



About Us

Houston Style Magazine

TAG US! #TEAMSTYLEMAG

LOCAL & WORLD NEWS+STORIES

BUSINESS + MONEY NEWS

COMMUNITY NEWS+EVENTS

COMMUNITY SOUNDOFF

ENTERTAINMENT FASHION+BEAUTY

CONTESTS + GIVEAWAYS

HOUSTON'S PREMIERE WEEKLY PUBLICATION

SINCE 1989

POWERED BY CNN | FOLLOW US @HOUSTONSTYLEMAGAZINE | STYLEMAGAZINE.COM

Houston Style Magazine and StyleMagazine.com are the preferred lifestyle, news, and the entertainment resource providing original and up-to-date content.



Owner Francis Page, Jr. launched the first edition of Houston Style Magazine (HSM) in 1989 and is regarded as the leading minority publication in and around the city of Houston. HSM distributes relevant and useful information at the community level to thousands of Black and Latin-X residents and business owners each week online and picked up in H-E-B grocery stores, local restaurants, barber shops, and other local businesses. Houston Style delivers stories with deep community relevance including sports and entertainment coverage, while maintaining a strong commitment to covering local news in each community. People look forward to reading these publications every week not only because of the news briefs It also covers, but for the local news and event information that are either ignored or underreported.

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AD RATES

Media Channels

Interactive Information

Published Weekly

Print

Emailed Monthly

Newsletter

Multiple Posts Daily

Social Media



Houston Style Magazine news content is available to readers on desktop, tablet, and mobile devices.



120,000
Readers



55,000
Publications

COMMUNITY NEWSPAPERS ARE THRIVING

- People prefer newspapers for their local news over television and the Internet and local newspapers beat the Internet by a 3-1 margin
- 14% said they rely on social media to get information about their community
- Nearly half, 46% of respondents said they share their local newspaper with at least two other people 12% said they share it with three people or more
- 75% of respondents said they look forward to their community newspaper
- 79% of respondents said they find their community newspaper valuable for local shopping and advertising information
- 48% of respondents said they read their local paper for local news, information and obituaries.
- More than half of the respondents, 51%, said they read the public notices in their local newspaper somewhat often to very often.
46% of the respondents said they read a print newspaper that covers their community specifically. 14% percent read their local paper online only, and 17% read it online and in print, bringing the total to 77% who read a local paper.

Sources: National Newspaper Association, August 2019. Survey conducted by Susquehanna Polling & Research March 6, 2019 to April 5, 2017 of 1,000 households nationwide).

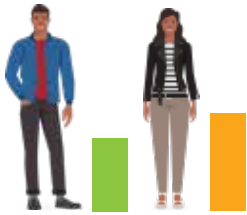


PRINT MAGAZINE

Build powerful brand awareness that influences, inspires and endures through advertising in our award-winning flagship publication, **Houston Style Magazine**.

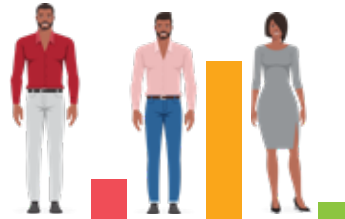
Print Audience Snapshot

50.2% of our readers have visited or purchased from a business advertising in Houston Style Magazine



GENDER

MALE – 49%
FEMALE – 51%



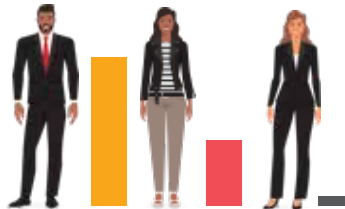
AGES

19 to 25 – 74%
26 to 35 – 14%
36 to 45 – 8%



BUYING HABITS

82% Entertainment
51% Vacation\Travel
35% Home Furnishing
24% Financial Planning



ROLES

Professionals – 74%
Freelancer – 14%
Mothers – 8%



EDUCATION

High School – 24%
Some College – 24%
College Degree – 30%
Graduate – 14%
Other - 9%



INCOME

\$150,000 – 14%
\$75,000 – 25%
\$35,000 – 29%

Our Content

Community newspapers are thriving

Houston Style Magazine

distributes hyperlocal news and stories with deep community relevance – HSM newspaper and covers: events, politics, education, health, beauty, fashion, book reviews, movie reviews, sports, travel, vacations, and auto reviews.



