

# 2023 Media Kit

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LOCAL & WORLD  
NEWS + STORIES

BUSINESS +  
MONEY NEWS

COMMUNITY  
SOUNDOFF






COMMUNITY  
NEWS + EVENTS

CONTESTS +  
GIVEAWAYS

ENTERTAINMENT  
FASHION + BEAUTY

HOUSTON'S PREMIERE WEEKLY PUBLICATION

SINCE 1989

POWERED BY  | FOLLOW US @HOUSTONSTYLEMAGAZINE     | STYLEMAGAZINE.COM

"Houston Style is the leading minority-owned media brand serving the Harris and Fort Bend counties. We highlight news topics, businesses, community leaders, and events that serve minority communities in our area. In addition, we strive to cover issues that are often underreported and tend to deeply impact the underserved. While education, health and wellness, politics, and city-related topics are the pillars of Houston Style's coverage, we also appeal to readers with arts, food, vehicle, and travel reviews."

- Francis Page, Jr., Publisher, Houston Style Magazine





**5,824,000**

2023 Print Readership Estimate

**70K**

Average Monthly Unique Visitors

**85K**

Average Monthly Page Views

**Some College**

29%

**Graduated**

**College**

57%

**Completed**

**Master's Degree**

11%

**Completed**

**Professional Degree**

3%



**\$86,000**

Median HHI

**41**

Median Age

**49%**

Male

**51%**

Female

\*Sources: Circulation Verification Council - Audit 2020



## JANUARY

### • MLK

Space deadline - Friday before print date

Material deadline - Monday before print date

## FEBRUARY

### • Celebrating Black History

### • National Black HIV Awareness

### • Valentine's Day Special

Space deadline - Friday before print date

Material deadline - Monday before print date

## MARCH

### • Rodeo

### • Spring Break Travel

### • Colon Cancer Awareness

Space deadline - Friday before print date

Material deadline - Monday before print date

## APRIL

### • Financial Literacy Month

Space deadline - Friday before print date

Material deadline - Monday before print date

## MAY

### • Mother's Day Tribute

### • Women's Health

### • High School Valedictorian Salute

Space deadline - Friday before print date

Material deadline - Monday before print date

## JUNE

### • Father's Day Tribute

### • Women's Health

### • High School Valedictorian Salute

Space deadline - Friday before print date

Material deadline - Monday before print date

## JULY

### • Summer Travel

### • Fourth of July Events

Space deadline - Friday before print date

Material deadline - Monday before print date

## August

### • Back to School

### • Black Business Highlight

Space deadline - Friday before print date

Material deadline - Monday before print date

## SEPTEMBER

### • Hispanic Heritage Month

### • Prostate Cancer Awareness

Space deadline - Friday before print date

Material deadline - Monday before print date

## October

### • Hispanic Heritage Month (cont.)

### • Breast Cancer Awareness

### • Houston Mayoral Election

Space deadline - Friday before print date

Material deadline - Monday before print date

## NOVEMBER

### • Houston Mayoral Election Coverage

### • Holiday Gift Guide/Black Friday

### • Cyber Monday

Space deadline - Friday before print date

Material deadline - Monday before print date

## December

### • World AIDS Day

### • Holiday Gift Guide

### • Holiday Events (Houston)

### • Year in Review

Space deadline - Friday before print date

Material deadline - Monday before print date





- Houston Style Magazine is distributed **every Thursday weekly**.
- **31k copies** are distributed in H-E-B grocery stores and small businesses in and around the Greater Houston Area. The publication is **free to the public**.
- Targeted zip codes include **Houston, Richmond, Katy, Sugarland, Missouri City, Cypress, and Pearland**.
- In 2023, we will be expanding our distribution to the cities **North of Houston**.

Circulation is distributed geographically to the targeted Urban market zip codes.

