DISTRIBUTION OVER 200,000 homes monthly in Houston’s most preferred demographic areas.

2017 MEDIA KIT
CIRCULATION & PUBLICATION OVERVIEW
2017 EDITORIAL CALENDAR
GREATER HOUSTON COMBINED CIRCULATION
OUR READERS
PROFESSIONAL ALLIANCES, AWARDS, & COMMUNITY INVOLVEMENT
AD SPECIFICATIONS

Fort Bend Publishing  10707 Corporate Drive, Suite 170  Stafford TX 77477  281-240-2445, ext. 128
houstonlifestyles.com | fortbendlifestylesandhomes.com | katylifestylesandhomes.com | woodlandslifestylesandhomes.com | cyfairlifestylesandhomes.com
CIRCULATION AND PUBLICATION OVERVIEW

For over 28 years “Lifestyles & Homes” has provided high quality publications for its readers and advertisers in Houston’s preferred demographic communities.

DISTRIBUTION:
Our distribution strategically targets highly educated, high income consumers through direct mail and online at competitive rates. Ninety-seven percent of our circulation is direct-mailed to residents who have disposable income. All five zoned publications are direct-mailed monthly to preferred zip codes in the Greater Houston area and its suburbs: Sugar Land, Fort Bend County, The Woodlands, Cy-Fair, and Katy-Fulshear. Careful evaluation to determine the most desirable carrier routes within each zip code brings qualified consumers to our unique blend of advertisers. Add to that our online publications, which incorporates the latest technology in web site design and Google Analytics that enhance our readership and presence. Our digital publications are archived and attract a high percentage of traffic and as an added benefit, advertisers receive a weblink.

PROOF OF MAILING:
Our monthly rotated circulation is verified by US Postal Form 3602.

READER DEMOGRAPHICS:
Our readers are mostly college educated, middle to upper class, with school-aged children. They spend heavily on home improvement, furniture, new cars, health and fitness, technology, fashion, education, beauty, dining, entertainment, and travel.

UNIQUE BLEND OF CONTENT:
We are the leader in highlighting outstanding communities, local people, and events. Our readers look forward every month to receiving their Lifestyles & Homes publications. Monthly local content includes beautifully decorated homes, dynamic people and businesses, the social scene, happenings, home improvement, health news, beauty and fitness, school and student news, travel, new cars, gardening, food and wine, historical and shopping.
**JANUARY**

**HOME IMPROVEMENT:**
- Bathroom Updates

**INTERIOR DETAILS:**
- Create Color Harmony in Your Home

**HEALTH & WELL-BEING:**
- Cosmetic Surgery & Dermatology
- Med Spas
- Medical Profiles

**OTHER PROMOTIONS:**
- Private Schools, Learning, Higher Education
- Weddings & Valentine’s Day

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**FEBRUARY**

**HOME IMPROVEMENT:**
- Home Improvement Trends

**INTERIOR DETAILS:**
- Surfaces: Floors, Countertops & More

**HEALTH & WELL-BEING:**
- Cosmetic Dentistry & Orthodontics
- Heart Healthy Month

**OTHER PROMOTIONS:**
- Real Estate & Development
- Professional Resources: Finance, Law & Insurance
- Valentine’s Day & Weddings
- Private Schools, Learning, Higher Education

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**MARCH**

**HOME IMPROVEMENT:**
- Great Outdoors

**INTERIOR DETAILS:**
- Furniture & Decorating Ideas

**HEALTH & WELL-BEING:**
- Cosmetic Dentistry & Orthodontics
- Family Health

**OTHER PROMOTIONS:**
- Real Estate & Development
- Professional Resources: Finance, Law & Insurance
- Country Clubs and Spring Travel

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**APRIL**

**HOME IMPROVEMENT:**
- Great Outdoors

**INTERIOR DETAILS:**
- Furniture & Decorating Ideas

**HEALTH & WELL-BEING:**
- Family Health Matters

**OTHER PROMOTIONS:**
- Spring Fashion, Spas & Salons
- Spring Travel
- Summer Programs for Kids
- Easter Worship April 16

