

360WEST

2022 MEDIA KIT

FORT WORTH - SOUTHLAKE - ARLINGTON



2022 MEDIA KIT



360 West Magazine
MONTHLY
40,000+ combined print and digital circulation per issue
 127,549 Print readership
 Largest circulated magazine in Tarrant County



76092 Magazine
BI-MONTHLY
19,000+ circulation
 Southlake's #1 circulated magazine



76107 Magazine
BI-MONTHLY
10,000+ circulation
 Affluent areas of west & southwest Fort Worth



360 West Weddings
BI-ANNUAL
18,000+ circulation
 Newly engaged couples and beyond



North Texas Caregiver Resource Guide
ANNUALLY
40,000+ circulation
 A comprehensive guide to elder care

360WEST BRAND POWER | EXTEND YOUR REACH

2022



DIGITAL

360WestMagazine.com

- Be front and center on 360 West's home page
- Rectangle or Leaderboard ad unit

Email Marketing

- Premium Subscriber List: Exclusive subscribers who are eager to hear your message.
- 360 West's Custom Email List: Deliver your message both to readers who receive 360 West in their homes and households with equal spending power.
- Targeted External Email List: An audience that is focused on what you have to offer. Customize your list by geography, interests, income, age, home value, marital status, occupation and more.

The Flex360 Approach

Flex360's unique approach to marketing centers on providing custom campaigns and showing effectiveness through a provable ROI.

Social Media

- Facebook: 22k+ followers
- Instagram: 21k+ followers

EXPERIENTIAL



Signature Events

- Top Doctors
- Top Attorneys
- Best Real Estate Agents & Top Mortgage Professionals
- Best of 76092/76107
- Women's Leadership Symposium
- Issue releases

Partner Events

- Mix & Mingles
- Movie Premieres
- Ride & Drives
- Dynamic personalized events with complete execution and design
- Custom Turnkey Events

CUSTOM



Inserts

- Custom opportunities across our print platforms delivered on a zip code-targeted basis
- Preprint options available

Direct Mail

- Custom design, printing, lists and mail handling

Custom Publications

- Full-service production for stand-alone single sheets, brochures and directories.



360 West reaches 131,696 affluent print/digital readers every month

We provide our educated and influential decision-making readership in North Texas full-circle access to the good life in print and online.

We think the western half of Dallas-Fort Worth, 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.

People are the heart and soul of any community, and our readers not only have the means, but the inquisitive spirit and desire to seek out the best.

MARKET-LEADING CIRCULATION & READERSHIP

CIRCULATION

Independently audited by Circulation Verification Council since 2010

40,000+ combined print and digital circulation per issue

READERSHIP

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

Of the copies delivered directly to area households by mail, an impressive **94%** report that they regularly read and enjoy their copy of *360 West*.

MOST READ

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

Double the average issue circulation of the city magazines in Fort Worth or Southlake

57% of our readers keep their issue for one month or longer = coffee table status

DIGITAL READERSHIP

We love being a print publication, but we also value our readers who prefer digital content.

Average monthly uniques: 4,147

Average monthly mobile app and digital edition views: 121,567

Source: CVC Audit & Readership Study (6/30/21)

COVETED CONSUMERS

AFFLUENT

Average HHI \$359,419
Median HHI \$278,884

EDUCATED AND INFLUENTIAL

76% graduated college or more
28% have advanced degree
76% frequently make purchases from ads seen in the magazine

AGE

18-34 8%
35-54 49%
55-64 29%
65+ 14%
Average Age 51.8

FEMALE/MALE 65%/35%



FOR LUXURY, GO WEST!

JAN	FEB	MAR	APR	MAY	JUN
Healthy Living <ul style="list-style-type: none"> • New Year, New You* • Private School Directory (Spring) Winter Restaurant Week	Romance Issue	Lake Living <ul style="list-style-type: none"> • Doctors Worth Knowing 	Spring Fashion	Summer Travel Guide	Men's Issue
Space Close: Dec. 15 Materials Close: Dec. 20 Publishes: Dec. 30	Space Close: Jan. 14 Materials Close: Jan. 21 Publishes: Feb. 3	Space Close: Feb. 11 Materials Close: Feb. 18 Publishes: March 3	Space Close: March 11 Materials Close: March 18 Publishes: March 31	Space Close: April 8 Materials Close: April 15 Publishes: April 28	Space Close: May 13 Materials Close: May 20 Publishes: June 2
JUL	AUG	SEP	OCT	NOV	DEC
Family Issue <ul style="list-style-type: none"> • Attorneys Worth Knowing 	The Cool Issue <ul style="list-style-type: none"> • Kitchen & Bath Showcase* 	Let's Drive	Style & Beauty <ul style="list-style-type: none"> • Private School Directory (Fall) Sip & Style	Let's Eat <ul style="list-style-type: none"> • Best Real Estate Agents, Top Producers, Top Mortgage Professionals • Home Design Showcase* 	The Giving Season <ul style="list-style-type: none"> • Holiday Hot List
Space Close: June 10 Materials Close: June 17 Publishes: June 30	Space Close: July 15 Materials Close: July 22 Publishes: Aug. 4	Space Close: Aug. 12 Materials Close: Aug. 19 Publishes: Sept. 1	Space Close: Sept. 9 Materials Close: Sept. 16 Publishes: Sept. 29	Space Close: Oct. 7 Materials Close: Oct. 14 Publishes: Oct. 27	Space Close: Nov. 2 Materials Close: Nov. 9 Publishes: Nov. 22

* Advertorial mention for 1/2 page ads and larger

EDITORIAL FEATURES

Inside Out

What's new in home and garden, including architecture, interior design and products



Life Style

Fashion and beauty, local retail news, 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

