

MEDIA KIT [2015]



Houston magazine is the preeminent luxury lifestyle publication in Houston, acting as the local authority on topics such as high-end retail, dining hot spots, design trends, and Houston's top tastemakers and personalities. As part of the award-winning Modern Luxury network of regional publications, *Houston* magazine is able to deliver cutting-edge fashion spreads, international travel features and revealing celebrity profiles, ensuring its content consistently engages the cultured reader. Plus, thanks to a renowned team on the ground with its pulse on the market, interactive digital brand extensions and unrivaled events, *Houston* magazine excels in capturing the metropolitan lifestyle, making it a valuable partner for companies wishing to reach Houston's most affluent consumers.

ALSO FROM THE PUBLISHERS OF HOUSTON MAGAZINE:

MODERN LUXURY BRIDES HOUSTON | MODERN LUXURY INTERIORS TEXAS | CHARITY & SOCIAL DATEBOOK

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THE MARKET

THE HOUSTON AREA IS A LEADING MARKET FOR AFFLUENCE IN THE U.S.



#2

HOUSTON'S RANK (BEHIND NYC) FOR THE MOST THEATER SEATS IN THEIR 17-BLOCK THEATER DISTRICT.



WITH MORE THAN 10,000 RESTAURANTS, HOUSTON IS RANKED BY FORBES AS ONE OF THE BEST PLACES TO EAT IN THE U.S.

HOUSTON BOASTS **29 FORTUNE 500 COMPANIES** AND **19 FORTUNE 100 FASTEST GROWING COMPANIES**. IT IS THE **#1 CITY** FOR JOB GENERATION.

30

If it was its own country, Houston would be the **30TH RICHEST COUNTRY** on the planet.



HOUSTON BOASTS THE LARGEST MEDICAL CENTER IN THE WORLD AND IS THE **#1 CANCER FACILITY** IN THE UNITED STATES WITH M.D. ANDERSON.

WITH THE WIDENING OF THE PANAMA CANAL TO BE COMPLETED IN 2015, **THE PORT OF HOUSTON WILL BECOME AMERICA'S MOST ACTIVE SEAPORT**, SURPASSING LONG BEACH, CA & PORT ELIZABETH, NJ.

SOURCES: Forbes, US Business and World Report, Biz Journal and The Center for Women's Business.



We are the magazine of choice for the finest luxury brands and the influencers in our community.



We host and support hundreds of luxury, community & non-profit events throughout the greater Houston area

THE MAGAZINE

HOUSTON MAGAZINE DELIVERS THE LUXURY LOCAL AND VISITOR MARKET LIKE NO OTHER



LUXURY LIFESTYLE, AFFLUENT INFLUENCERS, THE BEST NEIGHBORHOODS.

We reach our print audience with an unmatched blend of direct residential mail, controlled commercial, luxury hotel, newsstand and event distribution throughout Houston. This happens selectively in only the top neighborhoods and retail zones and delivers an unparalleled audience.

[DIGITAL SAVVY]



We have a higher number of APP DOWNLOADS and more interaction with our apps than any other local luxury lifestyle magazine. Our extensive EMAIL database and a thriving social network of active FACEBOOK fans and TWITTER and INSTAGRAM followers further enhance our digital engagement with readers.

CONTENT THAT ENGAGES AFFLUENT, EDUCATED CONSUMERS



\$354,700

AVERAGE HOUSEHOLD INCOME



HOLD COLLEGE DEGREES: 76%
HOLD POST-GRAD DEGREES: 31%



80% HAVE VISITED OR CONTACTED AN ADVERTISER

SOURCES: IPSOS Mendelsohn 2012 Affluent Adults HH \$100K+; 2011 GfK MRI HOUSTON magazine Reader Profile Study

