



# 360WEST

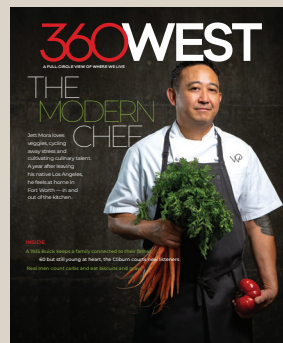
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## 2024 | MEDIA KIT

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FORT WORTH | SOUTHLAKE | ARLINGTON









## 360West 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



## 360West Weddings

**ANNUAL**  
**18,000+ CIRCULATION**

Newly engaged couples and beyond

## DIGITAL

**360WESTMAGAZINE.COM**

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

**SOCIAL MEDIA**

- Facebook: 23k+ followers
- Instagram: 22k+ followers

**EMAIL****MARKETING**

- Premium Subscriber List: Exclusive subscribers who are eager to hear your message.
- 360West's Custom Email List: Deliver your message both to readers who receive 360West 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.

## 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.

Love our audience? **WE DO TOO.**

360West Audience Reach is a product offered exclusively to our print advertisers that allows our advertising partners the ability to reach our coveted 360West Audience through digital display at any place and at any time. Whether it is on social media or your local weather channel app, we can get your message in front of 360West Readers.



FOR LUXURY,  
GO WEST!

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.

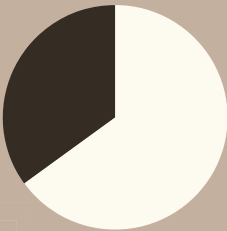
People are the heart and soul of any community, and our readers not only have the means, but the inquisitive spirit and desire to seek out the best.

MARKET-LEADING CIRCULATION & READERSHIP

CIRCULATION	READERSHIP	MOST READ	DIGITAL READERSHIP
Independently audited by Circulation Verification Council since 2010	<b>3.65</b> readers per copy (top quadrant among city/regional magazines)	<b>#1</b> in audited circulation among city/regional magazines in the county	We love being a print publication, but we also value our readers who prefer digital content.
<b>40,000+</b> combined print and digital circulation per issue	Of the copies delivered directly to area households by mail, an impressive <b>94%</b> report that they regularly read and enjoy their copy of 360West.	<b>Double</b> the average issue circulation of the city magazines in Fort Worth or Southlake	Average monthly uniques: <b>4,147</b>
		<b>57%</b> of our readers keep their issue for one month or longer = coffee table status	Average monthly mobile app and digital edition views: <b>121,567</b>

COVETED CONSUMERS

FEMALE/MALE



65% FEMALE  
35% MALE

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

AFFLUENT

AVERAGE HHI	MEDIAN HHI
\$359,419	\$278,884

AGE



Average Age: 51.8

EDUCATED AND INFLUENTIAL

**76%**  
Graduated college or more

**28%**  
Have advanced degree

**76%**  
Frequently make purchases from ads seen in the magazine





<b>JANUARY</b>  <b>HEALTHY LIVING</b>  New Year, New You* Private School Directory (Spring)  <b>AD CLOSE</b> Dec. 6 <b>MATERIALS</b> Dec. 13 <b>PUBLISH</b> Dec. 29	<b>FEBRUARY</b>  <b>ROMANCE ISSUE</b>  <b>AD CLOSE</b> Jan. 12 <b>MATERIALS</b> Jan. 17 <b>PUBLISH</b> Feb. 2	<b>MARCH</b>  <b>LAKE LIVING</b>  Lake Living  <b>AD CLOSE</b> Feb. 9 <b>MATERIALS</b> Feb. 14 <b>PUBLISH</b> March 1	<b>APRIL</b>  <b>SPRING FASHION</b>  Doctors Worth Knowing  <b>AD CLOSE</b> March 15 <b>MATERIALS</b> March 20 <b>PUBLISH</b> April 5	<b>MAY</b>  <b>SUMMER TRAVEL GUIDE</b>  <b>AD CLOSE</b> April 9 <b>MATERIALS</b> April 16 <b>PUBLISH</b> May 3	<b>JUNE</b>  <b>MEN'S ISSUE</b>  <b>AD CLOSE</b> May 10 <b>MATERIALS</b> May 15 <b>PUBLISH</b> May 31
<b>JULY</b>  <b>FAMILY ISSUE</b>  Attorneys Worth Knowing  <b>AD CLOSE</b> June 14 <b>MATERIALS</b> June 19 <b>PUBLISH</b> July 5	<b>AUGUST</b>  <b>THE COOL ISSUE</b>  Kitchen & Bath Showcase*  <b>AD CLOSE</b> July 12 <b>MATERIALS</b> July 17 <b>PUBLISH</b> Aug. 2	<b>SEPTEMBER</b>  <b>LET'S DRIVE</b>  <b>AD CLOSE</b> Aug. 9 <b>MATERIALS</b> Aug. 14 <b>PUBLISH</b> Aug. 30	<b>OCTOBER</b>  <b>STYLE &amp; BEAUTY</b>  Private School Directory (Fall) Sip & Style  <b>AD CLOSE</b> Sept. 13 <b>MATERIALS</b> Sept. 18 <b>PUBLISH</b> Oct. 4	<b>NOVEMBER</b>  <b>LET'S EAT</b>  Best Real Estate Agents, Top Producers, Top Mortgage Professionals Home Design Showcase*  <b>AD CLOSE</b> Oct. 4 <b>MATERIALS</b> Oct. 9 <b>PUBLISH</b> Oct. 25	<b>DECEMBER</b>  <b>THE GIVING SEASON</b>  Holiday Hot List  <b>AD CLOSE</b> Nov. 4 <b>MATERIALS</b> Nov. 7 <b>PUBLISH</b> Nov. 25  <i>*Advertorial mention for 1/2 page ads and larger</i>

## EDITORIAL FEATURES

## INSIDE OUT

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



## LIFESTYLE

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

