



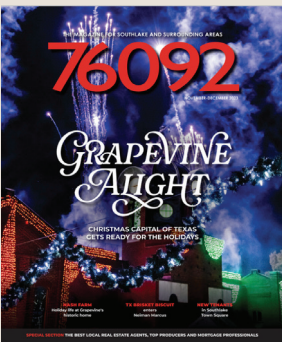
76092

M A G A Z I N E

2025 | MEDIA KIT

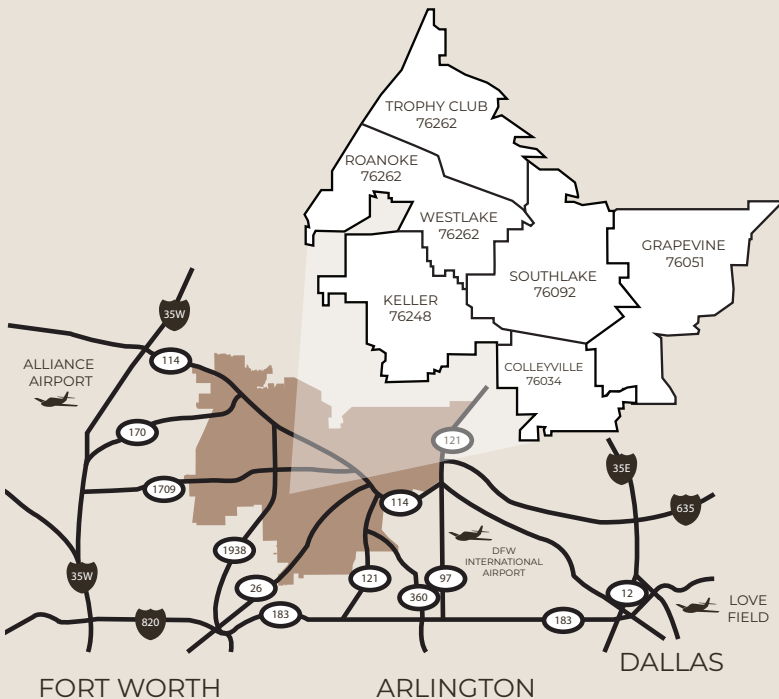
SOUTHLAKE - COLLEYVILLE - GRAPEVINE - KELLER
ROANOKE - TROPHY CLUB - VAQUERO - WESTLAKE





**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 %
HOME VALUE:			DEMOGRAPHICS/ LIFESTYLE:		
\$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%
HOUSEHOLD INCOME:			P\$YCLE SEGMENTATION GROUPS:		
\$200K - 500K	5.44%	37.76%	The Wealth Market	1.28%	32.825%
\$500K+	1.44%	43.49%	Business Class	0.77%	14.02%
NET WORTH:			Big Spenders		
\$1 million - 2 million	6.93%	7.98%	Power Couples	1.66%	4.61%
\$2 million+	6.32%	75.88%			

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

**JANUARY/
FEBRUARY**

**LOCALLY OWNED
BUSINESSES**

PROFILE CLOSE Dec. 19
PROFILE MATERIALS Dec. 31
AD CLOSE Jan. 2
AD MATERIALS Jan. 7
PUBLISH Jan. 24

**MARCH/
APRIL**

**DOCTORS WORTH
KNOWING**

PROFILE CLOSE Feb. 13
PROFILE MATERIALS Feb. 18
AD CLOSE Feb. 20
AD MATERIALS Feb. 25
PUBLISH Mar. 14

**MAY/
JUNE**

BEST OF SOUTHLAKE

PROFILE CLOSE April 17
PROFILE MATERIALS April 22
AD CLOSE April 24
AD MATERIALS April 29
PUBLISH May 16

**JULY/
AUGUST**

**ATTORNEYS
WORTH KNOWING**
WOMEN OF INFLUENCE

PROFILE CLOSE June 18
PROFILE MATERIALS June 23
AD CLOSE June 25
AD MATERIALS June 30
PUBLISH July 18

**SEPTEMBER/
OCTOBER**

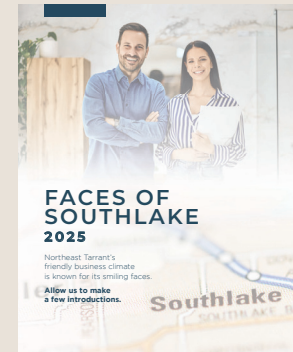
FACES OF SOUTHLAKE
DRAGONS SPOTLIGHT

PROFILE CLOSE Aug. 20
PROFILE MATERIALS Aug. 25
AD CLOSE Aug. 27
AD MATERIALS Sept. 2
PUBLISH Sept. 19

**NOVEMBER/
DECEMBER**

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

PROFILE CLOSE Oct. 9
PROFILE MATERIALS Oct. 14
AD CLOSE Oct. 16
AD MATERIALS Oct. 21
PUBLISH Nov. 7



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

