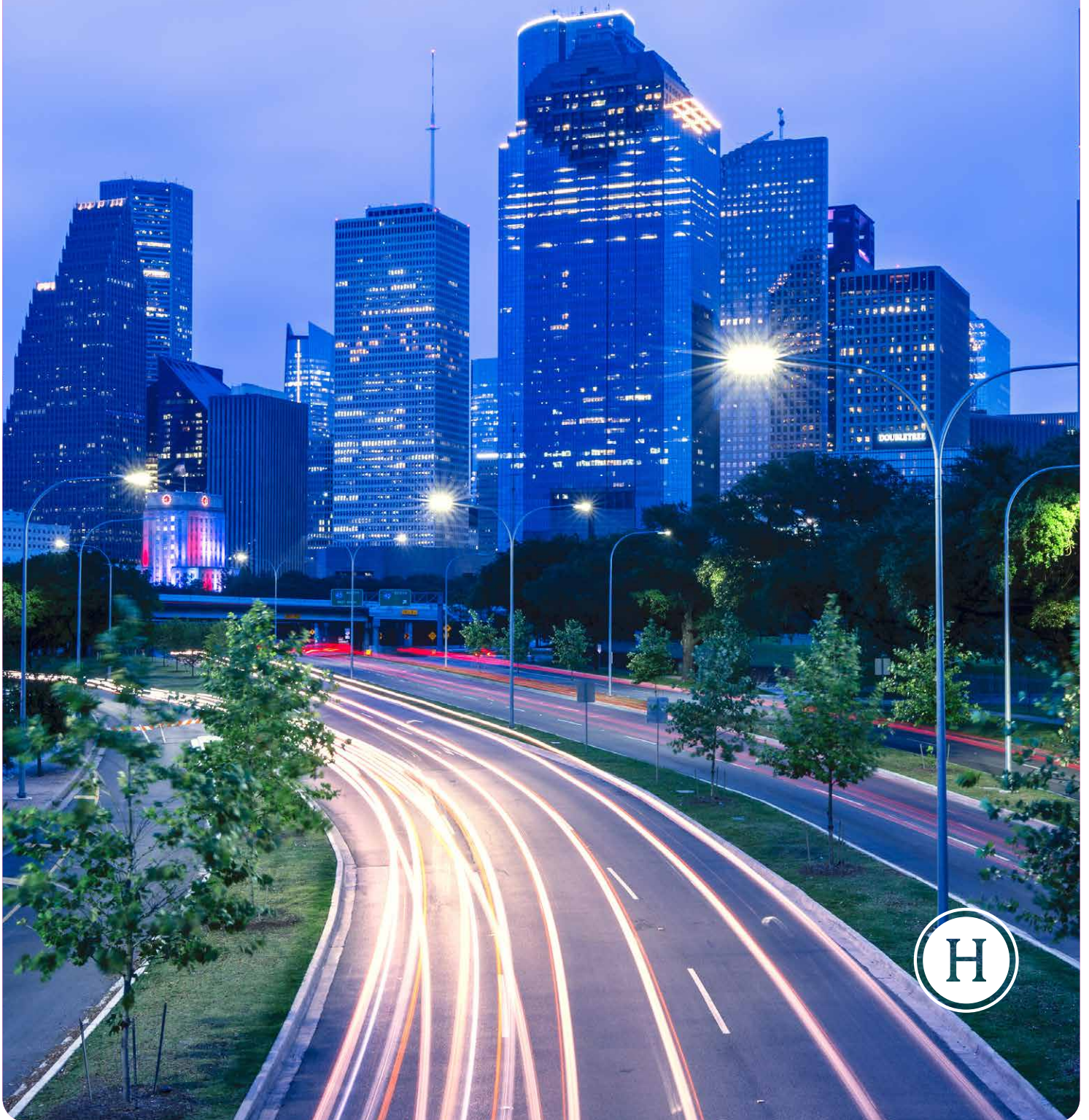


# Houstonia.

2024 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 *houstoniamag.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 *houstoniamag.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\*

## 2024-2025 PRINT ISSUES



### SPRING

Close 2/8/24 | Materials 2/15/24 | On Sale 4/16/24

INTERNATIONAL CUISINE IN HOUSTON  
FORT WORTH TRAVEL  
GALVESTON WEEKENDS  
HOUSTON'S MOST INFLUENTIAL WOMEN  
TOP DENTISTS

**SPECIAL ADVERTISING SECTIONS:**

WOMEN ON THE MOVE  
DENTAL PROFILES  
BEST SPRING ESCAPES



### SUMMER

Close 4/25/24 | Materials 5/2/24 | On Sale 6/18/24

HOUSTON BOOMTOWN  
INDOOR SUMMER FUN  
KANSAS CITY TRAVEL  
NEW HOUSTON HOTELS  
CHARITABLE BARBECUE  
HISTORIC BURGER JOINTS

