

Houstonia.

2025 MEDIA KIT & ADVERTISING PACKAGES



WHO READS *HOUSTONIA'S* SITE AND MAGAZINE?

3.2
MILLION
ANNUALLY

Over **50%**
of Houstonian's rely
on us to make plans
and take action

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

THE 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.

Sources: CVC 2021 Readership Study, Google Analytics

EDITORIAL CALENDAR*

2025-2026 PRINT ISSUES



SPRING

Close 2/7/25 | Materials 2/14/25 | On Sale 4/1/25

REASONS TO LOVE HOUSTON
GUIDE TO WILDFLOWER SEASON
TOP DENTISTS

SPECIAL ADVERTISING SECTIONS:

WOMEN ON THE MOVE
DENTAL PROFILES
BEST SPRING ESCAPES



SUMMER

Close 5/1/25 | Materials 5/8/25 | On Sale 6/24/25

ICONIC TEXAS ROAD TRIPS
REDISCOVER DOWNTOWN
WHAT'S IN A DIVE BAR?

SPECIAL ADVERTISING SECTIONS:

BEST SUMMER ESCAPES



FALL

Close 7/24/25 | Materials 7/31/25 | On Sale 9/23/25

TOP DOCTORS
ALL ABOUT HOUSTON FOOD
FALL ARTS PREVIEW
INSIDE HOUSTON'S TECH SCENE

SPECIAL ADVERTISING SECTIONS:

SCHOOL PROFILES
MEDICAL PROFESSIONAL PROFILES
BEST FALL ESCAPES



WINTER

Close 10/16/25 | Materials 10/23/25 | On Sale 12/16/25

THE ULTIMATE GUIDE TO THE SUBURBS
CITY OF PHILANTHROPY
STEP YOUR WAY THROUGH TEXAS

SPECIAL ADVERTISING SECTIONS:

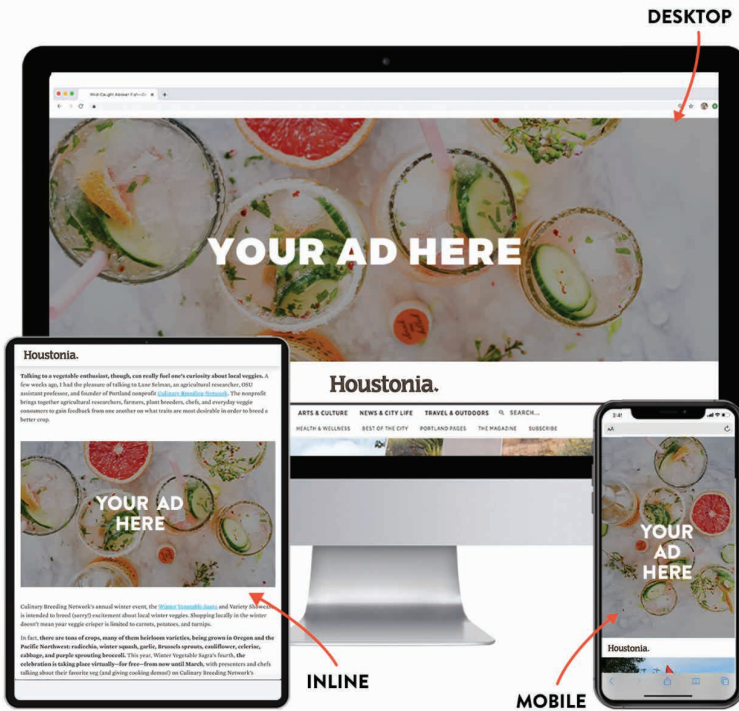
FACES OF HOUSTON
BEST WINTER ESCAPES
PREMIER LAWYER PROFILES

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)

