

76092 MAGAZINE

2022 MEDIA KIT

SOUTHLAKE - COLLEYVILLE - GRAPEVINE - KELLER - ROANOKE
TROPHY CLUB - VAQUERO - WESTLAKE

Reach desirable customers located in close proximity of your store or business. 76092 is a community lifestyle publication produced by 360 West magazine. Mailed to the most coveted households in Southlake and throughout Northeast Tarrant County, content is entirely about the area in which it is distributed. Copies are also distributed to advertisers and high traffic business locations. Advertise in a targeted, sophisticated way to those most likely to patronize your store or business.



WHY SOUTHLAKE SHOULD BE IN YOUR MEDIA PLAN

Southlake lies in the heart of Dallas Fort Worth, located between DFW International Airport to the east and Alliance Airport to the west. As part of one of the fastest growing regions in the nation (DFW), Southlake and neighboring cities compose the larger northeast Tarrant County area. Thanks largely to retail developments and the Carroll Independent School District, Southlake has built a well-known national reputation for offering a strong and healthy local economy and is becoming one of the most sought after business addresses. Recognized by area retailers as a target rich community based on demographics and household growth, it's a valuable market worth including in your advertising buy.

Population: 31,292

Median household income: \$240,248

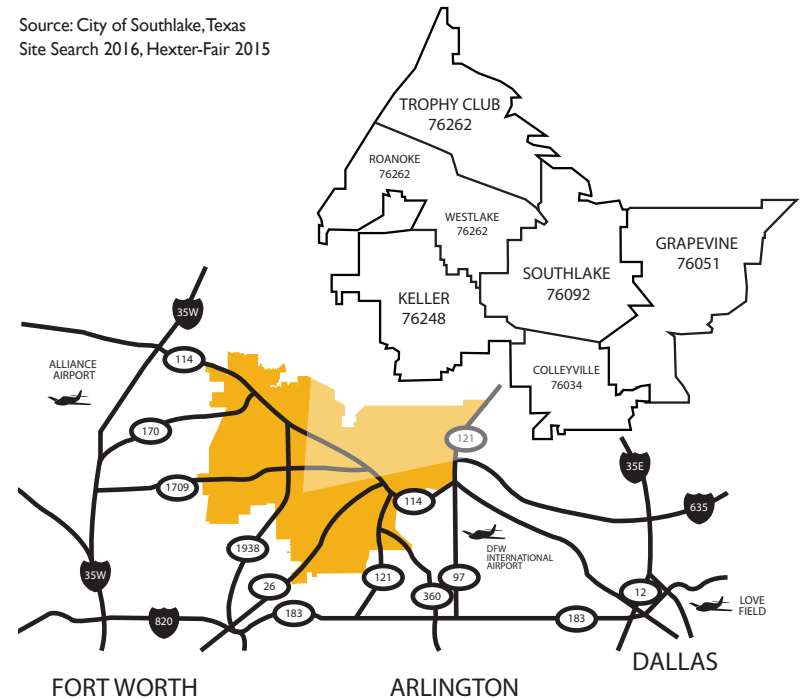
Average home sales price: \$748,525

Education: 68% hold a bachelor's degree or higher

Ranked #42 on "America's 100 Richest Places" by Bloomberg (2017).

Named one of the best places in Texas to get a job by Wallethub.com.

Source: City of Southlake, Texas
Site Search 2016, Hexter-Fair 2015



CIRCULATION & READERSHIP

DISTRIBUTION OVERVIEW

19,000+

combined print and digital
circulation per issue

Distributed to households that
are interested in and engage with
the Southlake area and its community

READER PROFILE

	<u>Market %</u>	<u>76092 Reader %</u>
HOME VALUE:		
\$500K - 1 million	4.47%	69.99%
\$1 million+	0.78%	17.10%
HOUSEHOLD INCOME:		
\$200K - 500K	5.44%	37.76%
\$500K+	1.44%	43.49%
NET WORTH:		
\$1 million - 2 million	6.93%	7.98%
\$2 million+	6.32%	75.88%
DEMOGRAPHICS/LIFESTYLE:		
Homeowner	56.32%	90.19%
Married with kids	17.62%	46.20%
Own an SUV	17.65%	43.77%
P\$YCLE SEGMENTATION GROUPS:		
The Wealth Market	1.28%	32.825%
Business Class	0.77%	14.02%
Big Spenders	1.77%	10.28%
Power Couples	1.66%	4.61%

Source: Fort Worth eMedia (March 2021)



JAN/FEB

MAR/APR

MAY/JUNE

JULY/AUG

SEPT/OCT

NOV/DEC

SPECIAL ADVERTISING SECTIONS

- Locally Owned Businesses

- Doctors Worth Knowing
- Chefs/Caterers Worth Knowing

- Best of Southlake

- Attorneys Worth Knowing
- Women of Influence

- Faces of Southlake

- Best Real Estate Agents, Top Producers, Top Mortgage Professionals

Space Close: Dec. 31
Artwork Close: Jan. 7
Publishes: Jan. 20

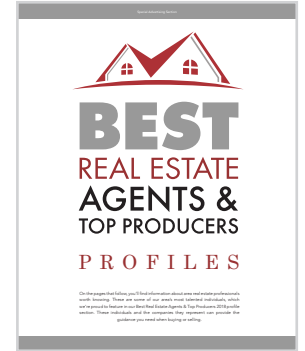
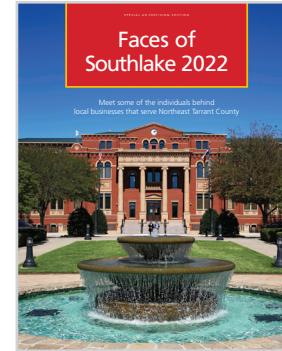
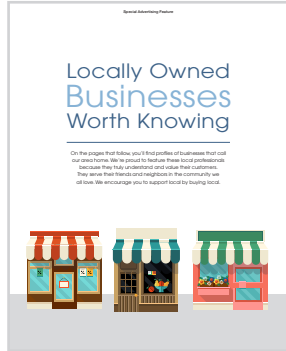
Space Close: Feb. 25
Artwork Close: Mar. 4
Publishes: Mar. 17

Space Close: Apr. 22
Artwork Close: Apr. 29
Publishes: May 12

Space Close: June 24
Artwork Close: July 1
Publishes: July 14

Space Close: Aug. 26
Artwork Close: Sept. 2
Publishes: Sept. 15

Space Close: Oct. 21
Artwork Close: Oct. 28
Publishes: Nov. 10



DRAGONS FOOTBALL SPECIAL ISSUE

EVERY ISSUE EDITORIAL DEPARTMENTS/FEATURES



AUGUST

Our annual Carroll Dragons football preseason issue for all things tough, lean and green.

Space Close: July 29
Artwork Close: Aug. 5
Publishes: Aug. 18

New & Notable

New retail and news you can use



Happenings

Things to do, places to go, people to see



Dining Guide

Restaurant news and listings

