We Mail to 5 Markets in Houston’s Preferred Demographics

Each Lifestyles & Homes publication targets residents living in the most affluent zip codes in the Greater Houston area. Our readers are mostly college-educated, and they enjoy some of the highest incomes in the state, spending frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel, and fashion.

**DIRECT MAIL**

**175,000 HOMES MONTHLY**

**6,510,000* ANNUAL READERSHIP**

**VERIFIED CIRCULATION** Postal circulation verification is provided upon request.

**A TRUSTED RESOURCE FOR 30 YEARS**
Lifestyles & Homes has become a credible resource for homeowners when choosing products and services.

**LONGEVITY** Readers keep their copies of Lifestyles & Homes as a useful reference for local happenings, business and school news.

**ADDED VALUE**
- Free Link to your website in our monthly online magazine.
- Bonus Adverorial opportunities are available to further enhance your visibility.
- On-Site Graphic and Design team has 20+ years creating professional ads at no charge.

* 3.1 readers per magazine

**Tweetable Truths About Magazine Media**

**Why You Should Consider Magazine Advertising**

- Magazine media total audience grew to 1.75 billion in 2015 across platforms—an increase of 6.2%.
- Print magazines inspire readers to take action, such as clipping the ad, recommending the product or buying it.
- Print magazine readers lead the way for super influencers in home furnishings and remodeling.
- Luxury goods category influencers are devoted print magazine readers.

For more compelling media facts visit magazine.org/factbook.
Data courtesy of MPA (The Association of Magazine Media).

The Woodlands • Houston • Fort Bend • Katy-Fulshear • Cy-Fair

For Advertising Information Call 281-240-2445 ext. 128
Fort Bend County

“Fort Bend County is the fastest growing large county in the nation in 2016.” —US Census

Fort Bend County has continued to top lists for livability and economic success. Fort Bend residents come from diverse cultures and enjoy a range of lifestyles, from mixed use, amenity-rich master planned and historic communities with homes to lofts that retain their value. The area provides its residents with excellent educational opportunities, a low crime rate, shopping and a variety of international and American dining options. Long appreciated for its proximity to Houston’s arts and cultural events, residents are now enjoying first-class entertainment at the new Smart Financial Centre in Sugar Land and minor league baseball and other entertainment at Constellation Field.
Our Woodlands readers are mostly college educated, middle to upper class with school-aged children. They spend frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel and fashion. They enjoy charity, social, and art and culture events. Additionally, they are family-oriented and enjoy the outdoors and spend on quality education.

Demographics calculated from selected mailing zip codes.

The Woodlands Reader Demographics

- Median Age: 36.3
- Avg Household Income: $180,000
- Median Net Worth: $685,020
- Median Home Price: $562,020
- Median Home Size: 3,397 sq. ft.
- Average Family Size: 3.1
- Family with Children: 81.8
- College Educated/Graduate: est. 60%+
- Home Ownership: 96.4%
- % Female: 50.3%
- % Male: 49.7%
- Population: 93,847
Located west of Houston, Katy/Fulshear is among the fastest growing suburbs in Greater Houston. The area is noted for its exceptional opportunities in education, employment, shopping and dining, recreation and health care. And area master planned communities offer amenity-rich living. 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 recently experienced a growth rate of 168% while maintaining a safe, small town atmosphere with well-developed infrastructure and unique community events.

Katy-Fulshear

“No. 2 in the US for America’s biggest boomtowns.” – Niche

Katy/Fulshear readers are mostly college educated, middle to upper class with school-aged children. They are very family minded, spending frequently on higher education for their children. They enjoy a wide range of sports, dining and entertainment. Additionally they spend heavily on home improvement, the latest fashion, new cars and travel. They seek quality healthcare, beauty products and fitness.

Median Age: 37.4
Avg Household Income: $227,530
Median Home Price: $495,386
Median Net Worth: $737,211
Average Family Size: 3.1
Family with Children: 82.1
College Educated/Degree: est. 60%+
% Female: 51.4%
% Male: 48.6%
Home Ownership: 89.6%

Demographics calculated from selected mailing zip codes.

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Houston

“No. 1 top destination cities for college graduates.”

—2014 New York Times

Houston is one of the most dynamic, vibrant cities in the world with thriving arts, sports, education, medicine and business scenes. It is lauded far and wide for its first-rate attributes and numerous outstanding aspects, including being the most ethnically diverse city in the country. Its international influences have made it the Culinary and Cultural Capital of the South, with more than 10,000 restaurants representing cuisine from more than 70 countries and American regions.

Houston Reader Demographics

Median Age: 37.4
Avg Household Income: $223,000
Median Home Price: $487,550
Median Net Worth: $737,211
Average Family Size: 3.1
Family with Children: 82.1
College Educated/Degree: est. 60%+
% Female: 51.4%
% Male: 48.6%
Home Ownership: 89.6%

Demographics calculated from selected mailing zip codes.

The Woodlands • Houston • Fort Bend • Katy-Fulshear • Cy-Fair
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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. The highly respected Cy-Fair Independent School District has more than 100,000 students, second only to Houston ISD in enrollment size within Harris County. Citizen commitment to education has helped produce a reputation for quality learning experiences. Students from the eight (and growing) high schools graduate with test scores and college enrollment ratios that exceed state and national results. Residents enjoy diverse shopping and dining and a healthy business community.

“Cy-Fair boasts of a backbone of small business and entrepreneurs who call the area home.” —Cy-Fair Chamber of Commerce

Cy-Fair Reader Demographics

Our Cy-Fair readers are mostly college educated, middle to upper class with school-aged children. They spend frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel and fashion. Additionally, they are family-oriented and enjoy the outdoors and spend on quality education.

- Median Age: 32.8
- Median Household Income: $102,656
- Median Net Worth: $225,843
- Median Home Price: $303,159
- Average Family Size: 3.1
- Family with Children: 66.3
- College Educated/Degree: est. 60%
- Home Ownership: 96.4%
- % Female: 50.6%
- % Male: 49.4%

Demographics calculated from selected mailing zip codes.