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**MAY**

**HOME IMPROVEMENT:**
- Spring/Summer Home Improvements

**INTERIOR DETAILS:**
- Interior Updates That Inspire

**HEALTH & WELL-BEING:**
- Family Health Matters

**OTHER PROMOTIONS:**
- Mother’s Day Jewelry and Gifts
- Summer Programs for Kids
- Veterinary Services

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**JUNE**

**HOME IMPROVEMENT:**
- Surfaces: Floors, Countertops & More

**INTERIOR DETAILS:**
- Interior Updates That Inspire

**HEALTH & WELL-BEING:**
- Cosmetic Surgery & Dermatology
- Med Spas
- Men's Health

**OTHER PROMOTIONS:**
- Real Estate & Development
- Professional Resources: Finance, Law & Insurance
- Veterinary Services/Pet Photos
- Father's Day/Grads

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**JULY**

**HOME IMPROVEMENT:**
- Improvements for Home Investment

**INTERIOR DETAILS:**
- Winning Bathroom Designs

**HEALTH & WELL-BEING:**
- Cosmetic Dentistry & Orthodontics
- Family Health Matters

**OTHER PROMOTIONS:**
- Fall Getaways
- Private Schools and Learning Centers, Higher Education

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**AUGUST**

**HOME IMPROVEMENT:**
- Summer Home Improvements

**INTERIOR DETAILS:**
- Winning Kitchen Designs

**HEALTH & WELL-BEING:**
- Cosmetic Dentistry & Orthodontics
- Family Health Matters

**OTHER PROMOTIONS:**
- Fall Getaways
- Private Schools and Learning Centers, Higher Education

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**SEPTEMBER**

**HOME IMPROVEMENT:**
- Great Outdoors

**INTERIOR DETAILS:**
- Surfaces: Floors, Countertops & More

**HEALTH & WELL-BEING:**
- Cosmetic Dentistry & Orthodontics
- Family Health Matters

**OTHER PROMOTIONS:**
- Real Estate & Development
- Professional Resources: Finance, Law & Insurance
- Fall Getaways
- Fall Fashion, Spas & Salons

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**OCTOBER**

**HOME IMPROVEMENT:**
- Great Outdoors

**INTERIOR DETAILS:**
- Furniture & Decorating Ideas

**HEALTH & WELL-BEING:**
- Breast Cancer Awareness
- Family Health Matters

**OTHER PROMOTIONS:**
- Real Estate & Development
- Professional Resources: Finance, Law & Insurance
- Fall Fashion, Spas & Salons
- Holiday Dining & Catering
- Higher Education

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**NOVEMBER**

**HOME IMPROVEMENT:**
- Holiday Spruce-Up

**INTERIOR DETAILS:**
- Furniture & Decorating Ideas

**HEALTH & WELL-BEING:**
- Family Health Matters

**OTHER PROMOTIONS:**
- Holiday Gift Guide
- Higher Education
- Shop Small Business Saturday

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**DECEMBER**

**HOME IMPROVEMENT:**
- Holiday Spruce-Up

**INTERIOR DETAILS:**
- Interior Updates

**HEALTH & WELL-BEING:**
- Cosmetic Surgery & Dermatology
- Family Health Matters

**OTHER PROMOTIONS:**
- Holiday Gift Guide
- Worship

*Advertorial available on specific months—contact your Sales Representative. Advertisers must purchase a 1/3 page ad or larger to receive advertorial. Calendar subject to change without notice.*
**GREATER HOUSTON**

**COMBINED CIRCULATION**

**OVER 200,000 homes per month and reaches OVER 400,000 different homes in our two month rotated circulation**

### GREATER HOUSTON NEIGHBORHOODS COMBINED CIRCULATION

<table>
<thead>
<tr>
<th>HOUSTON</th>
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<tbody>
<tr>
<td>Bellaire</td>
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<td>Heights</td>
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<td>Memorial</td>
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<td>Montrose</td>
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<td>Museum District</td>
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<td>River Oaks</td>
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<td></td>
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<td></td>
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<td>West University</td>
</tr>
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</table>

| FORT BEND |          |          |          |
| MISSOURI CITY |          |          |          |
| & STAFFORD: |          |          |          |
| Lake Olympia |          |          |          |
| Quail Valley |          |          |          |
| Riverstone  |          |          |          |
| Sienna Plantation |          |          |          |
| Vicksburg   |          |          |          |

| SUGAR LAND: |          |          |          |
|            |          |          |          |
|            |          |          |          |

