

Why Pay More For Fewer Homes? NEW ADVERTISER ECONOMIC STIMULUS OFFER

COMPARE THE FACTS

| | Houston Lifestyles & Homes | Paper City | Houston House & Home | Modern Luxury Houston | Health & Fitness | H Magazine | Buzz Magazine (per magazine) | 002 Houston | Luxe Magazine |
|--|---|--|--|---|-----------------------------|-----------------------------|------------------------------|---|--|
| Number of Different Homes Mailed over 2 months | 82,000 | 0 | 0 | 25,000 (Greater Houston) | 0 | 50,000 (Greater Houston) | 14,300 (West U) | 0 | 26,500 (Houston Market Per Quarter) |
| Racked Copies (per month) | 410 - 1% (Promotional Copies) | 50,000 (Greater Houston) | 55,000 (Greater Houston) | 30,000 (Business Copies) | 50,000 (Greater Houston) | 5,000 | 200 | 52,000 | 0 |
| Yard Deliveries | 0 | 35,000 (Includes Sugar Land & Woodlands) | 0 | 0 | 0 | 0 | 0 | 19,000 Porch Delivery | 0 |
| Form of Distribution | U.S. Mail | 50,000 Racked 35,000 Yard Delivery | 55,000 Racked 10,000 (Chronicle Insert - Woodlands) | 45% U. S. Mail 55% Businesses Drops | Racks | U.S. Mail + Racks | U.S. Mail | 52,000 Racked - 74% 19,000 Porched - 26% | 26,500 Per Quarter U.S. Mail |

AD COST (PER MONTH)

| | Houston Lifestyles & Homes | Paper City | Houston House & Home | Modern Luxury Houston | Health & Fitness | H Magazine | Buzz Magazine (West U.) | 002 Houston | Luxe Magazine |
|----------------|----------------------------|------------|----------------------|-----------------------|------------------|------------|-------------------------|-------------|---------------|
| 1/3 PAGE AD | \$780 | \$3,235 | \$1,035 | \$3,740 | \$1,220 | \$1,800 | \$750 | \$2,200 | — |
| 1/2 PAGE AD | \$1,166 | \$4,225 | \$1,550 | \$4,930 | \$1,850 | \$2,430 | \$1,300 | \$2,475 | — |
| 2/3 PAGE AD | \$1,559 | \$6,335 | — | \$5,950 | \$2,500 | \$3,552 | — | — | — |
| FULL PAGE AD | \$2,083 | \$7,785 | \$2,800 | \$7,480 | \$3,200 | \$4,530 | \$1,900 | \$3,795 | \$2,995 |
| FREQUENCY RATE | Buy 5 Get 6th Free | 4X | 6X | 6X | 8X | 6X | 5X | 5X | 4X |

NEIGHBORHOOD COMPARISON

| | Houston Lifestyles & Homes | Paper City | 002 Houston |
|--|-----------------------------------|-------------------------|--------------------------|
| Distribution | U.S. Mail | Yard Delivery | Porch Delivery |
| Tanglewood | 7,836 | 3,200 | See Below |
| Memorial | 27,244 | 8,345 | 0 |
| River Oaks | 8,135 | 3,325 | See Below |
| Bellaire | 6,047 | 1,747 | See Below |
| Village West - Museum District | 19,834 | 10,025 | See Below |
| Number of Different Homes Mailed over 2 months | 69,096 U.S. Mail | 26,642 Yard Delivery | 19,000 Porch Delivery |

COST PER HOME (PER MONTH)

| | Houston Lifestyles & Homes | Paper City | Houston House & Home | Modern Luxury Houston | Health & Fitness | H Magazine | Buzz Magazine (per magazine) | 002 Houston | Luxe Magazine |
|--------------|----------------------------|------------|----------------------|-----------------------|------------------|------------|------------------------------|-------------|---------------|
| 1/3 PAGE AD | 1.9¢ | 3.8¢ | 1.6¢ | 6.8¢ | 2.4¢ | 3.3¢ | 5.2¢ | 3.1¢ | — |
| 1/2 PAGE AD | 2.8¢ | 5¢ | 2.4¢ | 9¢ | 3.7¢ | 4.4¢ | 9¢ | 3.5¢ | — |
| 2/3 PAGE AD | 3.8¢ | 7.4¢ | — | 10.9¢ | 5¢ | 6.5¢ | — | — | — |
| FULL PAGE AD | 5.1¢ | 9.2¢ | 4.3¢ | 13.6¢ | 6.4¢ | 8.2¢ | 13.1¢ | 5.3¢ | 11.3¢ |

Houston
Lifestyles & Homes

- Reaches more homes by mail
- Lower cost per home
- This offer may not be combined with other offers

www.houstonlifestyles.com • 281-240-2445