360 West magazine gives affluent readers in North Texas full-circle access to the good life in print or online. We think the western half of DFW, or west of Highway 360, is the best half. What and who surrounds us inspires our name. From Westover Hills to Westlake, we’re the lifestyle magazine that delivers highly coveted consumers in a cost-effective manner.
TARRANT COUNTY IS A GOLD MINE

This area is home to some of the wealthiest consumers in North Texas and is one of the nation’s fastest-growing regions.

PEOPLE
- Among the nation’s 10 largest metro areas with over 2 million in population
- Represents the western half of the fourth largest metro market
- One of the fastest growing counties in the nation since the 1980’s
- A growth rate ahead of Las Vegas, Tucson, Albuquerque and Sacramento and nine times greater than Dallas

INCOME & SPENDING POWER
- Westover Hills, in west Fort Worth, is the wealthiest spot in Texas by per capita income
- Southlake, just west of DFW Airport, ranks ninth among richest cities in America
- Cost of living in Fort Worth area is 11% lower than the national average, equating to increased consumer buying power

ECONOMY & BUSINESS
- Home to American Airlines, BNSF Railway, Pier 1 Imports, Acme Brick, Justin Brands and GE Manufacturing Solutions
- With more than 30,000 companies, Fort Worth ranks among the top pro-business destinations in the country
- The Fort Worth area ranks fifth in America’s top 40 strongest metro economies, according to Bloomberg
360 WEST IS A POWERFUL BRAND

Readership has more than doubled in the last eight years. 360’s branded content garners 200,000 affluent impressions per month. We deliver relevant expert editorial to the most desirable demographics on the western half of DFW.
MARKET-LEADING CIRCULATION & READERSHIP

CIRCULATION
Independently audited by Circulation Verification Council since 2010

50,263 average issue rate base

100% CVC-verified residential mailed copies, address specific, to the most desirable 40,000+ households selected based on home value or modeled criteria at the consumer level according to purchase behavior

Major grocers, bookstores, newsstands, luxury hotels, country clubs, red carpet events and high-end retailers

DISTRIBUTION

READERSHIP

3.85 readers per copy
(top quadrant among city/regional magazines)

193,513 affluent print readership
5,032 digital edition readership

Of the 43,505 copies delivered directly to area households by mail, an impressive 91.6% report that they regularly read their copy of 360 West.

MOST READ

#1 in audited circulation among city/regional magazines in the county

2.5 times the average issue circulation of the city magazines in Fort Worth or Southlake
VOICE OF AUTHORITY

Our award-winning writers, designers and photographers call this area home and have deep roots here. The result is curated content that is cultivated by knowledgeable locals who are ingrained in the market and know their readers intimately.

Departments and Regular Features

**Inside Out**
What’s new in home and garden, including architecture, interior design, and products

**Life Style**
On-trend fashion and beauty, local retail news, family and children, charitable events, our pets, community history and icons

**Eat Drink**
Restaurant news, cooking, wine and spirits, monthly recipe, chef profiles, events

**See Do**
People, places and events worth checking out

**Wanderings**
Travel-related news and products; state, national and international luxury destinations

**How We Roll**
Classic cars, motorcycles and anything with wheels — who built them and how they did it

**Shop Dogs**
Popular four-legged friends that greet customers at stores and businesses across town
COVETED CONSUMERS
Where Affluent, Desirable Shoppers Look to Purchase

<table>
<thead>
<tr>
<th>Total Affluent Audience</th>
<th>198,545</th>
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</thead>
<tbody>
<tr>
<td>Female/Male</td>
<td>65%/35%</td>
</tr>
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</table>

**AGE**
- 18-34: 11%
- 35-54: 49%
- 55-64: 30%
- 65+: 11%
- Average Age: 51.7

**AFFLUENT**
- Average HHI $361,004
- Median HHI $293,547

**EDUCATED AND INFLUENTIAL**
- 82% graduated college or more
- 32% have advanced degree
- 68% frequently make purchases from ads seen in the magazine

**LUXURY SHOPPERS**
In the next 12 months affluent readers of 360 West plan to make the following expenditures:
- 22% purchase a new vehicle
- 24% buy antiques or attend an auction
- 68% buy furniture or home furnishings
- 25% purchase a major home appliance
- 46% plan to invest in an improvement for their home
- 32% buy a television or other electronics
- 22% purchase carpet or flooring
- 74% take a vacation or travel
- 37% buy jewelry
- 26% go to a casino or other form of gambling/entertainment
- 88% dine out at a fine restaurant
- 65% purchase men’s apparel or accessories
- 79% purchase women’s apparel or accessories
- 23% purchase art

Source: CVC Audit & Readership Study (6/30/17)
DIGITAL

Stay Connected With Your Best Prospects
In Multiple Ways On Multiple Days

DIGITAL EDITION
Average monthly uniques: 5,032
Average page views: 103,657

EMAIL CONTENT
20K+ reader email addresses
Dedicated email: 8% average open rate, 1% average CTR
Content email: 12% average open rate, 2-3% average CTR

SOCIAL MEDIA
Our audience of fans on various social media channels has been
100% organically grown. We post frequent curated content of
interest to our readers. No gimmicks or games to force followers
to like us. The result is 35K engaged and responsive consumers via
popular channels:

- 3,200+ Twitter Followers
- 15,600+ Facebook Likes
- 14,000+ Instagram Followers
- 1,700+ Pinterest Followers

MOBILE
50% of digital edition traffic comes from mobile and tablet
Mobile ads are an effective way to reach consumers wherever
they go. Mobile ad placements within engaging editorial
content create excitement among consumers driving further
reach and elevating brand recall.

Source: CVC Audit & Readership Study (6/30/17)
BRAND EXTENSIONS

Extend your reach, build frequency and tell your story with our sister publications

817 HOME
Color Theory
Extend your reach, build frequency and tell your story with our sister publications
4 issues/year
20,000+ circulation
Home design, décor and advice

Southlake’s #1 circulated magazine
7 issues/year
19,000+ circulation

Newly engaged couples
2 issues/year
15,000+ print/digital circulation

Affluent areas of west & southwest Fort Worth
6 issues/year
12,000+ circulation
### DEADLINES & SPECIFICATIONS

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<th>Digital Material Deadline</th>
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*Denotes earlier deadline due to Thanksgiving.

Photography services on location or in studio are available for a nominal charge.

#### Acceptable File Formats and Electronic Requirements

Jpeg, tif, eps or PDF/X-1a files are accepted. Please make sure all fonts are outlined and embedded.

- For information on creating PDF/X files go to www.adobe.com.
- All images must be high-resolution, 300 DPI and placed in document at no more then 125% of its original size.
- All images should use the CMYK or greyscale color space.
- Do not submit files in RGB, PMS or images pulled from web pages.
- Please include bleed and crop marks with a 1/4” offset from trim size.

Failure to provide files as required can cause unpredictable errors when the files are output and create production charges to correct.

If we are designing your ad, all provided art files must be no less than 300 DPI at 100% of placement size. Electronic files should be emailed to your account executive and copied to ads@360westmagazine.com. Large files should be sent via Dropbox or other download link.

- Publisher assumes no liability for omissions, misprints or font defaults.
- Provide two single-page images for spread advertising.
- All ad materials are non-returnable unless specified in advance.

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Line Screen: 133 text pages, 150 covers
Ink Density: 300% maximum
AD RATES

For current advertising rates, including special discounts for new advertisers, call 817.632.8100 ext. 1101, or email advertising@360westmagazine.com.