**SPECIAL ADVERTISING SECTIONS:**

BEST SUMMER ESCAPES



### FALL

Close 7/25/24 | Materials 8/1/24 | On Sale 9/17/24

TOP DOCTORS  
BEAUTIFUL HOUSTON  
GLOW UP! SALONS AND SHOPS  
INSTAGRAM-WORTHY DINING  
URBAN GARDENING

**SPECIAL ADVERTISING SECTIONS:**

SCHOOL PROFILES  
MEDICAL PROFESSIONAL PROFILES  
BEST FALL ESCAPES



### WINTER

Close 10/17/24 | Materials 10/24/24 | On Sale 12/3/24

WACKY ART: ARTISTS & MUSEUMS  
EAST TEXAS GUIDE  
SUGAR LAND SPACE COWBOYS  
GIFT GUIDE

**SPECIAL ADVERTISING SECTIONS:**

FACES OF HOUSTON  
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

**\$28,650**



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.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	3 SETS (1 per month)	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	6 (2 per month)	EMAIL SUBSCRIBERS
TARGETED E-BLAST	6 (2 per month)	50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small>
SPONSORED ARTICLE	3 (1 per month)	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	6 (2 per month)	EMAIL SUBSCRIBERS
PAID SOCIAL AD	6 (2 per month)	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	3 (1 per month)	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	238,328 READERS

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



40% OFF  
a la carte  
rates!

**PREMIUM: 4-Weeks**

**\$12,550**

*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
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	238,328 READERS

**DOMINANT: 4-Weeks**

**\$8,750**

*The Dominant Package is an impactful digital-only program that offers our advertisement partners the opportunity to create a multi-pronged campaign that includes content marketing, display ads, and email outreach.*

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
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

**COMPETITIVE: 4-Weeks**

**\$5,650**

*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
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

**\$3,400**

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
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

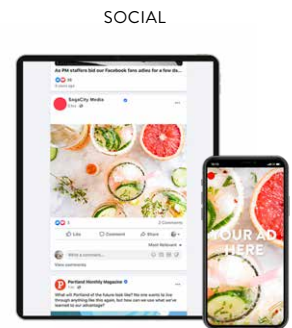
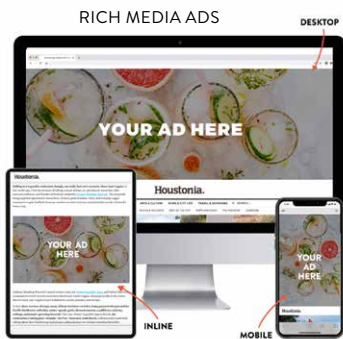
**SPONSORED CONTENT:** 4-Weeks **\$1,950**

Tell your story and build trust by positioning your messaging alongside our highly relevant content on our website. Work with a writer to create original content or to enhance your existing content. Article headline ads nested within our editorial content direct readers to your article.

PRODUCT/CHANNEL	QUANTITY	REACH
SPONSORED CONTENT WRITING + PRODUCTION	1 ARTICLE 500-750 words	HOUSTONIAMAG.COM AUDIENCE
NATIVE DISPLAY AD	1	20,000 NATIVE IMP
NEWSLETTER NATIVE AD	1	EMAIL SUBSCRIBERS

Extend your article's reach with any of our a la carte options.

# AD PRODUCT EXAMPLES



# ALA CARTE / ADD-ONS

## PRINT ADS

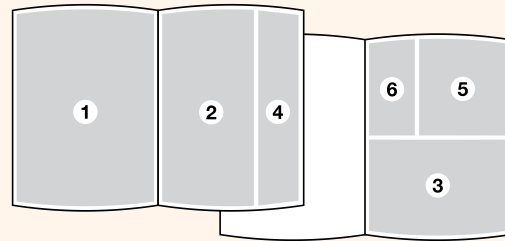
Four super-sized seasonal magazines each year.



SIZE / POSITION	RATE
1 FULL PAGE	\$6,650
2 2/3 VERTICAL	\$4,585
3 1/2 HORIZONTAL	\$3,590
4 5 1/3 HORZ OR VERT	\$2,545
6 1/6 VERTICAL	\$1,490
BACK COVER	\$11,280
INSIDE FRONT COVER	\$10,415
INSIDE BACK COVER	\$8,745



Ask about special position rates



### HOUSTONIAMAG.COM CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink  
Arts & Culture • Health & Wellness • Style & Shopping  
News & City Life

## A LA CARTE DIGITAL

### HOUSTONIAMAG.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted E-Blast	\$1,875 base
Sponsored E-Blast	\$1,250
Paid Social Media Ad	\$850
Co-Branded Social Media Post	\$1,400
E-Newsletter Banner Ad	\$240-\$500
Campaign Creative Design	\$300

### 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**  
**72K**  
friends

**INSTAGRAM**  
**119K**  
followers

**NEWSLETTERS**  
**30%**  
click thru rate

**EBLASTS**  
**50K**  
targeted emails



# Houstonia<sup>+</sup>

## AD SALES TEAM:

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### Amanda Duszynski

Account Executive  
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(281) 608-4241

### Carly Mejia

Strategic Sales Account Manager  
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(512) 574-64331

## AD OPERATIONS:

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### Abby Drago

Vice President, Advertising Operations  
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## PRINT PRODUCTION:

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### Scott Weber

Production Manager  
sweber@sagacitymedia.com

## SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, 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 THE OTHER HYPERLOCAL MARKETS WE SERVE