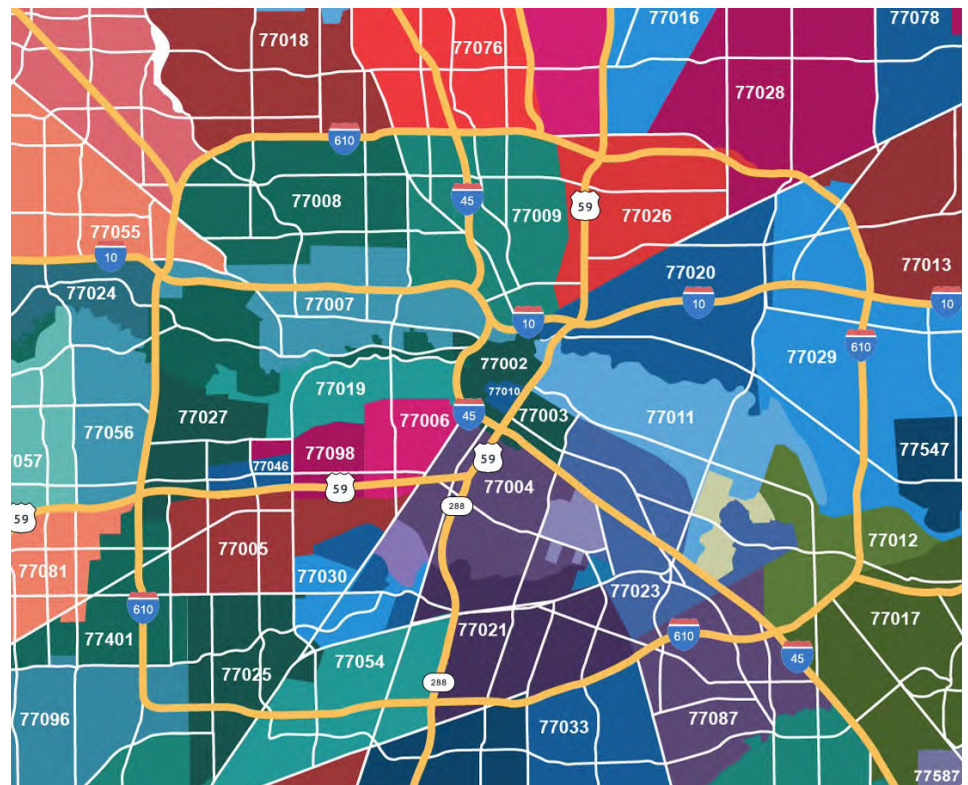
### Targeted Zip Codes

#### 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  
77489 77583 77584 77598



**ROP Rates | 4 Color Charge | Mechanical Inserts**

\$61.54 (net) per column inch

\$400.00 (4) Four Color Charge

\$50.00 per thousand - Inserted

E-Mail AD Copy to: [advertising@stylemagazine.com](mailto:advertising@stylemagazine.com)

Accepted Formats: .pdf, .jpg, .tiff and .eps

5c x 13" SAU Tabloid Publication

65 Total Inches Per Page

Display Rates	Size	Totals	Pricing
1/4 - Page Display Rate 2.5c x 6.5"	5" x 6.5"	16.25 Column Inches	\$1,000.00
1/2 - Page Display - Vertical Rate 2.5c x 13"	5" x 13"	32.50 Column Inches	\$2,000.00
1/2 - Page Display - Horizontal Rate 5c x 6.5"	10-13/16" x 6.5"	32.50 Column Inches	\$2,000.00
Full Page Display Rate 5c x 13"	10-13/16" x 13"	65.00 Column Inches	\$4,000.00
Double Truck Display Rate 11c x 13"	22-05/16" x 13"	143.00 Column Inches	\$8,800.00

Contact Lisa Valadez at [Lisa@StyleMagazine.com](mailto:Lisa@StyleMagazine.com) for:

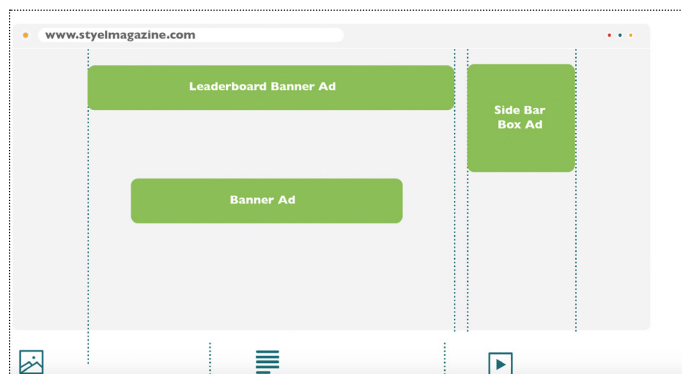
- Frequency discounts
- Small business
- Non-profit rates

## www.StyleMagazine.com

**Powered by CNN**, our website averages **60k-70k unique visitors per month**. Our business model has grown from a weekly print to an online source for local, national, and world news. We update our website daily with important news stories.

Additionally, our website is compatible with smart phones and tablets.

Display	Size	Rate
Leaderboard Banner Ad	728 pixels x 90 pixels	\$2000.00/mo
Banner Ad	720 pixels x 90 pixels	\$1000.00/mo
Side Bar Box Ad	300 pixels x 250 pixels	\$500.00/mo



## Social Media Campaigns

We are in the business of social media! Whether **social media influencer marketing, campaign message amplification, targeted/boosted posts, or native ads**, Houston Style has the audience and the reach to drive traffic and boost awareness - our established social media presence will deliver results!

**f** With **1.9 billion daily active users worldwide**, Facebook is the largest and most established social media platform.

Channel	Followers	Avg. Monthly Reach	Rate
HSM Facebook	130K	1,560,783	Begin at \$500.00/per post

**Instagram** has **1 billion monthly active users**. It's where users discover brands, browse products/services, and complete purchases.

Channel	Followers	Avg. Monthly Reach	Rate
HSM Instagram	27K	778,443	Begin at \$500

## E-blast Solutions

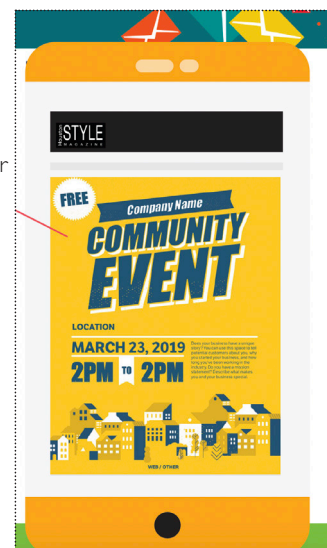
At Houston Style, we pride ourselves in nurturing **genuine relationships** with our readers/subscribers.

Our **e-blast database** consists of those genuine relationships that we have built over the past 30 years. For us here at HSM, we are a trusted relationship marketing source. Our subscribers are interested in attending the events we advertise, the products we market, and the news we share.

Let HSM drive traffic to your **product/service, community event, or breaking news!**

\$150 per e-blast or 3 for \$300

\*Graphics, video, and editorial supported



## Think Outside the Box!

At Houston Style, we can offer a **variety of options for your advertising needs**. Perhaps you are interested in something more than traditional print ads, social media, or e-blast marketing?

No problem! **We can offer endless advertising opportunities** to best suit your needs.

### Print

Display	Size	Rate
Front cover print ad strip	10.5" x 2.2"	\$2800.00/week
Sponsored Advertorial Content		Starting at \$2400.00
Sponsored Table of Contents Page	10.5" x 2.2"	\$500.00/week

### Hosting an event?

**HSM will send a photographer to capture your red-carpet event.**

The photos will be published in our print publication and posted on our website for our thousands of readers to see! Options from a one-page to a two-page spread are available.

Contact Lisa Valadez at 713-748-6300 or Lisa@Stylemagazine.com today for all of your advertising needs.

\*Houston Style Magazine is a minority certified vendor with the City of Houston\*