### THE WOODLANDS

- Village of Grogans Mill
- Village of Indian Springs
- Village of Panther Creek
- Village of Sterling Ridge
- Village of Alden Bridge
- Village of Cochran Crossings
- Village of Creekside Park
- Village of College Park
- Town Center - East Shore
- Rolling Oaks
- Timbercrest Village
- Coventry Londonderry
- Timbergrove
- Creekwood Acres
- Northhampton Forest
- Wellington
- Oakville Village
- Augusta Pines
- Five Oaks
- Mossy Oaks
- Forest North
- Spring Forest

### FOX RUN

- Lakewood Estates
- Sleepy Hollow
- Glen Eagles
- Spring Hills
- Dogwood Forest
- Huntington Estates
- Shenandoah
- Malaga Forest
- Oakridge North
- Spring Oaks
- Imperial Oaks
- Green Gate Acres
- Imperial Oaks Park
- Woodland Chase
- Eastwood Hills
- Carriage Hills
- Red Oak Ranch
- Big Three Estates
- Kenbrook Valley

### KATY/FULSHEAR

- Bella Vista
- Bradford on the Bend
- Canyon Gate
- Cinco Ranch

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HOUSTON AREA PUBLICATION READER PROFILES

HOUSTON
Our Houston readers are mostly college educated, middle to upper class and have an average income of $223,000. They spend heavily on higher education for their children, the latest fashion, and home improvements. They seek the best in medical care, and beauty and fitness. Most live inside the loop and enjoy attending the arts, dining out frequently and love to travel. Many readers own second homes.

ABOUT HOUSTON
Reuters described Houston as “one of the bright spots in the U.S. economy, is growing so fast that business leaders fear running out of skilled labor as billions are spent building new energy infrastructure on the Gulf Coast.” According to The Atlantic Magazine, “Houston is unstoppable. Texas is killing it. It dominated the recession, crushed the recovery, and in a new analysis of jobs recovered since the downturn, its largest city stands apart as the most powerful job engine in the country—by far.”

The median age of a Houston resident is a “youthful 33.” Houston offers the world-renowned Texas Medical Center, with the largest concentration of expertise in medical treatment.

FORT BEND COUNTY
Fort Bend County readers are mostly college educated, middle to upper class with school-aged children. Average household income of our readers is approximately $138,831. They spend frequently on home improvement, dining and entertainment, and the latest fashion. They are family oriented spending heavily on higher education. They are fitness minded and seek the best in health, beauty and fitness. They love to travel, enjoy diverse shopping, and many own second homes.

ABOUT FORT BEND
For more than two decades, Fort Bend County has accrued national accolades for economic development job growth and quality of life. Currently, it is the number one fastest growing county of the ten largest counties in Texas. According to Site Selection Magazine, “Sugar Land stands as a crown jewel of suburban Houston, gleaming with multiple corporate headquarters facilities, giant engineering R&D centers, and a highly skilled workforce that is the envy of most other communities its size.” The area enjoys low crime rates, and a higher quality of life in an enriching environment.

KATY/FULSHEAR
Katy/Fulshear readers are mostly college educated, middle to upper class with school-aged children. Estimated average household income of our readers is approximately $115,264. They are very family minded, spending frequently on dining and entertainment, higher education for their children. Additionally they spend heavily on home improvement, the latest fashion, new cars and travel. They seek quality healthcare, beauty products and fitness.

ABOUT KATY/FULSHEAR
Located west of Houston, Katy/Fulshear is among the fastest growing suburbs in Greater Houston. The area is noted for its easy access to Houston, exceptional school districts and excellent master planned communities. Business Week magazine rated the Katy area as #2 in the US for “America’s Biggest Boomtowns” among the top ten fastest growing communities. The Katy/Fulshear area experienced a growth rate of 168% while maintaining a small town atmosphere. It has an energetic and educated, skilled local workforce. Its residents enjoy diverse shopping and dining and a booming business environment.

