

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.



360West reaches **138,610** affluent print/digital readers every month

MARKET-LEADING CIRCULATION & READERSHIP

CIRCULATION

Independently audited by Circulation Verification Council since 2010

40,000+ combined print and digital circulation per issue

READERSHIP

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

Of the copies delivered directly to area households by mail, an impressive **87%** report that they regularly read and enjoy their copy of 360West.

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 three weeks 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: **7,297**

COVETED CONSUMERS

FEMALE/MALE



61% FEMALE
39% MALE

Source: CVC Audit & Readership Study (9/30/23)

AFFLUENT

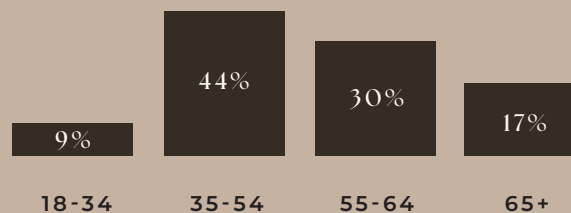
AVERAGE HHI

\$356,418

MEDIAN HHI

\$270,222

AGE



18-34

35-54

55-64

65+

Average Age: 51.8

EDUCATED AND INFLUENTIAL

69%

Graduated college or more

26%

Have advanced degree

73%

Frequently make purchases from ads seen in the magazine