



MEDIA KIT 2018



Houston Style Magazine is regarded as the leading minority print publication in and around the city of Houston. Houston Style not only highlights accomplishments within the minority communities but also covers issues that are either ignored or underreported.

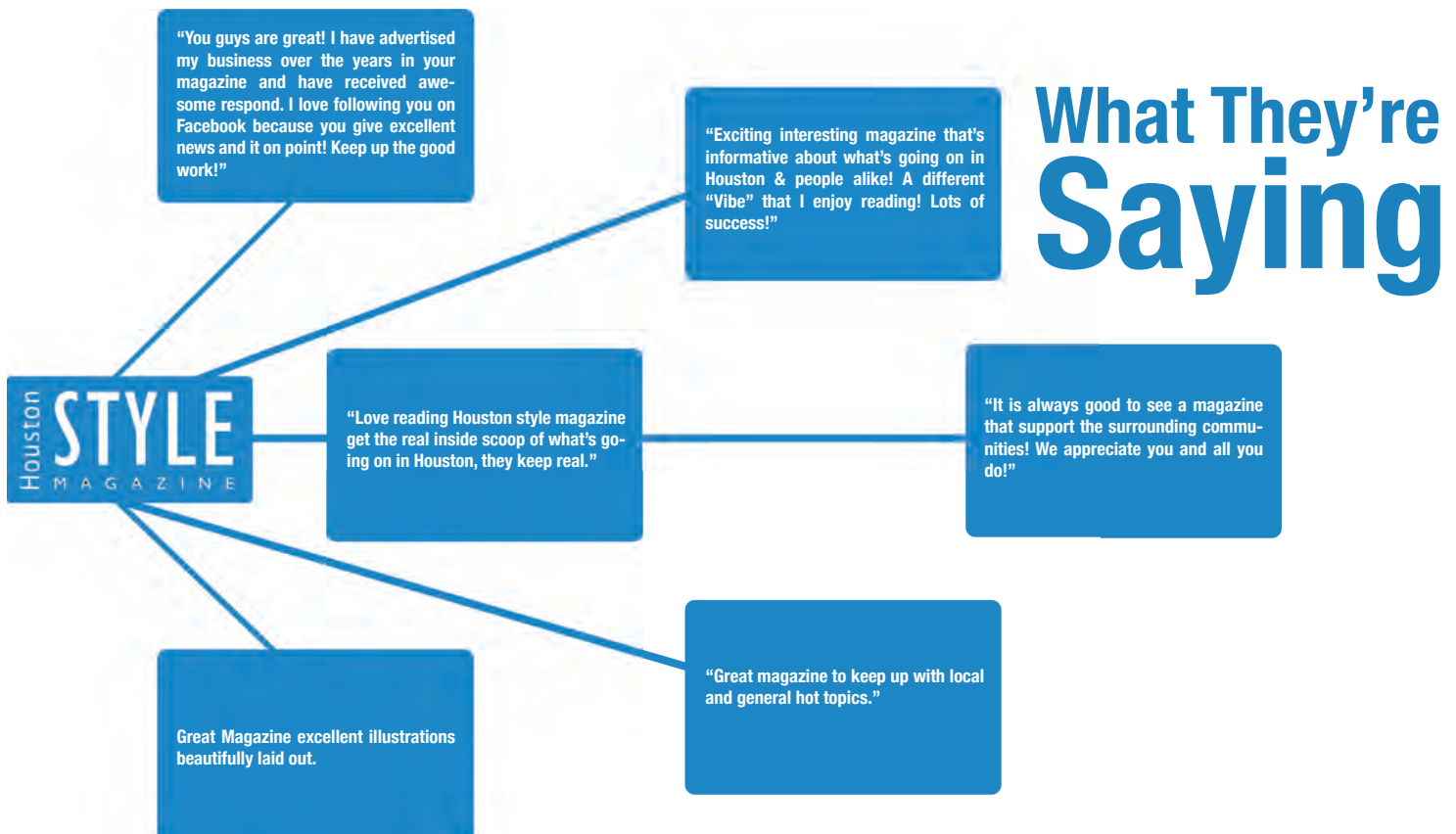
StyleMagazine.com is the preferred lifestyle, news and entertainment resource providing original, syndicated and CNN up-to-date content daily. StyleMagazine.com aims to capture, engage, and enhance awareness with topics that matter within the urban community. Both Houston Style Magazine and StyleMagazine.com have been the leading Houston source for the African-American community. Most recently, research data provided by Houston's Media Audit has shown that Houston Style Magazine, print and website, has recently gained a large following of both the Hispanic and Asian communities.