THE WOOLANDS
The Woodlands readers are mostly college educated, middle to upper class with school-aged children. Average household income of our readers is estimated at approximately $110,113. They spend frequently on home improvements, decorating and landscaping. They spend on quality healthcare, fitness and beauty products. Readers buy the latest fashions, luxury cars, and love to travel. They enjoy family time and spend on higher education for their children. They enjoy dining out frequently and entertainment.

ABOUT THE WOOLANDS
Located north of Houston, The Woodlands ranks #2 among the best selling master planned communities in Texas and #4 in the US. The Woodlands was voted one of the 25 Best Places to Move and One of America’s Best Shopping Destinations. Winding nature trails, parks, shops, and magnificent homes accent the landscape. Families represent over 78% of the population giving The Woodlands a higher than average concentration of families. Its residents enjoy diverse shopping and dining and a booming business environment.

CY-FAIR
Cy-Fair readers are mostly college educated, middle to upper class with school-aged children. Average household income of our readers is estimated at over $102,656. They spend often on home improvements, new cars, healthcare beauty and fitness. They enjoy dining and entertainment and love to travel. They spend frequently on their children and higher education.

ABOUT CY-FAIR
Located northwest of Houston, the Cy-Fair area has a growing 800,000 people with many new master planned and community developments. The area has a large concentration of families. Cy-Fair Independent School District, one of the area’s major attractions, has more than 100,000 students, second only to Houston ISD in enrollment size within Harris County. Citizen commitment to education has help produce a reputation for quality learning experiences. The eight high schools graduate students who have test scores and college enrollment ratios that exceed state and national results. Residents enjoy diverse shopping and dining and a healthy business community.
AD SPECIFICATIONS

MAGAZINE TRIM SIZE: 8.375” x 10.875” • LINE SCREEN: 150

**FORMATS ACCEPTED**

PDF | TIFF | JPG | PSD

All formats and files must be CMYK and at least 300 dpi. When submitting PDF from Illustrator, InDesign or QuarkXpress, fonts must be either embedded or converted to outlines/paths and transparencies must be flattened.

**WHERE TO SEND**

**Email**

Ads/elements can be emailed directly to your sales representative.

**Dropbox**

Submit ads/elements to our production Dropbox: mike@lifestyles-magazines.com. Notify your sales representative once you have uploaded.
PROFESSIONAL ALLIANCES
(and organizations who receive our monthly publications)
Member Greater Houston Builders Association
Member GHBA Remodelers Council
Member GHBA Custom Builders Council
ASID Houston - American Society Interior Designers,
Member Katy Chamber of Commerce
Member Fort Bend Chamber of Commerce
Member The Woodlands Chamber of Commerce
Member Cy-Fair Chamber of Commerce
AIA Houston

RECENT AWARDS & RECOGNITIONS
Most Creative Circulation - Niche Magazine
Houston's Best Award - GHBA Houston Remodeling Guide and Website
Codie Award - Public Relations - National Association of Home Builders
We're A Favorite Place on Google - GOOGLE -

COMMUNITY INVOLVEMENT
AIA Sandcastle Event
GHBA Habitat for Humanity
Houston Ballet Nutcracker Market
Kappa Home Tour
CASA Home Tour
Heights Home Tour
Houston Arts
ARC
American Heart Association
American Cancer Society
American Red Cross
Pink Ribbon House
Pink Ladies Golf Tournament

PROFESSIONAL ALLIANCES
Fort Bend Boys Choir
Exchange Club of Sugar Land
Exchange Club of Quail Valley
Fort Bend Womens Center
Rotary Club
Sugar Land Opera
Fort Bend Education Foundation
Cy-Fair Education Foundation
Golden Retriever Rescue

COMMUNITY INVOLVEMENT
Pin Oak Charity Horse Show,
Texas Children’s Hosp.
Chamber Golf Tournaments
(Fort Bend, Katy, Woodlands, Houston West)
The 100 Club
Girl Scouts of America
Fort Bend Chamber Wine & Food Festival
United States Naval Sea Cadets
Snowdrop Foundation
Missouri City Fire & Police Auxiliary
Sugar Land Citizens Police Academy
Project Graduation
Literacy Council of Ft.Bend

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READER DEMOGRAPHICS

Houston readers are mostly college educated, middle to upper class and have an average income of $223,000. They spend heavily on higher education for their children, the latest fashion and home improvements. They seek the best in medical care, and beauty and fitness. Most Houston Lifestyles & Homes readers live inside the loop and enjoy attending the arts, dining out frequently and they love to travel. Many own second homes.

