

# 76092

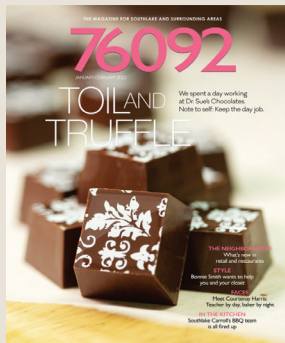
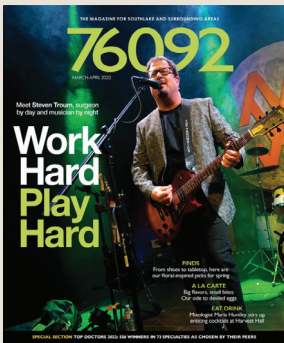
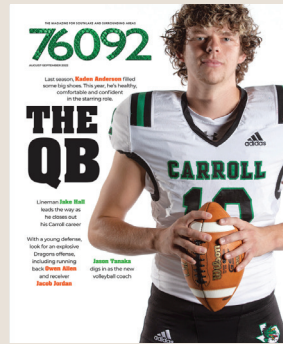
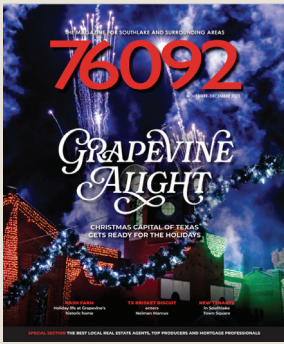
M A G A Z I N E

## 2024 | MEDIA KIT

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



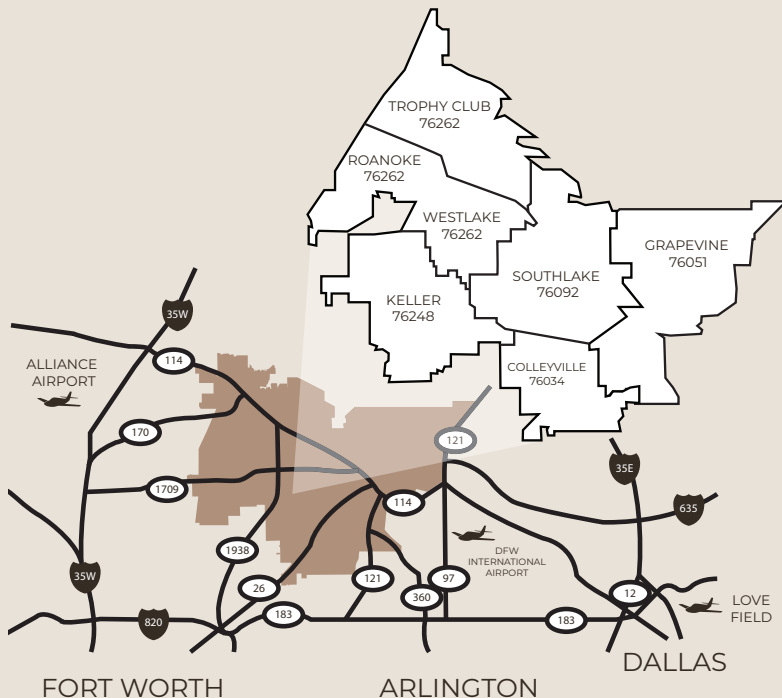






## FOR LUXURY, GO WEST!

Reach desirable customers located in close proximity of your store or business. 76092 is a community lifestyle publication produced by 360West 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.



### 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

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

## 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

## JANUARY/ FEBRUARY

### LOCALLY OWNED BUSINESSES

**AD CLOSE** Dec. 29  
**MATERIALS** Jan. 5  
**PUBLISH** Jan. 19

## MARCH/APRIL

### DOCTORS WORTH KNOWING

### CHEFS/CATERERS WORTH KNOWING

**AD CLOSE** Feb. 23  
**MATERIALS** Feb. 28  
**PUBLISH** March 15

## MAY/JUNE

### BEST OF SOUTHLAKE

**AD CLOSE** April 26  
**MATERIALS** May 1  
**PUBLISH** May 17

## JULY/AUGUST

### ATTORNEYS WORTH KNOWING

### WOMEN OF INFLUENCE

**AD CLOSE** June 28  
**MATERIALS** July 3  
**PUBLISH** July 19

## SEPTEMBER/ OCTOBER

### FACES OF SOUTHLAKE

**AD CLOSE** Aug. 30  
**MATERIALS** Sep. 4  
**PUBLISH** Sep. 20

## NOVEMBER/ DECEMBER

### BEST REAL ESTATE AGENTS, TOP PRODUCERS, TOP MORTGAGE PROFESSIONALS

**AD CLOSE** Oct. 18  
**MATERIALS** Oct. 23  
**PUBLISH** Nov. 8



## DRAGONS FOOTBALL SPECIAL ISSUE

### AUGUST



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

**AD CLOSE** Aug. 2  
**MATERIALS** Aug. 7  
**PUBLISH** Aug. 23

## EVERY ISSUE EDITORIAL DEPARTMENTS/FEATURES

### 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