REACH YOUR IDEAL AUDIENCE WITH DIGITAL



EXAMPLE SHOWN IS OUR RICH MEDIA ADS

Houstonia. ADVERTISING REACH

WEBSITE
3.8M+
visitors annually

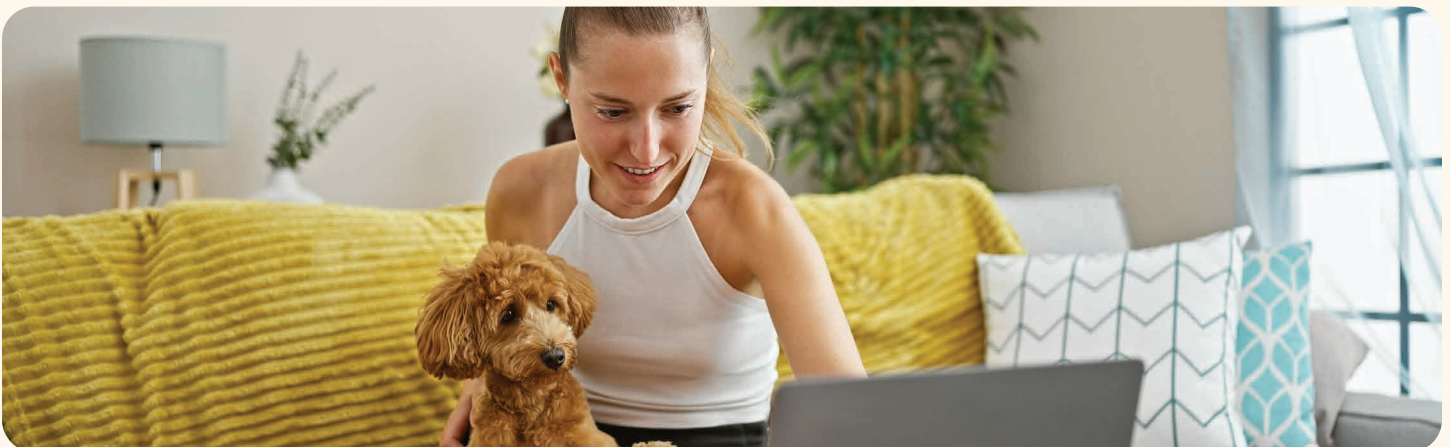
AUDIENCE
733K
print+digital

FACEBOOK
72K
friends

INSTAGRAM
119K
followers

NEWSLETTERS
30%
click thru rate

EBLASTS
50K
targeted emails

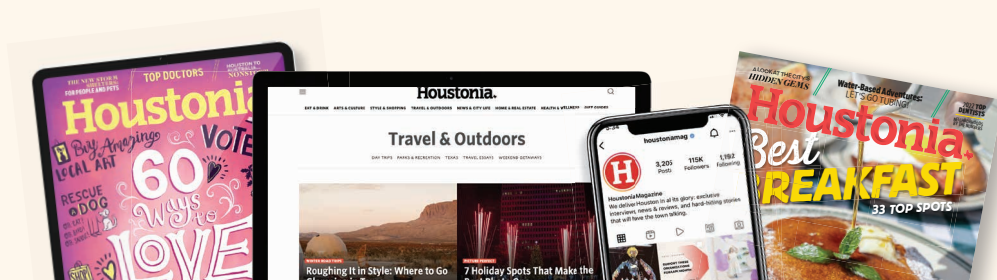


OMNICHANNEL ADVERTISING OPPORTUNITIES

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

\$30,250

50% OFF
a la carte
rates!

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 (option for fewer deployments to larger audience)
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