Specials Editions

We pride ourselves on our in depth, non-biased coverage of local business, transportation, education, health care, real estate and more.

Special Editions

- Dr Marting Luther King Jr Holiday – Jan 15
- Black History Month – 4wks in February
- Mexican Constitution Celebration – February 5
- Cinco de Mayo Celebration – May 5
- Juneteenth Holiday – June 19
- Back to School – September
- Hispanic Heritage Month – October
- Kwanzaa – December 26 - January 1



Front Cover Opportunities:

Front Page Strip ○

10.5" (w) x 3.5" (h)

Front Page Strip

Make sure your message receives maximum exposure by putting it on the front page. Front strip ads are available every week of the month.



○ Front Page Strip

10.5" (w) x 7" (h)

Front Page Wrap

Make sure your message receives maximum exposure by putting it on the front page. Front strip ads are available every week of the month.

HSM Has Active Audience, With High Impression!



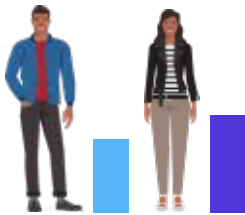
DIGITAL FORMAT

The urban professional population makes up the majority of HSM's readers:



 **375,457**
Impressions

 **57,415**
Reads



TRAFFIC DATA

DESKTOP – 59%
PHONE – 41%

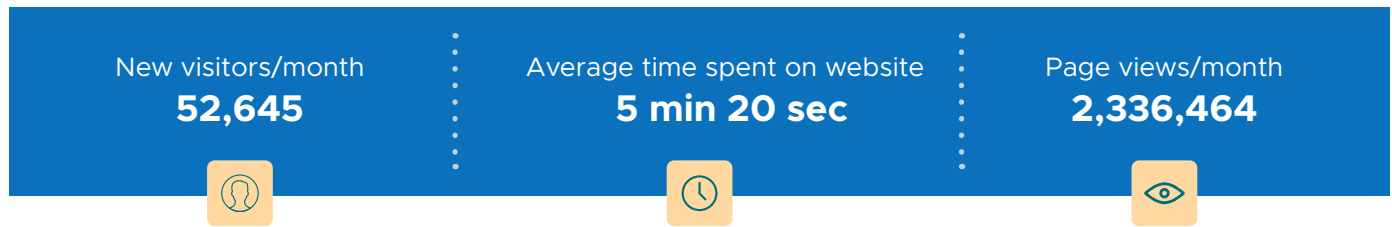


StyleMagazine.com Digital Multi-Screen

Desktop + Tablet + Mobile



Key Statistics



Increasing Visitors on News Category

All Houston Style Magazine news articles and digital services will be free on all devices for readers.



Low Bounce Rate

Houston Style Magazine news articles and digital services will be free on all devices for registered readers.

Content Calendar

Content Timeline for one year schedule



AUTUMN 2021-22 FEATURES

WINTER 2021-22 FEATURES

Selected editions with special features:

Selected editions with special features:

Special Editions

Special Editions

Special editions that shine a spotlight on and feature stories of the Black community. Autumn issue includes popular features like HBCUs Queens, and Hispanic Heritage.

Winter shines a spotlight on important features and stories like Kwanzaa, Black History Month, & Dr. Martin Luther King, Jr.

September:

December:

- 1. Hispanic Heritage Month
- 2. Mental Health Awareness
- 3. HBCU Queen Special Edition

- 1. Holiday\Kwanzaa
- 2. Houstonian Of The Year
- 3. World AIDS Day - Rock The Ribbon

October:

January:

- 1. World Mental Health
- 2. Breast Cancer Awareness Special
- 3. Hispanic Heritage Month

- 1. Dr. Marting Luther King, Jr. Special
- 2. National Youth Day
- 3. Volunteerism

November:

February:

- 1. HBCU Homecoming Queens
- 2. Holiday Gift Guide
- 3. National Diabetes Month

- 1. Black History Month
- 2. Black History Month
- 3. Black History Month

2021-22

Planner



SPRING 2022 FEATURES

Selected editions with special features:

Special Editions

During Spring, we focus on Texas traditions such as Houston Livestock Show & Rodeo, Black Restaurants, along with important health issues that effect the Black community.