ABOUT HOUSTON

Reuters magazine described Houston as “one of the brighter spots in the U.S. economy, is growing so fast that business leaders fear running out of skilled labor as billions are spent building new energy infrastructure on the Gulf Coast.” According to The Atlantic Magazine, “Houston is unstoppable: Texas is killing it. It dominated the recession, crushed the recovery, and in a new analysis of jobs recovered since the downturn, its largest city stands apart as the most powerful job engine in the country – by far.”

The median age of a Houston resident is a “youthful 33.” Houston offers the world-renowned Texas Medical Center, with the largest concentration of expertise in medical treatment. Houston’s housing costs are the lowest among the 27 metro areas with more than 2 million residents. Its world-class infrastructure connects to national and global communities.

<table>
<thead>
<tr>
<th>READER DEMOGRAPHICS*</th>
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</thead>
<tbody>
<tr>
<td>Median Age:</td>
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<tr>
<td>Median Household Income:</td>
</tr>
<tr>
<td>Median Net Worth:</td>
</tr>
<tr>
<td>% Female:</td>
</tr>
<tr>
<td>% Male:</td>
</tr>
<tr>
<td>Average Home Value:</td>
</tr>
<tr>
<td>Persons per Household:</td>
</tr>
<tr>
<td>Male Median Age:</td>
</tr>
<tr>
<td>Female Median Age:</td>
</tr>
<tr>
<td>Female Population:</td>
</tr>
<tr>
<td>Male Population:</td>
</tr>
<tr>
<td>Home Ownership:</td>
</tr>
</tbody>
</table>

*Demographics are not confirmed and are derived and averaged in good faith from resources available. Since distribution is limited to 40,000 homes monthly and hand-picked by carrier routes within each zip code, income and house values are generally higher than if averaged from some full zip codes.
READER DEMOGRAPHICS

Fort Bend readers are mostly college educated, middle to upper class with school-aged children. Average household income of our readers is approximately $158,900. They spend frequently on home improvement, dining and entertainment, and the latest fashion. Readers are also fitness minded and seek the best in health, beauty and fitness, and are family oriented who spend regularly on higher education. They enjoy travel, diverse shopping and dining, and enjoy spending time with their families.

ABOUT FORT BEND

For more than two decades, Fort Bend County has accrued national accolades for economic development job growth and quality of life. Currently, it is the number one fastest growing county of the ten largest counties in Texas. According to Site Selection Magazine, “Sugar Land stands as a crown jewel of suburban Houston, gleaming with multiple corporate headquarter facilities, giant engineering R&D centers, and a highly skilled workforce that is the envy of most other communities its size.”

The area also continues to enjoy low crime rates, and a higher quality of life in an enriching environment.

<table>
<thead>
<tr>
<th>READER DEMOGRAPHICS*</th>
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</thead>
<tbody>
<tr>
<td>Median Age:</td>
</tr>
<tr>
<td>Average Household Income:</td>
</tr>
<tr>
<td>Median Home Price</td>
</tr>
<tr>
<td>Median Net Worth</td>
</tr>
<tr>
<td>Average Family Size</td>
</tr>
<tr>
<td>Family with Children</td>
</tr>
<tr>
<td>College Educated/Degree</td>
</tr>
<tr>
<td>% Female</td>
</tr>
<tr>
<td>% Male</td>
</tr>
<tr>
<td>Home Ownership</td>
</tr>
</tbody>
</table>

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Reader Demographics

Katy/Fulshear readers are mostly college educated, middle to upper class with school-aged children. Estimated median household income of our readers is approximately $115,264. Katy readers are very family minded, spending frequently on dining and entertainment and higher education for their children. They spend heavily on home improvement, the latest fashion, new cars and travel. They seek quality healthcare, beauty products and fitness.