**WHO IS READING
HOUSTON MAGAZINE?**

APPEALING
TO THE MOST
ACTIVE LUXURY
CONSUMER



67%

OF OUR READERS
PREFER TO BUY
LUXURY BRANDS



77%

OF OUR
READERS FIND
HOUSTON MAGAZINE
RESOURCEFUL WHEN
LOOKING FOR PLACES
TO DRINK OR DINE

THE BASICS

MALE/FEMALE	38%/62%
AVERAGE AGE.....	43
COLLEGE GRAD	76%
POST-GRAD DEGREE	31%
OWN THEIR OWN HOME.....	84%
MARRIED/PARTNERED	63%

ENGAGEMENT

READERS PER COPY	3.2
MEDIAN TIME SPENT WITH AN ISSUE.....	60 MIN.
HAVE READ 3 OUT OF 4 COPIES.....	74%

AFFLUENCE

AVG. HOUSEHOLD INCOME	\$354,700
AVG. NET WORTH.....	\$2,431,000
AVG. HOME VALUE.....	\$1,000,700
AVG. INVESTMENT PORTFOLIO.....	\$1,482,700

TAKING ACTION

AS A RESULT OF READING HOUSTON MAGAZINE

VISITED OR CONTACTED AN ADVERTISER	80%
ATTENDED AN ADVERTISED EVENT	15%
VISITED AN ADVERTISER'S WEBSITE.....	40%

RESULTS

WHAT OUR
ADVERTISERS
ARE SAYING
ABOUT
HOUSTON
MAGAZINE



My experience with *Houston* magazine and *Modern Luxury Interiors Texas* has been very positive. The Modern Luxury brand aligns perfectly with Madison Lily Rugs, and the reader is very responsive. We have clients come in on a regular basis saying these publications specifically brought them in. I would certainly recommend them as a strong advertising partner for anyone in Houston looking to grow their business.

**EDGAR PODZEMNY,
MADISON LILY RUGS**

I HAVE TO CONGRATULATE YOU ON THE PRESENTATION OF THE BOOK. IT IS EXTREMELY WELL DONE AND HAS GIVEN MANY SMALL STORES AN OPPORTUNITY TO ADVERTISE IN HOUSTON'S TOP MAGAZINE. I HAVE TO SAY, IT WAS A PLEASURE WORKING WITH YOU; YOU'RE SO PROFESSIONAL AND SO IS YOUR TEAM.

**CALLI SAITOWITZ,
BB1 CLASSIC**



As a small, growing design firm, it is often very difficult to find adequate resources, specifically for advertising. However, from the beginning, the team at *Houston* magazine not only inspired confidence, but generated the results we were looking for in our advertising efforts. The team created solutions that went above and beyond and that were a suitable fit for our overall plans. By partnering with *Houston*, we have been able to consistently increase our presence in the Houston area, produce great events and create more visibility to connect with potential clients. Because of these things, we believe we have partnered with true leaders in the industry. Thank you guys for believing in us, we really appreciate it!

**LAURA UMANSKY,
LAURA U COLLECTION &
DESIGN STUDIO**

50,000
CIRCULATION

DISTRIBUTION

TARGETING THE
MOST AFFLUENT
READERS IN
HOUSTON
AND BEYOND

OUR MODEL

A custom survey conducted by MRI reveals a reader profile that embodies what most luxury retailers and markets would call "the perfect luxury demographic," a highly engaged audience with a strong interest in fashion, style and luxury goods that earns more and spends more than the readers of any other local magazine.

160,000
READERSHIP

40%

DIRECT RESIDENTIAL MAIL

These copies are direct-mailed to homes in the most affluent zip codes in the Houston area.

35%

CONTROLLED COMMERCIAL

Top-tier salons, private golf clubs, select retailers, medical and professional offices and private jet terminals are among the premier public locations displaying copies, adding significant breadth to our audience.

15%

LUXURY HOTELS

Placed in-room and with concierges in the finest hotels, these copies reach the discerning traveler.

5%

SELECT NEWSSTAND

With targeted precision, our magazines are out to get the most exposure from airports, Barnes & Nobles, and boutique newsstand placement throughout the city.