March:

- 1. Houston Livestock Show & Rodeo
- 2. Black Girl Rock Entrepreneurs
- 3. Easter Special

April:

- 1. Black Restaurant Week Spotlight
- 2. Financial Literacy
- 3. Cinco de Mayo

May:

- 1. Mother's Day Feature
- 2. Summer Travel Noire
- 3. Lupas Awareness Special

SUMMER 2022 FEATURES

Selected editions with special features:

Special Editions

The summer features: Juneteenth, now a national holiday that celebrates the emancipation of those who have been enslaved.

June:

- 1. Juneteenth Special
- 2. Black Music Special
- 3. Father's Day Special

July:

- 1. 4th of July Celebration
- 2. Art and Culture Special
- 3. Houston Jazz Festival

August:

- 1. Back-to-School
- 2. Weddings
- 3. Fall Fashion

Houston Style Magazine Events

Access To A Highly Targeted Black Audience

Houston Style Magazine recognizes and celebrates excellence with four prestigious events and ceremonies.



30U30 Awards

Houston Style Magazine's 30 Under 30 program celebrates the state's most vibrant young entrepreneurs — men and women, age 30 and under, who are making things happen, either in business or their communities.



Texas Black Expo

The Texas Black Expo is a nonprofit and economic development organization that empowers underserved businesses and youth by providing entrepreneurial and educational opportunities.



HJMHF

The Houston Juneteenth Multiculture Health Festival Opportunity to Increase brand awareness among the second largest African American consumer market in the US with a buying power of 86 billion dollars.



HSM Anniversary

Houston Style Magazine host its annual Lecture and Impact Series/Awards Ceremony. Listed for the awards are heads of government agencies who have proved their worth in specific areas of governance such as education,

DIGITAL ADVERTISING CAPABILITIES

StyleMagazine.com Website Advertising

We currently have an average of 60,000 pageviews monthly and our numbers are growing daily. That's because our business model has changed from just a print weekly to now being a major source of news, seven days a week. We are updating our website daily with important news stories. Additionally, our website is responsive to tablets and smartphones.

What's included:

- 1 Sponsor's statement on topic home page and on all topic tagged articles.
- 2 White paper benefits on topic home page and on all topic tagged articles.
- 3 Monthly promotion of our eNewsletter.

Leaderboard
728 pixels (w) x 90 pixels (h)

Sponsor's statement
Max 500 characters incl spaces

Medium rectangle and Video Ads
570 pixels (w) x 750 pixels (h)

