WHY ADVERTISE IN TEXAS MONTHLY?

STATEWIDE PENETRATION

EVERYTHING IS BIGGER IN TEXAS!

268,601 SQUARE MILES
SECOND LARGEST STATE IN POPULATION
SECOND LARGEST RETAIL MARKET

IF TEXAS WERE A NATION, IT WOULD RANK AS THE ELEVENTH LARGEST ECONOMY IN THE WORLD

HOME TO 18 OF THE FORBES LARGEST PRIVATE COMPANIES AND 52 FORTUNE 500 COMPANIES
(Texas has more Fortune 500 companies than any other state except for California, which claims 53)

SUGHT AFTER AD ENVIRONMENT

(TOP 10)
OR BETTER IN KEY CATEGORIES

TEXAS MONTHLY’S AD PAGE RANKINGS

#3 in travel
#2 in health care
#3 in real estate
#2 in education
#6 retail

EDITORIAL EXCELLENCE

WINNER OF 13 NATIONAL MAGAZINE AWARDS

Only The New Yorker, Esquire, National Geographic, The Atlantic, New York, Harper’s, Vanity Fair, Rolling Stone, and Newsweek have won more.

This is the kind of prestigious company you want for your advertising.

MARKET CLOUT

TEXAS MONTHLY TARGETS TEXANS WHO TRAVEL TO SHOP

Subscribers take more than 3.8 million trips annually within Texas, and 66% will travel to another market and shop within Texas this year.

WANTEDNESS

READING-TIME-PER-ISSUE IS AMONG THE HIGHEST NATIONALLY AT 1.3 HOURS
(compared to a 45 minute national average)

READERS WHO RESPOND

ACTIVE, INVOLVED, EDUCATED, AND AFFLUENT READERS

100% OF SUBSCRIBERS PARTICIPATED IN A LEISURE OR SPORTS ACTIVITY IN THE PAST YEAR
62% PARTICIPATED IN CIVIC ACTIVITIES
AVERAGE SUBSCRIBER HHI $201,500
AVERAGE NET WORTH $1,614,600

Texas Monthly has chronicled Texas politics, lifestyle, food, arts since 1973. Winner of 13 National Magazine Awards, the publishing industry’s highest honor, Texas Monthly is the undisputed gold standard of Texas print journalism, delivering affluent Texans in every population center—from the Panhandle to the Rio Grande.

ONLINE
Texasmonthly.com offers insightful daily reporting on events throughout Texas, plus channels with rich content on Politics, Food, Travel, Texana, and Culture.

TABLET
Tablet versions of Texas Monthly offer enriched media extensions of editorial features and also offer advertisers an enhanced platform for interactive messaging.

MOBILE
The Texas Monthly BBQ Finder and the Texas Monthly Outdoor Guide are two robust smart phone apps where ad messages have interactive connectivity.

Texas Monthly commands a powerhouse statewide reputation for its signature food events including the Texas Monthly BBQ Fest and the Texas Monthly Taco Fest. A monthly slate of Texas Monthly Talks events showcase editorial colloquiums on important issues. Dynamic sponsorship opportunities are available to connect your brand with the targeted affluent elite that is the Texas Monthly event audience.

Texas Monthly produces stand-alone magazines that target categories such as retail, education, music and other lifestyle topics. Our custom publishing division offers full-service capabilities in producing special books, premium publications, and customer-retention programs.

Since 1973, The Texas Monthly brand covers a lot of territory—just like the state. From award-winning print journalism to cutting-edge digital media. Texas Monthly is where affluent, educated, and influential Texans can be found—whether it’s reading the recent issue, pulling up a Texas Monthly app’s GPS locator to find a BBQ joint or a swimming hole, or attending a book-signing.
WHO ARE OUR SUBSCRIBERS?

300,000
PAID AND VERIFIED CIRCULATION

MEN/WOMEN
52% / 48%

92% OWN A HOME

92% OF SUBSCRIBERS HAVE ATTENDED OR GRADUATED COLLEGE

$1,614,600
AVERAGE SUBSCRIBER NET WORTH

65% ARE PROFESSIONAL/MANAGERIAL

WEST TX REGION
22,140

DALLAS/FT. WORTH REGION
79,062

CENTRAL TX REGION
73,537

HOUSTON REGION
67,209

93% TOOK ACTION AS A RESULT OF READING TEXAS MONTHLY

1.3 HOURS
AVERAGE TIME SPENT WITH A TYPICAL ISSUE (COMPARED TO A 45 MINUTE NATIONAL AVERAGE)

92% OF SUBSCRIBERS HAVE ATTENDED OR GRADUATED COLLEGE

65% ARE PROFESSIONAL/MANAGERIAL

Source: 2013 Texas Monthly Subscriber Study, GfK MRIs

Circulation based on the August 2014 issue.
Out-of-state DMA circulation accounts for an additional 34,307 copies.
Monthly newsstand sales account for an additional 28,823 copies.
Digital edition circulation accounts for an additional 5,433 copies.
WHO ARE OUR READERS?

2,829,000 READERS
1 IN 8 TEXAS ADULTS

WHO ARE OUR READERS?

2,829,000 READERS
1 IN 8 TEXAS ADULTS

OUR READERS ARE AFFLUENT AND EDUCATED!

