



Houstonia.

**2022 MEDIA KIT &
ADVERTISING PACKAGES**

WHO READS *HOUSTONIA*'S SITE AND MAGAZINE?

**3.2 MILLION
ANNUALLY**

MEDIAN AGE

42

THEY ARE WELL EDUCATED

83%

ATTENDED COLLEGE

25%

HAVE A MASTERS OR DOCTORATE DEGREE

THEY ARE AFFLUENT

\$211K

AVERAGE HH INCOME

13%

NET WORTH >\$1.5MM

THEY ARE SOCIAL

76%

HAVE A FACEBOOK ACCOUNT

70%

HAVE AN INSTAGRAM ACCOUNT

THEY ARE HOMEOWNERS

72%

OWN A HOME

24%

OWN A HOME >\$500,000

THEY ARE GENEROUS

88%

DONATE TO LOCAL OR NATIONAL CHARITIES

47%

DONATE OVER \$2,500 ANNUALLY



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

CONTENT THEY SEEK OUT



Travel & Outdoors

81% of Houstonians use *Houstonia* to plan local travel more than any other website or print publication.



Health & Wellness

Last year 47,000 Houstonians searched for a Top Doctor or a Top Dentist on the city's most respected databases. When it's essential to their health, Houstonians turn to *Houstonia*.



Arts & Entertainment

Houstonia readers are some of the most active and urbane: 63% regularly go to Live Music, 58% Arts Performances, 70% Museums/Galleries, 58% Festivals, 64% Food/Drink Events (*when it's safe to do so).



Food & Drink

Houstonians choose *Houstonia's* Food Coverage more than any other media outlet. That's more than Google, Yelp, Eater, Open Table, and more than 3 times the *Houston Chronicle* or any local food coverage.



Home & Real Estate

275,000 Houstonians came to *houstoniamag.com* to learn about neighborhoods and home values in 2019; an obvious first step in the home purchasing process.



Style & Shopping

A thriving voice for the city's love of all things retail, last year 620,000 Houstonians used *Houstonia Magazine* to help determine their local shopping choices.



News & City Life

The city's most engaged and committed leadership come to *Houstonia* to hear our in-depth storytelling around the issues that affect the future of our city.

HOUSTONIA DIGITAL

4-WEEK DIGITAL PACKAGES*

Houstoniamag.com is the city's largest lifestyle website

OPPORTUNITY

TARGETED
TO LIFESTYLE
SPECIFIC
CHANNELS

MONTHLY EXPOSURE		
DOMINANT \$7,500	COMPETITIVE \$5,000	BASIC \$2,500
30,000 IMPRESSIONS	20,000 IMPRESSIONS	10,000 IMPRESSIONS
RICH MEDIA CAPABLE ENHANCED BANNER ADS guaranteed impressions by Houstonia web channel	1	—
TARGETED E-BLAST Houstonia branded email for your exclusive message delivered to 50,000 targeted email addresses	1	—
SPONSORED ARTICLES* 20,000 guaranteed impressions for each article on Houstoniamag.com web channel	1	1
E-NEWSLETTER CONTENT ADS guaranteed exposure of your article on Houstonia's daily newsletters	1	—
FACEBOOK ADS Houstonia branded Facebook ads promoting your sponsored content article	1	1
INSTAGRAM ADS Houstonia branded Instagram ads promoting your sponsored content article	1	1

*Articles must be submitted in final form. If you would like our marketing team to write your content, additional fees will apply.

*ALL PACKAGES ARE 4 WEEK TIMEFRAME

HOUSTONIAMAG.COM CHANNELS:

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

ADD-ONS

Live Virtual Event	\$6,500
Homepage Takeover	\$895 (per day)
Content Creation	\$850
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