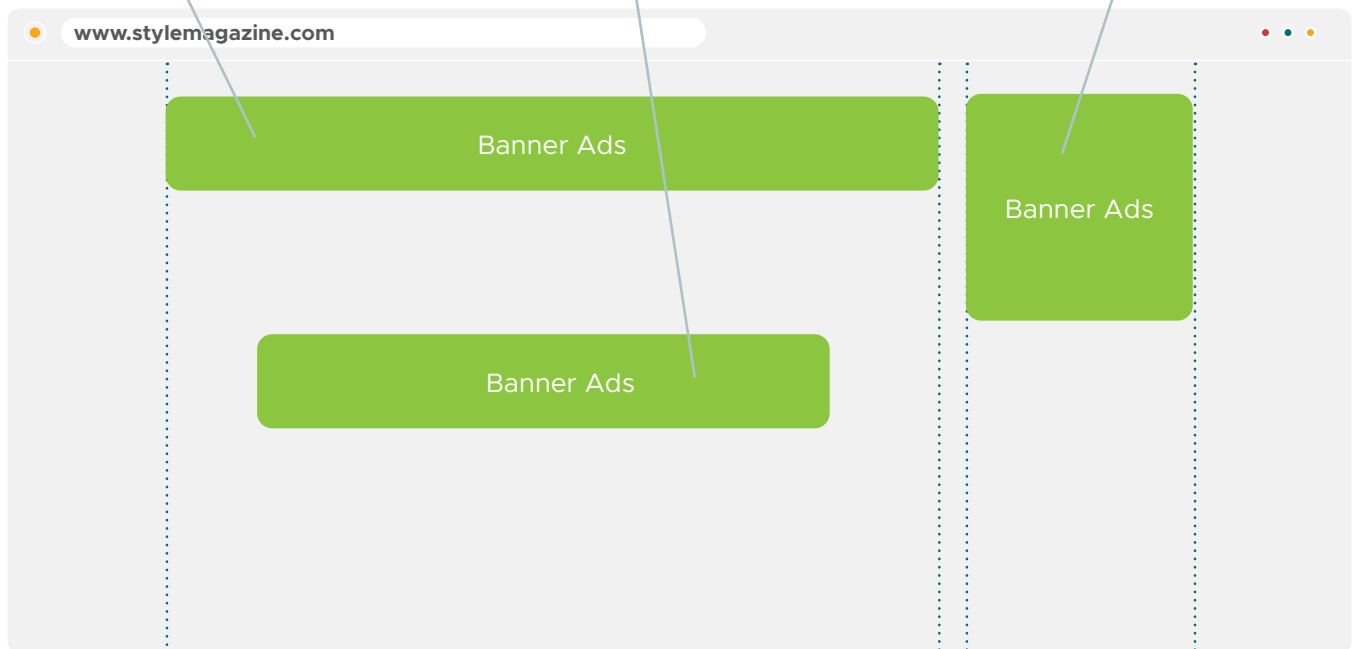


Image Banners Ads

Web banners appear in rotation on a number of site position



Text Ads

Web banners appear in rotation on a number of site position



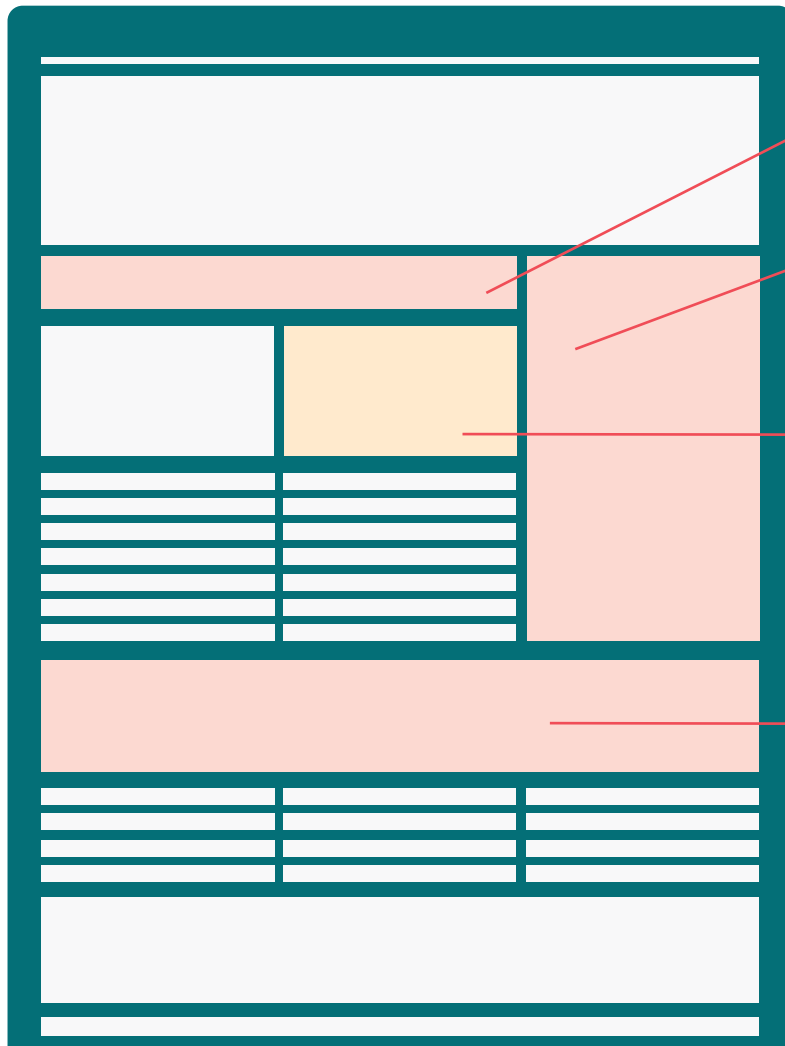
Video Ads

Web banners appear in rotation on a number of site position

eNewsletter Banners

Weekly Roundup Of The Latest Headlines In Black Communities.

We offer innovative advertising and consumer-engagement solutions across a variety of platforms which allow our partners to connect uniquely with the audiences they want to reach. Our emails are sent out on Fridays and are curated by our editor to include the latest headlines anything from the latest new restaurant opening to breaking news.