5%

EVENT DISTRIBUTION

Our magazines will always be at the most important, most exclusive, can't-be-missed events throughout the year.

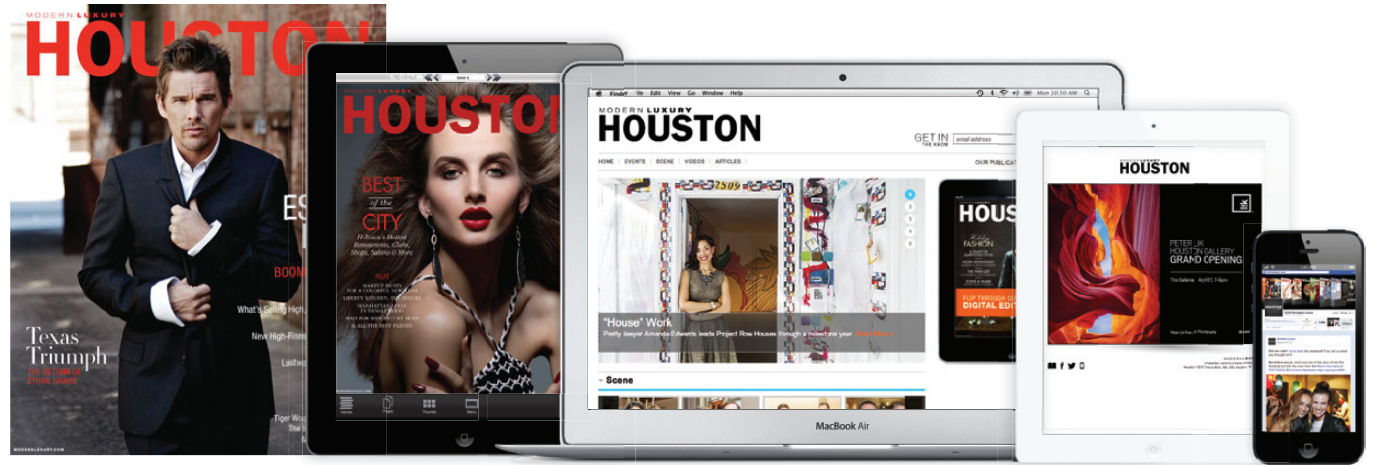


DIGITAL DISTRIBUTION

Tablet devices and smartphones are reinventing how our readers consume content. Accordingly, *Houston* magazine is available in both app and digital edition formats.

SOURCE: 2011 GfK MRI HOUSTON magazine Reader Profile Study, Audience \$150K. AAM Audited.





MARKETING

A 360-DEGREE
PLATFORM FOR
BRANDING
IMPACT

FULL-SERVICE CUSTOM PUBLISHING

- Custom print and digital ad design services
- Custom print and digital advertorial layout design, photography and creation
- Print and digital high impact unit concept and creation
- Photography for special events

DIGITAL ADVERTISING

- Online advertising on MODERNLUXURY.COM and through custom-designed microsites and videos
- Digital editions with interactive links and enhanced advertising options
- Email marketing via weekly e-newsletter or dedicated e-mails deployed to our curated subscriber list
- Mobile apps with customized in-app interactivity
- Social media campaigns reaching our dedicated Facebook fans and Twitter followers

EVENTS & PROMOTION

- Event creation—exclusively tailored events for highly targeted local influencers
- Signature events presented throughout the year, designed to generate sales, build brand awareness and create strategic alliances among leading upscale brands
- Event sponsorships that leverage our high-profile local and national partnerships. *HOUSTON* magazine offers advertisers affiliations with complementary organizations and generates additional brand exposure to a broader, more involved audience.

EDITORIAL CALENDAR

IN-THE-KNOW
ULTIMATE ACCESS
TO A LUXURY
LIFESTYLE

MODERN LUXURY
HOUSTON



JANUARY | BEST OF THE CITY

AD CLOSE: DEC 1, 2014 | MATERIALS DUE: DEC 1, 2014

This highly anticipated feature includes the best of what's new and upcoming in our cities, with extended beauty coverage.