We are members of

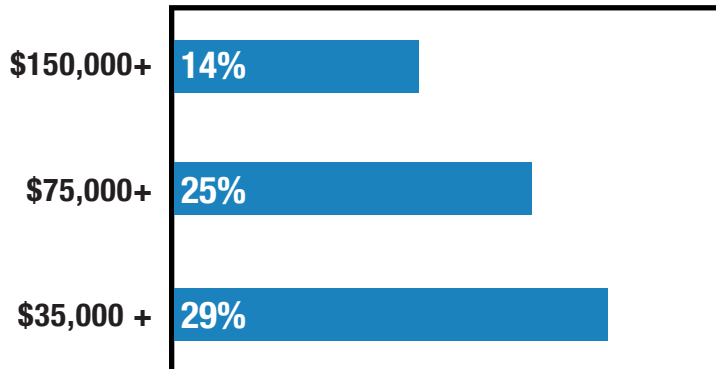
- National Association of the Black Press (NNPA)
- Houston Area Urban League (HAUL)
- National Association for the Advancement of Colored People (NAACP)
- East End Chamber of Commerce
- Hispanic Chamber of Commerce

What we cover

- Community Events
- National Red Carpet Events
- Politics
- Education
- Health
- Beauty/Fashion
- Book/Movie Reviews
- Restaurant Reviews
- Auto Reviews
- Travel



OUR AUDIENCE



HOUSEHOLD INCOME

50.2%

of our readers have visited or purchased from a business advertising in Houston Style Magazine.

READERSHIP

Total audience: 112,000

Average Web visits per month: 149,924

BUYING HABITS (NEXT TWELVE MONTHS)

- 82% Dining and Entertainment
- 51% Vacation/ Travel
- 35% Furnishing/Home Furnishing
- 24% Financial Planning

FEMALES

MALES



51%

49%

EDUCATION

- High School Diploma 24%
- Some College 24%
- Four Year Degree 30%
- Graduate Degree 13%
- Other 9%



The publication is professionally distributed by our team of ten routed drivers who target Zip Codes in Harris County which includes the cities of greater Houston, Katy, Bellaire and Pearland. We also target Zip Codes in Fort Bend County which includes the cities of Missouri City, Richmond, Rosenberg, Stafford and Sugar Land.

The zip codes are broken down by upscale and middle-class Urban neighborhoods throughout houston, Texas. These neighborhoods encompass the greater Houston Metropolitan Statistical Area.

The 31k circulation is distributed geographically to the targeted Urban market zip codes

TARGETED ZIP CODES

HARRIS COUNTY ZIP CODES

77002	77003	77004	77005	77007	77015
77016	77017	77021	77023	77025	77026
77028	77031	77033	77035	77039	77045
77048	77049	77051	77053	77054	77056
77064	77066	77067	77071	77072	77076
77078	77082	77083	77084	77085	77087
77088	77089	77096	77098	77401	77450

