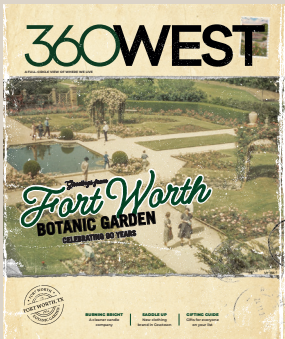
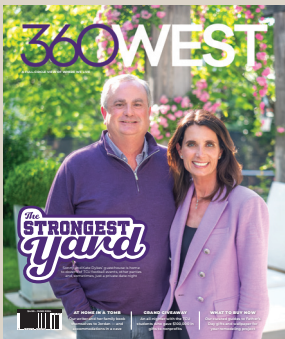
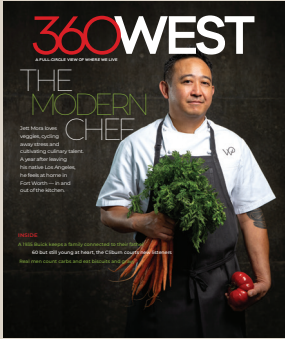




# 360WEST

2025 | MEDIA KIT

FORT WORTH | SOUTHLAKE | ARLINGTON





360West Magazine

**MONTHLY  
40,000+ COMBINED PRINT AND  
DIGITAL CIRCULATION PER ISSUE**

138,610 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

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.

### 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 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.

## 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



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

<p><b>JANUARY</b></p> <p><b>2025 REFRESH</b></p> <p><b>AD CLOSE</b> Dec. 3 <b>AD MATERIALS</b> Dec. 9 <b>PUBLISH</b> Dec. 27</p>	<p><b>FEBRUARY</b></p> <p><b>ROMANCE ISSUE</b></p> <p>Special Feature: 360West Weddings</p> <p><b>AD CLOSE</b> Jan. 16 <b>AD MATERIALS</b> Jan. 21 <b>PUBLISH</b> Feb. 7</p>	<p><b>MARCH</b></p> <p><b>SPRING IN TEXAS</b></p> <p>Doctors Worth Knowing</p> <p><b>PROFILE CLOSE</b> Jan. 30 <b>PROFILE MATERIALS</b> Feb. 4 <b>AD CLOSE</b> Feb. 6 <b>AD MATERIALS</b> Feb. 11 <b>PUBLISH</b> Feb. 28</p>	<p><b>APRIL</b></p> <p><b>SPRING FASHION</b></p> <p><b>AD CLOSE</b> March 13 <b>AD MATERIALS</b> March 18 <b>PUBLISH</b> April 4</p>	<p><b>MAY</b></p> <p><b>WOMEN'S ISSUE</b></p> <p>Women of Impact</p> <p><b>PROFILE CLOSE</b> April 3 <b>PROFILE MATERIALS</b> April 8 <b>AD CLOSE</b> April 10 <b>AD MATERIALS</b> April 15 <b>PUBLISH</b> May 2</p> <p>Women of Impact Event</p>	<p><b>JUNE</b></p> <p><b>MEN'S ISSUE</b></p> <p><b>AD CLOSE</b> May 14 <b>AD MATERIALS</b> May 19 <b>PUBLISH</b> June 6</p>
<p><b>JULY</b></p> <p><b>FAMILY ISSUE</b></p> <p>Attorneys Worth Knowing</p> <p><b>PROFILE CLOSE</b> June 5 <b>PROFILE MATERIALS</b> June 10 <b>AD CLOSE</b> June 12 <b>AD MATERIALS</b> June 17 <b>PUBLISH</b> July 3</p> <p>Top Attorneys Event</p>	<p><b>AUGUST</b></p> <p><b>THE COOL ISSUE</b></p> <p>Kitchen &amp; Bath Showcase*</p> <p><b>AD CLOSE</b> July 17 <b>AD MATERIALS</b> July 22 <b>PUBLISH</b> Aug. 8</p>	<p><b>SEPTEMBER</b></p> <p><b>LET'S DRIVE</b></p> <p><b>AD CLOSE</b> Aug. 14 <b>AD MATERIALS</b> Aug. 19 <b>PUBLISH</b> Sept. 8</p>	<p><b>OCTOBER</b></p> <p><b>FALL FASHION</b></p> <p>Sip &amp; Style</p> <p><b>AD CLOSE</b> Sept. 11 <b>AD MATERIALS</b> Sept. 16 <b>PUBLISH</b> Oct. 3</p> <p>Sip &amp; Style Event</p>	<p><b>NOVEMBER</b></p> <p><b>LET'S EAT</b></p> <p>Best Real Estate Agents, Top Producers, Top Mortgage Professionals Home Design Showcase*</p> <p><b>PROFILE CLOSE</b> Sept. 25 <b>PROFILE MATERIALS</b> Sept. 30 <b>AD CLOSE</b> Oct. 2 <b>AD MATERIALS</b> Oct. 7 <b>PUBLISH</b> Oct. 24</p> <p>Real Estate Event</p>	<p><b>DECEMBER</b></p> <p><b>THE GIVING SEASON</b></p> <p>Holiday Hot List Philanthropy Guide</p> <p><b>PROFILE CLOSE</b> Oct. 23 <b>PROFILE MATERIALS</b> Oct. 28 <b>AD CLOSE</b> Oct. 30 <b>AD MATERIALS</b> Nov. 4 <b>PUBLISH</b> Nov. 21</p> <p><i>*Advertorial mention for 1/2 page ads and larger</i></p>

### 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



#### HAPPENINGS

People, places and events worth checking out



#### 360WESTERN

Celebrating the finest in luxury Western lifestyle, fashion, and culture in Fort Worth