About Katy/Fulshear

Located west of Houston, Katy/Fulshear is among the fastest growing suburbs in Greater Houston. The area is noted for its easy access to Houston, exceptional school districts and excellent master planned communities. Business Week magazine rated the Katy area as #2 in the US for “America’s Biggest Boomtowns” among the top ten fastest growing communities. The Katy/Fulshear area experienced a growth rate of 168% while maintaining a small town atmosphere. It has an energetic and educated, skilled local workforce. Its residents enjoy diverse shopping and dining and safe communities.

Reader Demographics*

<p>| | |</p>
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>32.25</td>
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<tr>
<td>Median Household Income</td>
<td>115,264</td>
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<tr>
<td>Median Net Worth</td>
<td>253,581</td>
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<td>Median Home Price</td>
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<td>Average Household Size</td>
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<tr>
<td>Family with Children</td>
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<tr>
<td>College Educated/Degree</td>
<td>est. 60+%</td>
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<tr>
<td>Home Ownership</td>
<td>96.4%</td>
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<tr>
<td>% Female</td>
<td>52.8%</td>
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<tr>
<td>% Male</td>
<td>47.2%</td>
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READER DEMOGRAPHICS

The Woodlands readers are mostly college educated, middle to upper class with school-aged children. Estimated household income of our readers is over $180,000. They spend frequently on home improvements, decorating and landscaping. They spend on quality healthcare, fitness and beauty products. Readers buy the latest fashions, luxury cars, and love to travel. They enjoy family time and spend on higher education for their children and quality dining and entertainment.

ABOUT THE WOODLANDS

Located north of Houston, The Woodlands ranks #2 among the best selling master planned communities in Texas and #4 in the US. The Woodlands was voted one of the 25 Best Places to Move and One of America’s Best Shopping Destinations. Winding nature trails, parks, shops, and magnificent homes accent the landscape. Families represent over 78% of the population giving The Woodlands a higher than average concentration of families. Its residents enjoy diverse shopping and dining and a booming business environment.

**READER DEMOGRAPHICS***

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tr>
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<td>36.3</td>
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<tr>
<td>Median Household Income</td>
<td>$180,000</td>
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<tr>
<td>Median Net Worth</td>
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<td>Median Home Price</td>
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<td>Median Home Size</td>
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<td>College/Degree</td>
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<tr>
<td>Home Ownership</td>
<td>96.4%</td>
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<tr>
<td>% Female</td>
<td>50.3%</td>
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<tr>
<td>% Male</td>
<td>49.7%</td>
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<tr>
<td>Population</td>
<td>93,847</td>
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* Not mailed to apartments
READER DEMOGRAPHICS

OUR READER
Cy-Fair readers are middle to upper class with school-aged children. Average household income of our readers is over $102,656. They spend often on home improvements, new cars, healthcare beauty and fitness. They enjoy dining and entertainment and love to travel. They enjoy spend frequently on their school aged children and higher education.

ABOUT CY-FAIR
Located northwest of Houston, the Cy-Fair area has a growing 800,000 people with many new master planned and community developments. The area has a large concentration of families. Cy-Fair Independent School District, one of the area’s major attractions, has more than 100,000 students, second only to Houston ISD in enrollment size within Harris County. Citizen commitment to education has help produce a reputation for quality learning experiences. The eight high schools graduate students who have test scores and college enrollment ratios that exceed state and national results. Residents enjoy diverse shopping and dining and a healthy business environment.

READER DEMOGRAPHICS*

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>% Female</td>
<td>50.6%</td>
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<tr>
<td>% Male</td>
<td>49.4%</td>
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<tr>
<td>Median Age:</td>
<td>32.8</td>
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<tr>
<td>Median Household Income</td>
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<td>Median Net Worth</td>
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<td>Median Home Price</td>
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<td>College Educated/Degree</td>
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<td>Family with Children</td>
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