FEBRUARY | 20 MOST POWERFUL FAMILIES

AD CLOSE: JAN 1 | MATERIALS DUE: JAN 1

From old money to new, the 20 most influential families shaping the city today.

MARCH | SPRING FASHION AND HOME DESIGN

AD CLOSE: FEB 2 | MATERIALS DUE: FEB 2

The latest in seasonal trends and styles in fashion and home design.

APRIL | MEN OF STYLE (PLUS: BEAUTY)

AD CLOSE: MAR 2 | MATERIALS DUE: MAR 2

Our annual Men of Style portfolio—men's fashion, best-in-class automotive and more! Plus: Get Glam! The latest in treatments, fillers and procedures and The Salon and Stylists awards.

MAY | INNOVATIVE UNDER-40 ENTREPRENEURS

AD CLOSE: APR 1 | MATERIALS DUE: APR 1

We uncover the city's most inspiring entrepreneurs under the age of 40. From fashion to entertainment, tech, food, sports, philanthropy, retail and more, these power players are making waves in their respective industries.

JUNE | SUMMER WEEKEND ESCAPES

AD CLOSE: MAY 1 | MATERIALS DUE: MAY 1

We spend 48 hours in the best U.S. cities and dish on what to see and where to stay, eat, drink and shop.

JULY | THE RESTAURANT ISSUE

AD CLOSE: JUN 1 | MATERIALS DUE: JUN 1

Our annual collector's edition! This award-winning issue serves up our cities' hottest restaurants, best dishes, top chefs and influential personalities on the food and restaurant scene.

AUGUST | REAL ESTATE, HOME AND DESIGN

AD CLOSE: JUL 1 | MATERIALS DUE: JUL 1

Inside our cities' real estate markets and most coveted areas. Plus: the latest trends in homes and design.

SEPTEMBER | FALL FASHION

AD CLOSE: AUG 3 | MATERIALS DUE: AUG 3

Our most glamorous issue of the year! Our collection of lust-worthy fashion and accessories.

OCTOBER | WINTER TRAVEL

AD CLOSE: SEP 1 | MATERIALS DUE: SEP 1

Our annual ski report and other worldly destinations. Plus: weekend escapes.

NOVEMBER | PHILANTHROPY ISSUE (PLUS: GIFTS, GADGETS & WATCHES)

AD CLOSE: OCT 1 | MATERIALS DUE: OCT 1

This annual feature salutes the local do-gooders who have gone above and beyond for our cities' charities.

DECEMBER | THE NEXT LIST

AD CLOSE: NOV 2 | MATERIALS DUE: NOV 2

The who's who on the verge of becoming The Next Big Thing in some interesting corner of our universe. A fashionista. A chef. An artist. A philanthropist. An interior designer. A nightlife impresario. You'll read about them here first.

EVENTS

SIGNATURE
AFFAIRS WITH
ACCESS TO
HOUSTON'S
ELITE SOCIAL
CIRCLES



JANUARY | BEST OF THE CITY ISSUE RELEASE

Each January, *HOUSTON* magazine Editor-In-Chief, Jeff Gremillion, invites our valued readers to one of the hottest venues in the city to celebrate the release of the annual Best of the City issue.

MARCH | CHARITY & SOCIAL DATEBOOK ISSUE RELEASE

HOUSTON magazine partners with one of Houston's prime venues to host the issue-release of the eighth annual *Charity & Social Datebook*. In honor of the issue, *HOUSTON* magazine will invite all of our advertisers from the *Charity & Social Datebook*- those heading up the most prestigious boards or co-chairing the most talked about events.