DIGITAL AD REACH

HOUSTONIAMAG.COM
VISITORS

266,000 MONTHLY

3.2 M ANNUALLY

INSTAGRAM FOLLOWERS

116,000

FACEBOOK FOLLOWERS

69,000

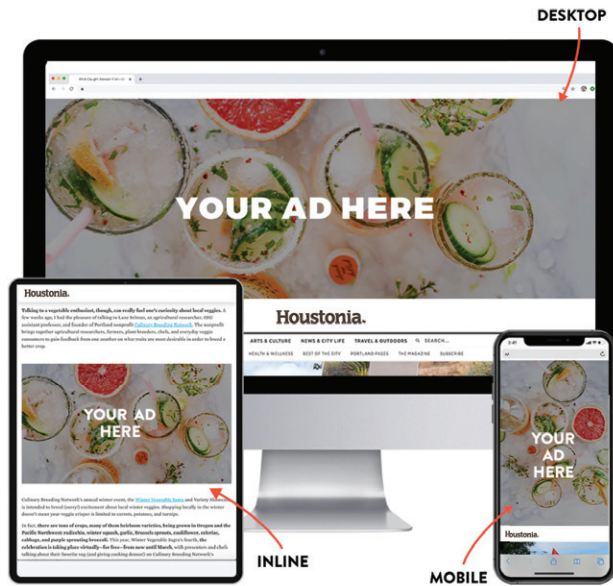
EBLAST AUDIENCE

50,000

MONTHLY NEWSLETTER SENDS

340,000

DIGITAL PRODUCT EXAMPLES

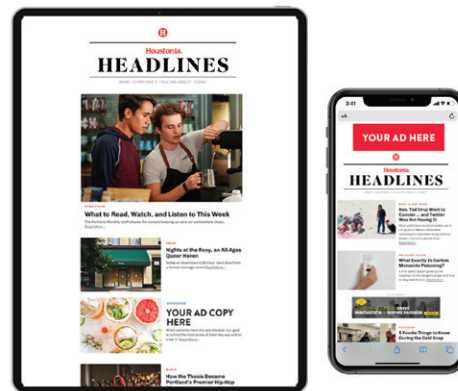


Rich Media Capable
Enhanced Display Ads

Sponsored Content Article



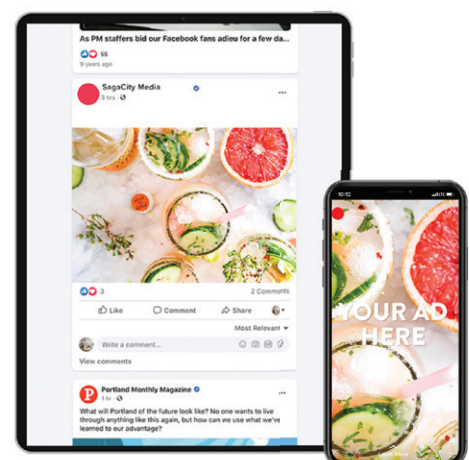
E-Newsletter Content Ad & Banner Ads



Targeted E-blast



Social



EDITORIAL CALENDAR 2022-2023



SEASON	FEATURE	AD SECTION	DATES
Spring (Mar., Apr., May)	Houston Real Estate & Parks Spring Fashion Most Influential Women Crawfish Season	Spring Travel Escapes Woman Owned Businesses Showcase Digital Only: Summer Camp Guide Mother's Day Gift Guide	Space 1/20/22 Materials 1/2/22 On Sale 3/1/22
Summer (June, July, Aug.)	Summer Family Fun Summer Travel Top Dentists	Dentist Profiles Summer Road Trips Father's Day Gift Guide Higher Education Guide	Space 4/14/22 Materials 4/21/22 On Sale 6/6/22
Fall (Sept, Oct., Nov.)	Top Doctors Top Private School Best Restaurants of 2022 The Fall Arts Guide Fall Fashion	Top Doctors Private Schools Fall Travel Escapes	Space 7/21/22 Materials 7/28/22 On Sale 9/5/22
Winter (Dec., Jan., Feb.)	Top Lawyers The Holidays Are Here! New Year, New You!	Top Lawyers "Faces of HTX" Holiday Gift Guide Winter Travel Escapes	Space 10/20/22 Materials 10/27/22 On Sale 11/28/22

IN EVERY ISSUE

Ice House: Everybody over to the picnic table, it's time to shoot some bull.

On the Table: Where to eat and drink in the city.

On the Town: Where to go, who to see, and what to do.

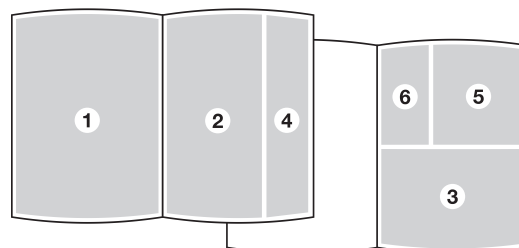
Bayouography: Each issue we feature a noteworthy local making a change in our community.

Clutch City: A spotlight on local businesses in the community.

Open Road: Travel stories fit for each season.

PRINT RATES Four super-sized seasonal magazines (nearly 200 pages an issue)

POSITION	1X	2X	3X	4X
Spread	\$15,850	\$14,855	\$13,520	\$12,185
① Full Page	\$8,805	\$8,275	\$7,540	\$6,790
② ¾ Page	\$6,165	\$5,875	\$5,180	\$4,535
③ ½ Page	\$5,283	\$4,965	\$4,570	\$3,835
④ ⑤ ¼ Page	\$3,522	\$3,309	\$3,013	\$2,715
⑥ ⅙ Page	\$2,250	\$1,992	\$1,750	\$1,250
Inside Front Cover: \$12,180 Inside Back Cover: \$11,200 Back Cover: \$12,975				



ADD-ON DESIGN SERVICES

Let our designers create a unique print ad for your business. \$75/hr

*editorial calendar is subject to change

A photograph of the Houston skyline at dusk. The sky is a mix of blue and purple. Several skyscrapers are visible, including the cylindrical Bank of America Tower. In the foreground, there is a river reflecting the city lights, a bridge, and a green park with trees and a bench.

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THANK YOU