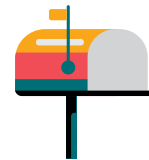


1 Email Leaderboard
500 pixels (w) x 69 pixels (h)

2 Email Sidebar
168 pixels (w) x 420 pixels (h)

3 Editor's Picks
Editor's Picks is a weekly must-read email that delivers free summaries and links for trending syndicated news stories directly to smartphones.

4 Email Banner
740 pixels (w) x 120 pixels (h)



OVERVIEW

Frequency
Weekly – sent at optimized local times

Reporting
Full reporting and analytics

Advertising opportunity
Top leaderboard and sidebar banners

KEY STATISTICS

Communities	Deliveries	Opened	Clicked
Third Ward	13,726	17.22%	2.6%
Fifth Ward	12,822	18.70%	3%
Fondren SW	25,006	14.48%	2.4%

Statistics June-September 2020

eBlast Solutions

Drive Traffic To Your Products

We Have Built Long-Term Relationships With Our Readers



1 eBlast
500 pixels (w) x 69 pixels (h)

Feature included:

Highly effective and extremely targeted. You provide your material (event flyers, a restaurant menu, a coupon, a brochure--the possibilities are endless), we eBlast your materials directly to over 65,000 of subscribers using email.

- We help you identify your goal for the campaign.
- Understand who you're emailing.
- We help you plan your emails and follow-ups.
- Write click-worthy subject lines.
- Write copy that's suited for them.
- We help you identify clear calls to actions
- We provide you with open rates and click rates.

Deliveries Opened Clicked

62,726 47.22% 22.6%

Statistics for this campaign only.

Social Media Publishing

Serves As Another Touchpoint Which Offers Trust

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. StyleMagazine.com utilize user information to serve highly relevant advertisements based on interactions within a specific platform.

For advertisers seeking to connect with African Americans, a healthy mix of platforms can help amplify content and ensure that this group is receiving messages in a way it can engage with and share with peers and further extending their brand reach.



FACEBOOK

HoustonStyle.com makes it easy to reach new customers through its 125k+ active followers.



7,037,114

PEOPLE REACHED



817, 156

WEEKLY ENGAGEMENTS



facebook

INFLUENCER MARKETING

Houston Style Magazine believes social media influencer marketing is hands down one of the best marketing strategies you can use today. HSM's influencers cause followers to make specific buying decisions based on their authority and reputation.

.....



 **1,434,144**
VIRAL CONTENTS

INSTAGRAM

Houston Style Magazine can help to grow your business using Instagram Marketing. We know how to run successful campaigns that with our 24.8k active followers through keywords, hashtags, IGTV, stories, and LIVE.

.....




 **24,836**
FOLLOWERS

TWITTER

Houston Style Magazine helps clients find their Twitter voice. We use Twitter hashtags, trends, and Twitter Ads because it allows us to drive awareness, encourage engagement and potentially drive action on your website

.....



 **9,814**
FOLLOWERS

YOUTUBE

Houston Style Magazine can help your company or organization optimize your channel, grow subscriptions, and expand your reach with YouTube ads and influencer partnerships.

.....



 **124,000**
VIEWS

PRINT MAGAZINE

Specifications and Rate Card

Artwork to be supplied as a press-optimized PDF file (Acrobat-generated) with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output.

DISPLAY RATES	PRICE(\$)	CREATE (\$)	SIZE & SPECS
Double Truck	\$8,000	\$875	22 5\16" x 13"
Full Page	\$4,000	\$500	10 13\16" x 13"
Half Page - Horizontal	\$2,000	\$500	10 13\16" x 6.5"
Half Page - Vertical	\$2,000	\$500	5.25" x 13"
Quarter Page Large	\$1,000	\$500	6" x 10"
Quarter Page Small	\$1,000	\$375	2.5" x 6.5"
Color (4c)	\$500		

INSERTION	Single Page	Multi Page	SIZE (Inch)
Insert A4 (full run)	\$200	\$200	
Insert A4 (20,000-29,000 pcs.)	\$200	\$200	
Insert A4 (15,000-19,999 pcs.)	\$200	\$200	

Technical Artworks

Artwork to be supplied as a press-optimized PDF file with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output.