\$13,170

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

\$9,425

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

\$6,075

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

\$3,655

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

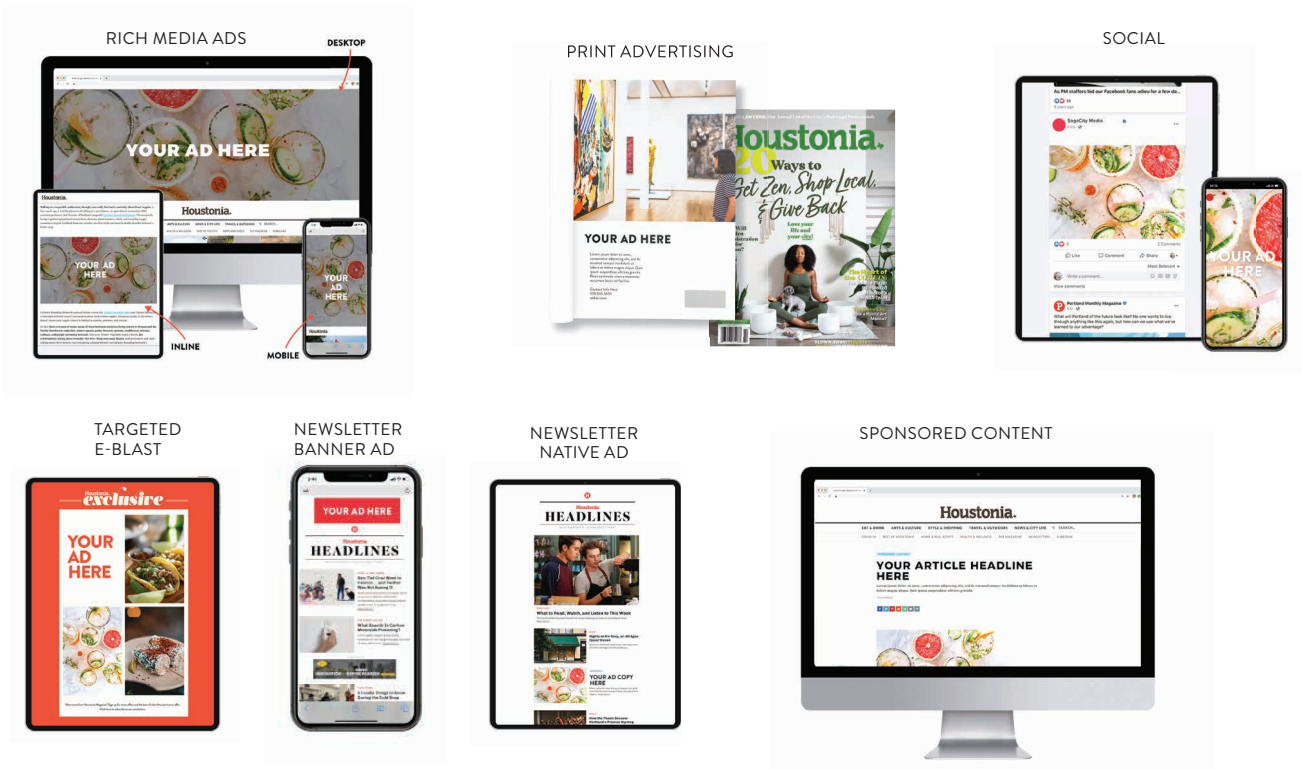
SPONSORED CONTENT: 4-Weeks **\$2,150**

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

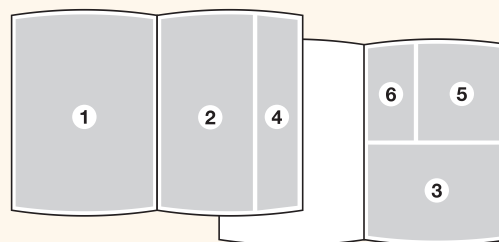
PRINT ADS

Four super-sized seasonal magazines each year.

	SIZE / POSITION	RATE
1	FULL PAGE	\$7,015
2	2/3 VERTICAL	\$4,840
3	1/2 HORIZONTAL	\$3,790
4 5	1/3 HORIZ OR VERT	\$2,685
6	1/6 VERTICAL	\$1,575
	BACK COVER	\$11,900
	INSIDE FRONT COVER	\$10,985
	INSIDE BACK COVER	\$9,225

Frequency Discounts Available!

Ask about special position rates



A LA CARTE DIGITAL

HOUSTONIAMAG.COM

Homepage Takeover	\$750 (per day)
Channel Roadblock	\$995 (per day)
Targeted E-Blast	\$1,875 base
Sponsored E-Blast	\$1,500
Paid Social Media Ad	\$995
Co-Branded Social Media Post	\$1,750
E-Newsletter Banner Ad	\$240-\$550
Campaign Creative Design	\$300

EXTENDED REACH

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

CAMPAIGN SUPPORT

Local SEO Package	Custom Quote
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HOUSTONIAMAG.COM CONTENT CHANNELS:

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

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, 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