APRIL | MEN OF STYLE ISSUE RELEASE

Each April, *HOUSTON* magazine Publisher, Peter Remington, and Editor-In-Chief, Jeff Gremillion, invite Houston's elite young-professional trendsetters to celebrate the release of the annual Men of Style issue. Guests enjoy passed gourmet food, signature cocktails and luxury swag bags.

JUNE | FRESH FACES OF FASHION ANNOUNCEMENT

HOUSTON magazine and Tootsies partner in announcing the 10 most fashion-forward ladies of 2014. VIP guests are invited to be the first to see which Houston-area socialites are named the year's Fresh Faces of Fashion and will be featured in the September issue of *HOUSTON* magazine.

JUNE | NIGHTLIFE ISSUE RELEASE

HOUSTON magazine teams up with one of Houston's hottest luxury nightlife spots to toast the annual Nightlife issue. Magazine VIPs sip on premium cocktails, and dance the night away to music by one of the city's premier DJs.

AUGUST | FRESH FACES OF FASHION

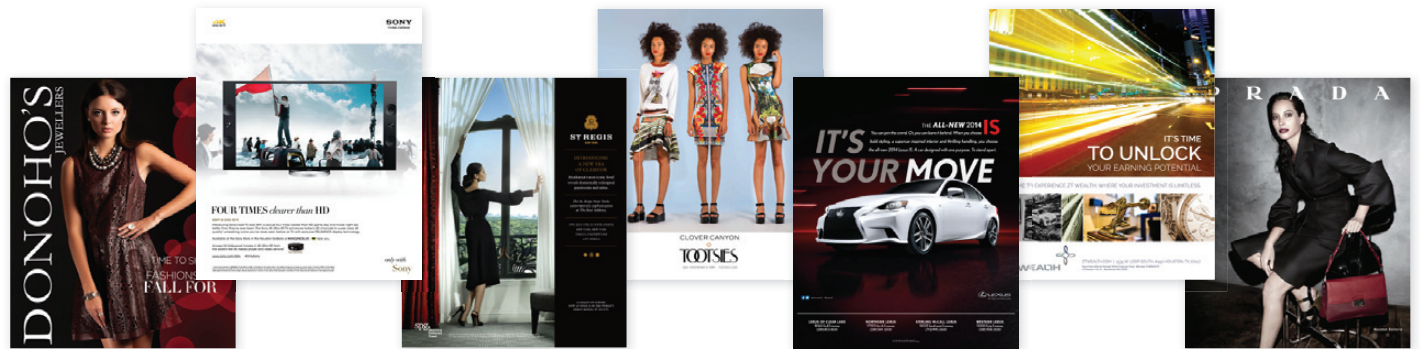
HOUSTON magazine and Tootsies team up to throw the most exclusive fashion event of the season. Stylish socialites and young-professional trendsetters gather at Tootsies to enjoy shopping, live music, passed hors d'oeuvres, wine and cocktails. To conclude the night of fun and fashion, the 2014 Fresh Faces of Fashion and Page Parkes models hit the runway in some of fall's fiercest looks.

OCTOBER | MEN OF FASHION

HOUSTON magazine hosts a dude-friendly event to celebrate the release of its October book as well as the issue's special "Men of Fashion" advertising section. Reps from Houston's high-end men's stores are on hand to chat with guests about their fall stocks. While partygoers enjoy signature cocktails and cigars.

DECEMBER | ARTS & POWER ISSUE RELEASE

To fete our annual portfolio of power players who are shaking up the arts and culture scene in the city, *HOUSTON* magazine welcomes an elite crowd for an evening of cocktails and bites at the buzziest new venue in the city.



