

2023-2024 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

Welcome to Houston Style Magazine, your beacon of Houston's flourishing elegance, culture, and camaraderie. Embarking on this journey, we've become more than a periodical; we are the storytellers of Houston's dynamic mosaic of existence.

Houston Style Magazine shines as the leading narrative for news and insights tailored specifically for the African-American, Hispanic-American, and LGBTQ communities within Houston's sprawling cityscape. Our steadfast dedication lies in illuminating, advocating and amplifying the tales and testimonies of these dynamic communities, weaving a tapestry of cultures and nurturing understanding.

Venturing into the vast cultural heritage of our cherished Houston, we've emerged as the first port of call for aficionados of powerful storytelling, captivating imagery, and unmatched design aesthetics. We blend the sophistication of time-honored traditions with the dynamism of the new-age, positioning ourselves as the torch-bearer for both the timeless and the transformative.

Yet, Houston Style is more than just a visual feast; it's the soulful rhythm of the city. Our extensive features uncover the distinctive characters, happenings, and local enterprises that give life to the Bayou City. From deep dives with community vanguards to highlighting the trailblazing prodigies igniting our streets, we are the compass guiding you through Houston's essence.

With a keen sense of digital precision, our content is not just enchanting but seamlessly accessible. Our digital echo, fine-tuned for our loyal readers and aficionados, ensures every Houstonian heartbeat, every snapshot, and every shade of local culture is at your fingertips. So, whether you're Houston-born and bred, a recent transplant, or an intrigued explorer, our chronicles offer a kaleidoscopic voyage into the city's heartbeat.

Spanning fashion, gastronomy, entertainment, and communal updates, Houston Style Magazine is the nexus where panache fuses with purpose. Step into our realm, bathe in the resplendent spirit of Houston, and partake in our collective celebration of a city that seamlessly marries the old with the new.

Your flair, your metropolis, our narrative. Step into the legacy that is Houston Style.





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 2024, we will be expanding our distribution to the cities **North of Houston**.