Contact:
Lisa@StyleMagazine.com



Full Page

Ad Size & Specs
10 13\16" (w) x 13" (h)



Half Page:

Ad Size & Specs
10 13\16" (w) x 6.5 (h) H
5.0" (w) x 13.0" (h) V



1\4-Page Large:

Ad Size & Specs
6.0" (w) x 9.843" (h)



1\4-Page Small:

Ad Size & Specs
7.400" (w) x 4.528" (h)

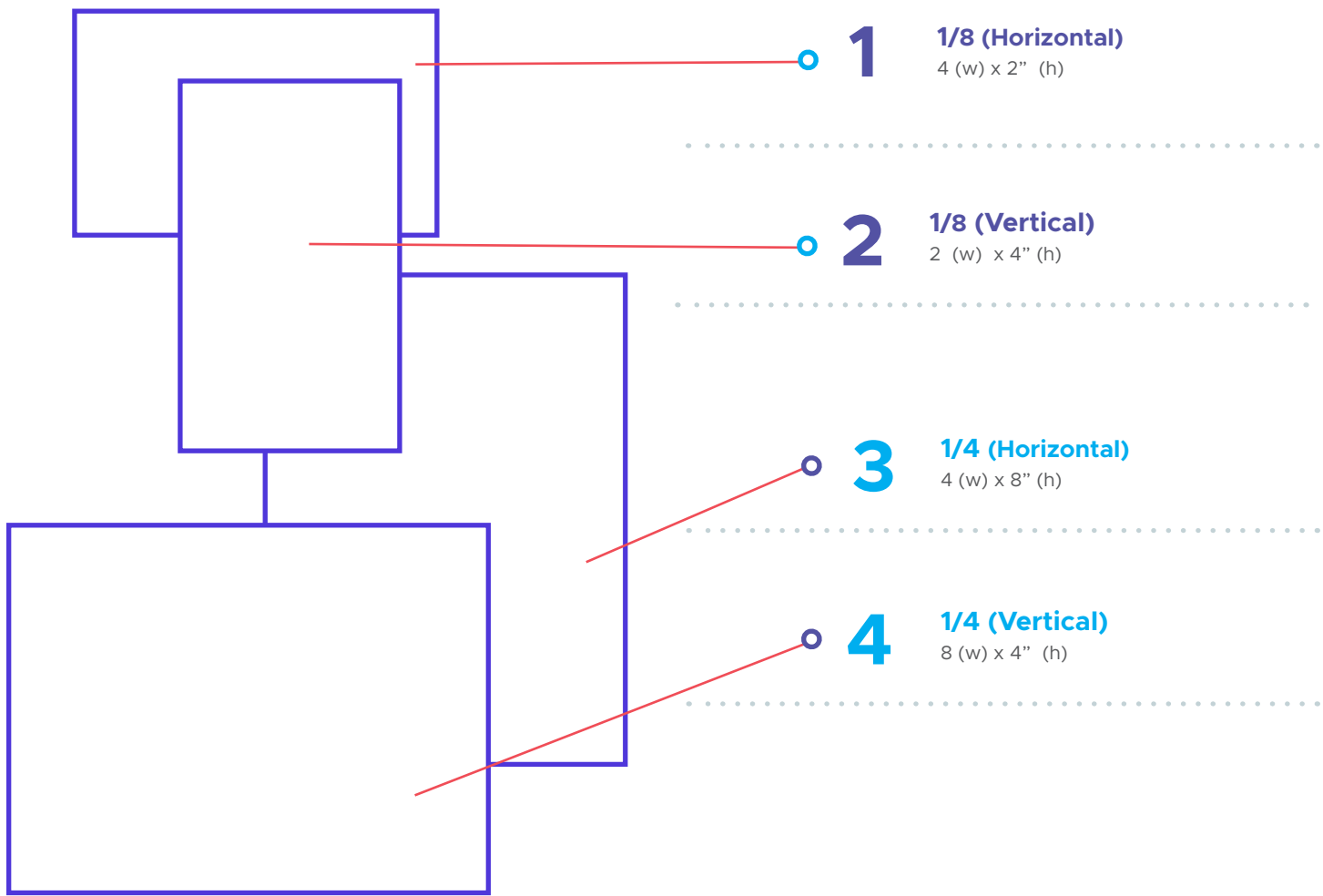
Please note that while Houston Style Magazine endeavors to ensure all ads are correctly reproduced, it will not be held responsible for errors due to incorrectly prepared files.

