# TEXAS LIFESTYLE | MAGAZINE | 10 YEARS

# *Media Kit*
# 2023

# TEXAS LIFESTYLE MAGAZINE | 10 YEARS

Launched in Spring 2014, with its engaging, professionally written content and high production values, **Texas Lifestyle Magazine (TLM)** is created, owned and produced in the Lone Star State.

Combining the best of the 21st century publishing dynamic, Texas Lifestyle Magazine is a combination of an online magazine with unique content posted five or more times weekly, and an active social media presence on **Facebook, Twitter, Instagram**, **YouTube** and a bi-monthly newsletter.

## *Why Texas Lifestyle Magazine?*

Serving the #2 state in size and population, TLM covers a wide range of topics and our reach extends to every Texan, urban or rural, male or female, world traveler or local-lover.

## Texas Media Cross Promotion

Texas Lifestyle Magazine Travel Editor Marika Flatt is known as a travel expert on media across the state.

- **Daytime with Kimberly & Esteban, KABB/FOX, San Antonio**
- **Great Day Houston, KHOU/CBS**
- **Midday, KVUE/ABC, Austin**
- **San Antonio Living, WOAI/NBC**
- **Studio 512, KXAN/NBC, Austin**

*Front cover: Port Aransas fishing pier. Photo by Brian Maass*
*This page: San Antonio Mission Corridor. Photo by Brian Maass*

# Texas Lifestyle Magazine

## TEXASLIFESTYLEMAG.COM

An online magazine with unique, professionally written content posted five or more times weekly. Regular features include food & wine, travel, music, entertainment, wellness, sports, home, style and everything else Texans—and those that love Texas—desire to live a fuller and happier life.

### *Flagship Features*

**#TravelTuesday:** Featuring destinations within Texas, the U.S. and overseas, we cover everything from hiking and glamping to luxury rides and upscale resorts. From Georgetown to Germany, from Schlitterbahn to skiing, from sandy beach to hipster bar, read about it in #TT.

**#FoodieFriday:** Restaurant reviews across Texas, including Dallas, Fort Worth, Austin, Houston and San Antonio; trending food and drink topics; seasonal recipes; expert tips; food and wine pairings.

*Gorgeous sunset at a Lodgewell property on Lake LBJ. Photo courtesy of Lodgewell.*

**#MusicMondays:** Concert reviews or other music related feature articles.

**#WineWednesdays:** Wine focused review or roundup of recommended wines/wineries.

**#TXTunes:** Monthly roundup of concerts/performances happening around the state, as well as album releases of Texas musicians.

**#TXVoices:** Traditional feature-format article focusing on Texans, Texas companies or nonprofits who are making a significant contribution to the lives of all in the Lone Star State.

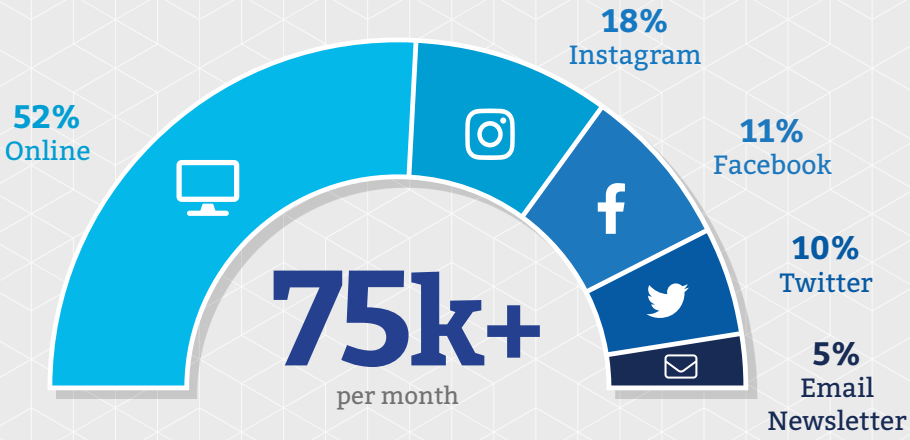
**#TXAway:** Travel-focused feature spotlighting primarily domestic destinations and supplementing the flagship coverage of #TravelTuesday.

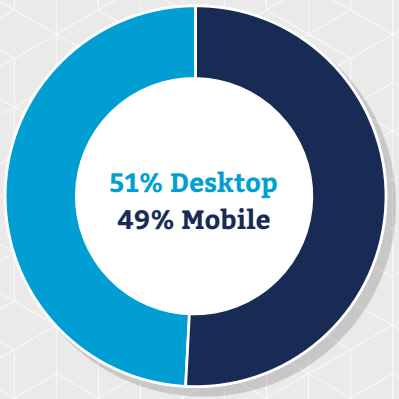
# Social Media Channels

TLM has an active social media presence on Facebook, Twitter, Instagram and YouTube. Our latest focus at TLM is growth on our Instagram and we continue to see an upward trend of followers looking for the best of what Texas has to offer. We're joining forces with influencers in major Texas cities to promote our content and get the scoop on the latest events.