ADVERTISERS

HOUSTON
MAGAZINE'S
DISTINGUISHED
BRAND
PARTNERS

A Rosy Outlook
 AB Modern Houston, LLC
 Advanced Dermatologic Surgery
 American Cancer Society
 Angelica by Design
 Anna Irion
 Asia Society Texas Center
 Aspen Chamber Resort Association
 Athleta Houston
 Bacardi (Grey Goose)
 Baha Mar
 Bebe
 Belvedere Lounge
 Ben Bridge
 Bering Omega
 Best Buy
 Bevolo
 BlackBerry/RIM
 Bond St Custom Clothiers
 Brooklyn Athletic Club
 Cacao & Cardamom
 Cakewalk
 Capital Grille
 Carnan Properties
 CenterPoint Energy
 Chanel
 Chivas
 Circuit of the Americas

City Centre Houston
 Constellation Wines U.S.
 Cordua Restaurants
 Cosentino North America
 Coventry Dincal High Street
 Dance Houston
 David Peck
 David Yurman
 Dentiq
 Deutsch & Deutsch
 Diageo Texas
 Donoho's
 Dr Angela Sturm
 Dr. Franklin Rose
 Dr. James Boynton
 Dryden Kreps
 Eggersmann
 Farrago
 Ferragamo
 Fleming's Prime Steakhouse
 Four Points by Sheraton
 French Quarter
 Gawee Fine Jewelry
 Guadalajara Hacienda
 Habitation Realty
 HEB
 Hermes
 Hotel Galvez
 Hotel Granduca

Houston Arts Alliance
 Houston Grand Opera
 Houston Livestock Show & Rodeo
 Houston Polo Club
 Houston Texans
 Houston Wealth Strategies
 Hughes Ellzey, LLP
 I.W. Marks
 Internum LLC
 Jenn-Air
 Jet Linx
 JetSuite
 John Daugherty Realtors
 Jonathan Blake
 Judith Ann Jewels
 Kendra Scott
 Kickerillo Homes
 Land Rover North Houston
 Landmark Houston Hospitality Group
 Landry's Restaurants
 Lasco Enterprises
 Laura U
 Lexus
 Loews Hotel Corporate
 LVMH (Donna Karan)
 M. Penner
 Macy's
 Madison Lily

Marriott
 Matrix Design Companies
 Mattress Firm
 Maxwello Dental
 Memorial Hermann
 Mercedes Benz USA
 Mexico Tourism
 Mia's Table
 Michael Silva
 Minnie Belle Jewels
 Mitchell Gold + Bob Williams
 Momentum Audi
 Momentum BMW
 Momentum Motorcars
 Moni S. Bohnisch/John Daugherty Realtors
 Moody Gardens Inc
 Mutual of Omaha Bank
 Norton Ditto
 Oliver Peoples
 Omni Houston Hotel
 Perimeter Gallery
 Phoebe Rourke Ghabriel
 Porsche Design
 Porsche of North Houston (Indigo Auto Group)
 Prada
 Praise Creek Beverages
 Proclamation Jewelry

Prohibition Bar
 Pura Vida Tequila
 Restoration Hardware
 Roche Bobois
 Ron Carter Clear Lake
 Royal Sonesta Houston
 Saks Fifth Avenue
 Simon Malls
 Sonoma
 Sony Electronics
 Sorrento Ristorante Italiano
 Southwest Infiniti
 Spec's
 Spine Associates
 St. Regis New York
 Star Motors (Aston Martin)
 Sub-Zero/Wolf
 Texas Children's Hospital
 Tony's Restaurant
 Tootsies
 Tourneau
 Trevisio
 Valobra Jewelers
 Vineyard Vines
 W Hotel New Orleans
 Zadok
 Zegna
 ZT Wealth

THE
MODERN LUXURY
NETWORK

NATIONAL
REACH,
COMMUNITY
EXPERTISE



At Modern Luxury, we know that community more than ever defines who we are. And city by city, we make living well an art form. We are the world's largest local luxury media company, delivering the most affluent audiences in the most prominent cities in the U.S. We bring luxury closer to home, because we live there too.

Modern Luxury, publisher of more than 55 titles in 18 markets, benefits from the management services of Cumulus Media. As the nation's second-largest broadcaster, Cumulus Media operates more than 500 radio stations in 120 US cities, reaching 200 million listeners each week.



MODERN LUXURY
HOUSTON