PRINT MAGAZINE

Small Business Rates

Classified Display Ad

It is more visually appealing than classified text ads. Here small businesses with revenue less than \$200,00 annual can add customized font, color, logo or image to make the ad visually more effective for the target readers. These ads are charged on the basis of size. Currently only two (2) sizes are available:



1/8-Page (h):

Buy one, Get one
\$390.00
 Size & Specs:
4 (w) x 2" (h)

1/8-Page (v):

Buy one, Get one
\$390.00
 Size & Specs:
2 (w) x 4" (h)

1/4-Page (h):

Buy one, Get one
\$190.00
 Size & Specs:
4" (w) x 8" (h)

1/4-Page(v):

Buy one, Get one
\$190.00
 Size & Specs:
8" (w) x 4" (h)



For Classified Advertising | Call Kathy: (832) 416-3118

DIGITAL

Specifications and Rate Card

Web Banner Ad

ARTWORK REQUIREMENTS

Artwork should only be supplied as an animated .gif or .jpeg file, 72 dpi, RGB format, and less than 32k in size. Please supply a valid link.

LEADERBOARD

728 pixels (w) x 90 pixels (h)
300 pixels (w) x 250 pixels (h)

SKYSCRAPPER

300 pixels (w) x 250 pixels (h)

SQUARE ADS

300 pixels (w) x 250 pixels (h)

LOWER BANNER

300 pixels (w) x 250 pixels (h)

INSTORY ADS

300 pixels (w) x 250 pixels (h)

e-Newsletter Banner

Artworks Requirements

Supply company name text and a headline of up to 45 characters in length, including spaces. For best results, the headline should be written to attract clicks, and link to a piece of content with clear value for the target prospect. Please provide a link to the destination page and to your company website.

Supply company name text and a headline of up to 45 characters in length, including spaces. For best results, the headline should be written to attract clicks, and link to a piece of content with clear value for the target prospect. Please provide a link to the destination page and to your company website.

WEB	PRICE (\$)
FULL PAGE SKIN	\$750 WEEK
LEADERBOARD (ros)	\$1,000 MONTHLY
SKYSCRAPER	\$1,000 MONTHLY
SQUARE AD (ros)	\$750 MONTHLY
LOWER BANNER (ros)	\$400 MONTHLY
IN STORY AD (top 10)	\$1,000 MONTHLY

NATIVE ADS	PRICE (\$)
250 WORDS (photo)	\$400
500 WORDS (photo)	\$500
PERSON INTERVIEW (user photo)	\$650
IN PERSON INTERVIEW (photographer)	\$750

Please deliver your digital artworks to: Lisa Valdez/ Advertising Dept.

e-Blast Ad

Artworks Requirements

Artwork as animated .gif or .jpeg file, 72 dpi, RGB format, less than 25k in size. Please supply a link, not an email address. As .gifs (.gif89a) do not animate in Outlook 7, please submit a .jpg or .gif file without rotation. If you submit an animated .gif file, we suggest you put all your salient information on the first slide.

SIZES

Email leaderboard:
560 pixels (w) x 69 pixels (h)

EMAIL SIDEBAR

168 pixels (w) x 260 pixels (h)

Social Media Campaign

Artworks Requirements

Artwork as animated .gif or .jpeg file, 72 dpi, RGB format, less than 25k in size. Please supply a link, not an email address. Please submit a .jpg or .gif file without rotation. If you submit an animated .gif file, we suggest you put all your salient information on the first slide.

FACEBOOK

Story:
560 pixels (w) x 69 pixels (h)
Ads:
168 pixels (w) x 260 pixels (h)

TWITTER

Email leaderboard:
560 pixels (w) x 69 pixels (h)
Email sidebar:
168 pixels (w) x 260 pixels (h)

INSTAGRAM

Story:
560 pixels (w) x 69 pixels (h)
Ads:
168 pixels (w) x 260 pixels (h)

EMAIL BANNER	PRICE (\$)
LEADERBOARD	\$350
MEDIUM RECTANGLE	\$350
EDITORIAL WITH LINK	\$500
EVENT WITH LINK	\$250
SIDEBAR IMAGE	\$200
Editor's Pick	\$340

SOCIAL MEDIA	PRICE (\$)
FACEBOOK	Start From \$400
INSTAGRAM	Start From \$200
LINKEDIN	Start From \$500
TWITTER	Start From \$300
INFLUENCER	Start From \$300
DAILY TAKEOVER	Start From \$100



+713-748-6300



advertising@stylemagazine.com



Houston Style Magazine



PLACEMENT CONTACTS

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www.HoustonStyle.com