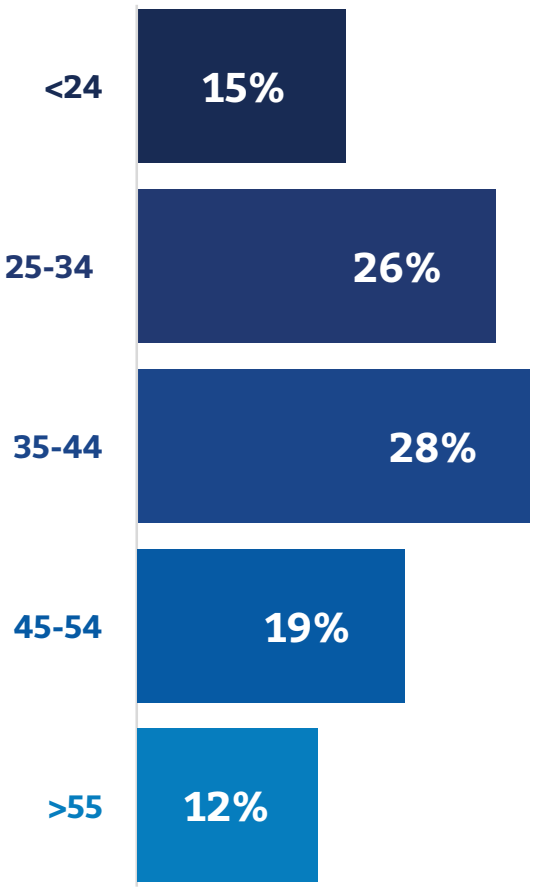
**14k+** **11.9k+** **7.6k+** **2k+**

## Online Audience




## Reader Age




## Our Readers

**AUDIENCE MAKEUP:**
70% Female, 30% Male

**MAIN AGE GROUPS:**
Online Audience - 25-54
Social Media - 25-54

**DEMOGRAPHICS:**
Professionals - White-Collar,
Homemakers, Entrepreneurs

**HOUSEHOLD INCOME:**
75k–250k

**HOME OWNERSHIP:**
55%

**PURCHASE PATTERNS:**
80%+ purchase premium brands

**MORE LIKELY TO:**
Buy goods online

**TOP INTERESTS OF READERS:**
Travel, Shopping & Food

# 2023 Advertising Packages

## Packages & Sponsorships

### *Title Sponsor Package*

*(no monthly minimums)*

- Company links and logos will be at the bottom of every page of content (see deliverables for logo specs)
- 1 online sponsored article
- Social Media Package: 1 Facebook post, 1 Twitter tweet, 1 Instagram story and post
- Two (2) advertiser banner ad insertions in TLM bi-monthly newsletter

### *Content Sponsor Package*

*(no monthly minimums)*

- Monthly sponsors of online magazine content by category; Food, Travel, Entertainment, Lifestyle, Living Texas. Sponsor logo and link to sponsor page will be next to all category content
- 1 online sponsored article

### *Starter Package*

- 1 sponsored article
- Social Media Package: 1 Facebook post, 1 Twitter tweet, 1 Instagram story and post
- Two (2) advertiser banner ad insertions in TLM bi-monthly newsletter

### *Gift Guide Sponsorship*

- Company logo at the top of gift guide
- Company logo in the middle and end of the gift guide
- Company logo and website links added to each social media mention
- Company logo added as a premium content sponsor during the first two weeks of gift guide posting
- 1 online sponsored article

Email **advertising@texaslifestylemag.com** for more details on advertising.

**#FoodieFriday** **#TravelTuesday**

**#WineWednesday**

**#TXVoices** **#FiveMinutesWith**

**#TexanOfTheWeek**

# 2023 a-la-carte Advertising

## *Sponsored Social Media*

- **Facebook:** Link to site, 400 or fewer characters
- **Twitter:** 3–5 images, link to site, 280 or fewer characters, 1–3 hashtags, Twitter handle
- **Instagram:** 3–5 images, 400 or fewer characters, 15–20 hashtags, Instagram handle

## *Sponsored Article*

- Permanent page, 500-700 words, 3 high-resolution images
- View an example **here** →

## *Deliverables*

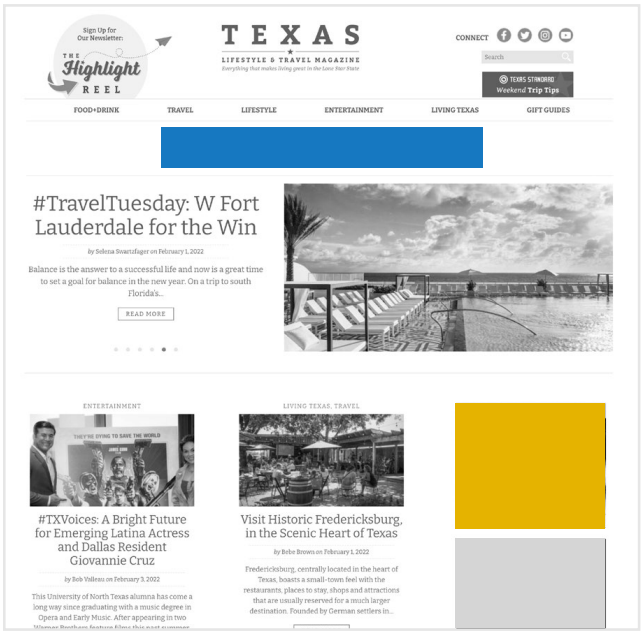
Social media images must be JPGs or PNGs and high-resolution (300 dpi). Quality of images is key: think lifestyle (people doing things or beautiful places) and think Instagram-worthy.

Banner ads should be JPGs or PNGs sized to dimensions provided.

## *Banner Ads*

- **Wide Banner Ad:** 728 x 90 px for web, 320 x 100 px for mobile
- **Side Banner Ad:** 300 x 250 px

Wide Banner Placement | Side Banner Placement




Please email all ads and images to **advertising@texaslifestylemag.com**.

## Ready to Advertise with Texas Lifestyle Magazine?

**advertising@texaslifestylemag.com** **512-468-6202** **texaslifestylemag.com**

TEXAS LIFESTYLE | MAGAZINE 10 YEARS

*Pier at I.B. Magee Beach Park in Port Aransas.*
*Photo by Brian Maass*