FORT BEND COUNTY ZIP CODES

77406 77459 77471 77477 77478 77479



2018 SCHEDULE

Special	Print Date
Goodbye 2017, Hello 2018	01-04-18
Martin Luther King, Jr.	01-11-18
Spring Clean Your Medicine Cabinet	01-18-18
Spotlight On Houston DJs	01-25-18
*Black History Month	02-01-18
Valentine's Day/Heart Awareness	02-08-18
Black Newspaper Week	02-15-18
Rodeo Houston	02-22-18
*Education Week	03-01-18
High School Homecoming Queens	03-08-18
Salute to Powerful Women	03-15-18
Women's health and wellness	03-22-18
Easter	03-29-18
Salute to Powerful Men	04-05-18
Houston Black Restaurant Week	04-12-18
Men's Health and Wellness	04-19-18
Cinco de Mayo	04-26-18
Small Business Week	05-03-18
Mother's Day/Lupus Awareness	05-10-18
*Graduation	05-17-18
Summer Travel	05-24-18
Spring Fashion	05-31-18
African American Music Appreciation	06-07-18
Father's Day/Juneteenth	06-14-18
Alzheimer's Awareness	06-21-18
Independence Day	06-28-18
*AKA Boule	07-05-18
LeToya Luckett	07-12-18
Mental Health Awareness	07-19-18
Buffalo Soldiers/Black Cowboys	07-26-18
National Minority Donor Awareness	08-02-18
Weddings	08-09-18

Special	Print Date
Back-to-School	08-16-18
Black Business	08-23-18
Fall Fashion	08-30-18
HBCU	09-06-18
*Hispanic Heritage Month	09-13-18
HIV/AIDS Awareness	09-20-18
First Responders	09-27-18
Breast Cancer Awareness	10-04-18
Childhood Hunger	10-11-18
Hispanic Business	10-18-18
Financial Planning	10-25-18
Election	11-01-18
Literacy	11-08-18
Thanksgiving	11-15-18
Adoption	11-22-18
Inspirational Role Models	11-29-18
Gift Giving Guide	12-06-18
*Christmas	12-13-18
Kwanzaa	12-20-18
Most Stylish Houstonians	12-27-18

PRINT PROD. INFORMATION

General Information

Houston Style Magazine prints weekly (on Thursdays).
All art/graphics are due the Friday before print date.

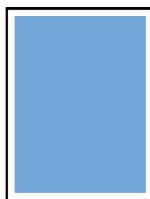
Delivering Art

Files should be sent to
advertising@stylemagazine.com

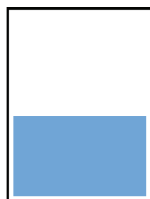
Acceptable Formats

PDF, JPEGs, PNG Design and layout services are available at Houston Style with rates starting at \$50.00.

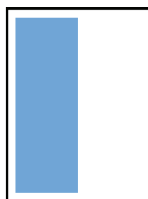
PRINT SIZES & RATES



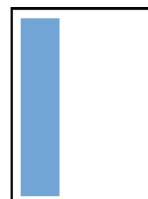
Full page, no bleed
10 13/16" x 13"



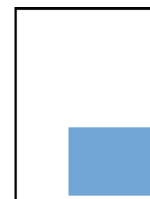
1/2 Horizontal
10 13/16" x 6.5"



1/2 Vertical
5" x 13"



1/4 Page
5" x 6.5"



1/8 Page
5" x 3.25"

ADVERTISING RATES

ADVERTISING POLICY

Display Rates	Pricing
Double Truck	\$ 8,000.00
Full Page Display	\$ 4,000.00
1/2 Page Display	\$ 2,000.00
1/4 Page Display	\$ 1,000.00
1/8 Page Display	\$ 500.00
Color (4c)	\$ 400.00

All advertising insertion orders, contracts and copy are subject to the approval of The Texas Observer. We reserve the right to reject any advertising order. The publisher's liability for errors shall not exceed the cost of the ad space. If acceptable ad copy is not received by the due date, the publisher may repeat a previous ad. Payment should accompany art unless credit has been approved. With approved credit, payment is due upon receipt of invoice. Terms may be negotiated for frequency advertising at the discretion of the publisher. Past due accounts will be charged 1.5% interest per month. Both advertiser and agency are jointly and severally liable for payment.

ADVERTISE NOW!

When you advertise with Houston Style Magazine you associate your business, organization, product, service, or event with a highly respected media institution. You will capture the attention of educated readers that actively shop Houston businesses and utilize services from Houston business owners. In addition, our readers are very social and actively attend events and fundraisers. Houston Style Magazine is your one stop media shop to reach loyal consumers.



CONTACT

For information about advertising on Stylemagazine.com,
Send an e-mail to Advertising@stylemagazine.com.

Houston Style Magazine is a MBE and HUB certified publication and is audited by the Circulation Verification Counsel.