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

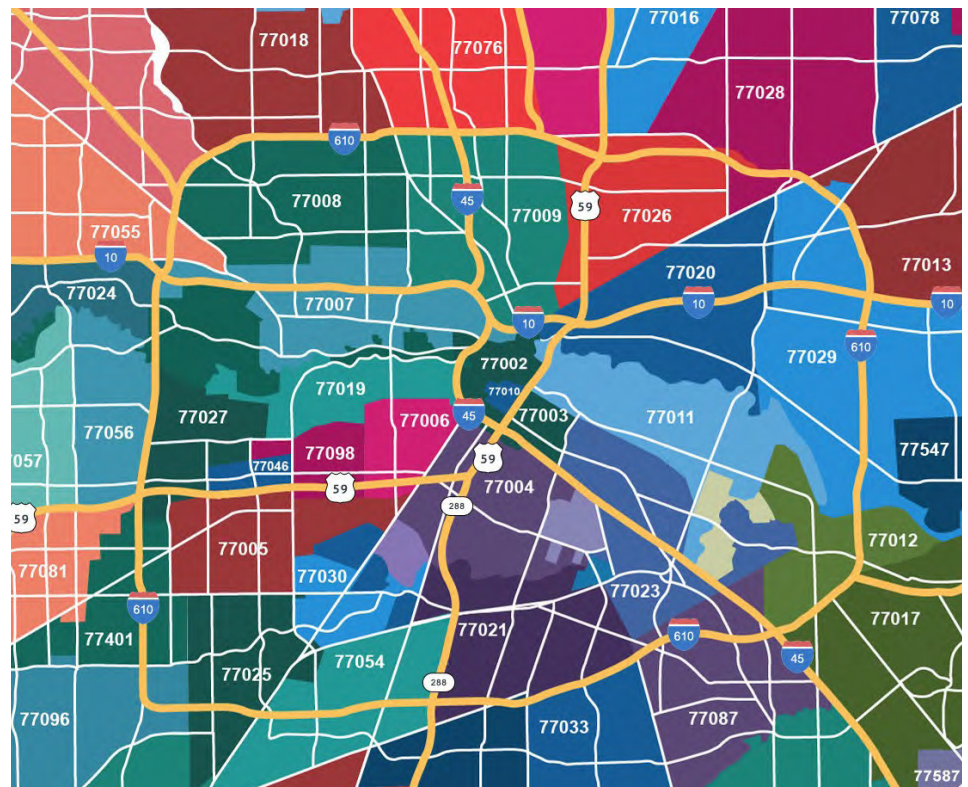
Targeted Zip Codes

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

\$78.75 (net) per column inch

\$88.00 per thousand - Inserted

E-Mail AD Copy to: advertising@stylemagazine.com

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

5c x 13" SAU Tabloid Publication (10" x 13")

65 Total Inches Per Page

Display Rates (includes Color & BW)	Size	Totals	Pricing
1/4 - Page Display Rate 2.5c x 6.5"	5" x 6.5"	16.25 Column Inches	\$1,679.69
1/2 - Page Display - Vertical Rate 2.5c x 13"	5" x 13"	32.50 Column Inches	\$2,959.37
1/2 - Page Display - Horizontal Rate 5c x 6.5"	10-13/16" x 6.5"	32.50 Column Inches	\$2,959.37
Full Page Display Rate 5c x 13"	10-13/16" x 13"	65.00 Column Inches	\$5,518.75
Double Truck Display Rate 11c x 13"	22-05/16" x 13"	143.00 Column Inches	\$11,037.50

Contact Lisa Valadez at Lisa@StyleMagazine.com for:

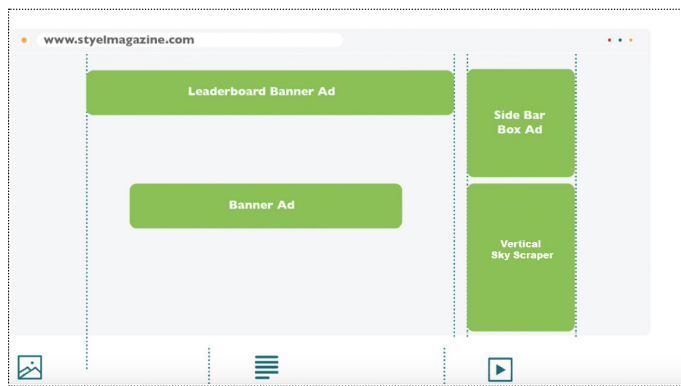
- Frequency discounts
- Small business
- Non-profit rates

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	\$3000.00/mo
Banner Ad	720 pixels x 90 pixels	\$2000.00/mo
Vertical Sky Scraper	150 pixels x 600 pixels	\$1500.00/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	132K	1,560,783	Begin at \$1000.00/ 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 \$1000

E-blast Solutions

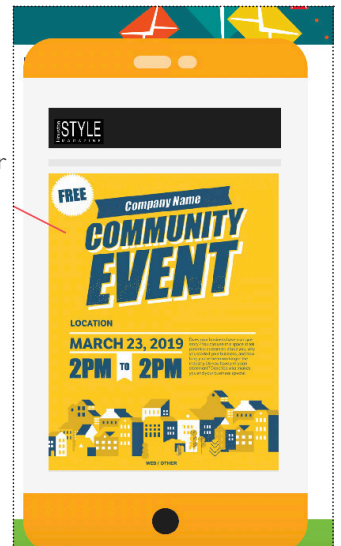
At Houston Style, we pride ourselves in nurturing **genuine relationships** with our readers/subscribers.

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!**

\$200 per e-blast or 3 for \$450

*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"	\$1000.00/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 832-597-1893 or Lisa@Stylemagazine.com today for all of your advertising needs.

Houston Style Magazine is a minority certified vendor with the City of Houston, Harris County, State of Texas, Metro, Port of Houston, HISD and HMSDC