IN TEXAS, TEXAS MONTHLY REACHES:

- 2,635,000
  1 IN 8 ADULTS AGE 18 AND OLDER
- 1,605,000
  1 IN 7 ADULT HEADS-OF-HOUSEHOLDS
- 1,129,000
  1 IN 5 ADULTS EMPLOYED IN PROFESSIONAL/MANAGERIAL POSITIONS
- 268,000
  1 IN 6 ADULTS WITH A POSTGRADUATE DEGREE
- 288,000
  1 IN 3 ADULTS WITH HOUSEHOLD INCOMES OF $200,000 OR MORE

MEN/WOMEN
58% / 42%

RATENAGE
300,000

READERS ARE
52% MORE LIKELY TO HAVE GRADUATED COLLEGE THAN THE U.S. AVERAGE

MEDIAN HOUSEHOLD INCOME
$97,975

(compared with a state median of $57,830)

Source: GfK MRI Spring 2014
### Most National Magazines Underdeliver Texas

**What does this mean?**

Take a look below at the Texas share of these magazines' U.S. Circulation. For all, the Texas share is lower than the Texas share of U.S. Population. A Population Index of less than 100 indicates underdelivery. Note that this is not a problem with the other two largest states, California and New York.

Texas Monthly, with a circulation of 300,000, ensures effective coverage in Texas, reaching 1 out of 8 Texas adults—and 1 in every 3 Texas households—with an income of $200,000. Be sure your advertising message gets efficiently delivered to the #2 largest state population and the #2 retail market in the country!

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#### Texas

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
<th>Percent of U.S.</th>
<th>Population Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrons</td>
<td>26,940</td>
<td>2.9%</td>
<td>36</td>
</tr>
<tr>
<td>Newsweek</td>
<td>13,864</td>
<td>4.6%</td>
<td>57</td>
</tr>
<tr>
<td>Saveur</td>
<td>94,137</td>
<td>5.3%</td>
<td>59</td>
</tr>
<tr>
<td>Road &amp; Track</td>
<td>17,320</td>
<td>5.5%</td>
<td>66</td>
</tr>
<tr>
<td>Travel + Leisure</td>
<td>38,142</td>
<td>6.2%</td>
<td>68</td>
</tr>
<tr>
<td>Esquire</td>
<td>48,989</td>
<td>6.3%</td>
<td>77</td>
</tr>
<tr>
<td>W</td>
<td>42,930</td>
<td>6.3%</td>
<td>78</td>
</tr>
<tr>
<td>GQ</td>
<td>43,719</td>
<td>6.6%</td>
<td>78</td>
</tr>
<tr>
<td>Architectural Digest</td>
<td>81,778</td>
<td>7.1%</td>
<td>82</td>
</tr>
</tbody>
</table>

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### Texas 2009 Pop Est: 24,782,302

- Percent of U.S. Pop: 8.1%

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### California

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
<th>Percent of U.S.</th>
<th>Population Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrons</td>
<td>164,351</td>
<td>16.7%</td>
<td>139</td>
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<tr>
<td>Newsweek</td>
<td>38,534</td>
<td>12.9%</td>
<td>107</td>
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<tr>
<td>Saveur</td>
<td>252,354</td>
<td>12.8%</td>
<td>106</td>
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<tr>
<td>Road &amp; Track</td>
<td>51,826</td>
<td>16%</td>
<td>103</td>
</tr>
<tr>
<td>Travel + Leisure</td>
<td>109,614</td>
<td>15.9%</td>
<td>133</td>
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<tr>
<td>Esquire</td>
<td>119,296</td>
<td>15.1%</td>
<td>132</td>
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<tr>
<td>W</td>
<td>94,398</td>
<td>13.8%</td>
<td>126</td>
</tr>
<tr>
<td>GQ</td>
<td>117,114</td>
<td>16.8%</td>
<td>115</td>
</tr>
<tr>
<td>Architectural Digest</td>
<td>196,945</td>
<td>15.9%</td>
<td>139</td>
</tr>
</tbody>
</table>

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### California 2009 Pop Est: 36,961,664

- Percent of U.S. Pop: 12%

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### New York

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
<th>Percent of U.S.</th>
<th>Population Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrons</td>
<td>175,499</td>
<td>17.9%</td>
<td>280</td>
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<tr>
<td>Newsweek</td>
<td>37,657</td>
<td>12.6%</td>
<td>198</td>
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<tr>
<td>Saveur</td>
<td>134,858</td>
<td>12.6%</td>
<td>107</td>
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<tr>
<td>Road &amp; Track</td>
<td>34,698</td>
<td>10.7%</td>
<td>168</td>
</tr>
<tr>
<td>Travel + Leisure</td>
<td>48,190</td>
<td>7%</td>
<td>110</td>
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<tr>
<td>Esquire</td>
<td>60,729</td>
<td>7.7%</td>
<td>21</td>
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<tr>
<td>W</td>
<td>57,347</td>
<td>8.4%</td>
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</tr>
<tr>
<td>GQ</td>
<td>54,235</td>
<td>7.8%</td>
<td>122</td>
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<tr>
<td>Architectural Digest</td>
<td>137,313</td>
<td>11.1%</td>
<td>174</td>
</tr>
</tbody>
</table>

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### New York 2009 Pop Est: 16,541,453

- Percent of U.S. Pop: 6.4%