

Houstonia.

2026 MEDIA KIT &
ADVERTISING PACKAGES



A message from our founder

**I'm Nicole Vogel, Co-Founder
and CEO of Houstonia and
SagaCity Media.**

In 2013 we started Houstonia with a singular goal, to share the stories of the people and places that make our city unique and special so that our beloved readers could have a richer experience with their city. Since that founding, I have been deeply proud of the work our amazing staff has done, and I thank you for reading and supporting. We couldn't have done it without you.

Our beloved city and your media choices have both changed dramatically in recent years. You, as marketers, have never had as many options for your precious advertising dollars. And while the choices are vast, I believe they have never been more precarious. Now more than ever I believe we are uniquely positioned to offer something almost no one else can: a positive environment for your brand and its message.

Houstonia's content continues to be a daily love letter to our city: amazing chefs, hidden hill country towns, one-of-a-kind Texas road trips, inspiring art installations...the list goes on and on. This is a media environment where people get to smile at the incredible beauty and innovation around them



and get excited at the possibility of participating in all these wonderful experiences. We sincerely believe there is no better place to create impact than in an environment like ours.

As founder of this media entity, I feel confident that you will always be proud of the association with our content and brand. It's our positive brand halo effect, and we promise, as we have from the beginning, not to let you down.

Thank you for considering us and thank you for reading,

Nicole Vogel

WHO READS *HOUSTONIA'S* SITE AND MAGAZINE?

5
MILLION
ANNUALLY

Over **50%**
of Houstonian's rely
on us to make plans
and take action

MEDIAN AGE

50

WELL EDUCATED

80%

ATTENDED COLLEGE

25%

HAVE A MASTERS OR DOCTORATE DEGREE

ARE CONNECTED

92%

USE SOCIAL MEDIA

AFFLUENT

\$214K

AVERAGE HH INCOME

13%

NET WORTH > \$1M

HOMEOWNERS

88%

OWN A HOME

GENEROUS

88%

DONATE TO LOCAL OR NATIONAL CHARITIES

THE CONTENT THEY RELY ON



FOOD & DRINK

Houstonia is the city's go-to authority for food coverage. Trusted more than *Eater*, *Yelp* or any other local source.



TRAVEL & OUTDOORS

When it comes to regional travel and adventure planning, 86% of readers turn to us for guidance on where to go.



HOME & REAL ESTATE

88% of *Houstonia* readers are homeowners. They turn to *Houstonia* for guidance on neighborhoods and property values.



HEALTH & WELLNESS

When it's essential to their health, Houstonians turn to our trusted Health & Wellness content. *Houstonia's* Top Doctors and Top Dentists are the city's most respected databases.



STYLE & SHOPPING

Our editors explore the city to highlight the shops and designers that make Houston unique. 96% of readers say supporting local and small businesses is very important to them.



ARTS & ENTERTAINMENT

Houstonia champions local arts & culture. 92% turn to us for recommendations and information on local entertainment, arts, and events.



NEWS & CITY LIFE

Houstonia readers are active and engaged. 60% of readers say they feel more positive about the city after engaging with *Houstonia's* content.

Sources: CVC Readership Survey, Google Analytics

EDITORIAL CALENDAR*

2026-2027 PRINT ISSUES



Close 2/3/26 | Materials Due 2/10/26 | On Sale 3/24/26

RODEO RECAP (THIS AIN'T OUR FIRST RODEO)
HOUSTON IN BLOOM
HOUSTON'S HOTTEST NEIGHBORHOODS
TOP DENTISTS

SPECIAL ADVERTISING SECTIONS:
TOP DENTISTS - DENTAL PROFILES
BEST SPRING ESCAPES
REAL ESTATE AGENT GUIDE



Close 4/16/26 | Materials Due 4/23/26 | On Sale 6/9/26

2026 WORLD CUP
FAMILY-FUN & ACTIVITIES
BEST SUMMER READS
MUSIC SCENE IN HOUSTON

SPECIAL ADVERTISING SECTIONS:
BEST SUMMER ESCAPES
WOMEN ON THE MOVE



Close 7/21/26 | Materials Due 7/28/26 | On Sale 9/8/26

HOUSTON AFTER DARK
FOOTBALL & FRIDAY NIGHT LIGHTS
VENTURING INTO SPACE
TOP DOCTORS

SPECIAL ADVERTISING SECTIONS:
SCHOOL PROFILES
TOP DOCTORS - MEDICAL PROFILES
BEST FALL ESCAPES



Close 10/6/26 | Materials Due 10/13/26 | On Sale 11/24/26

HOUSTONIAN'S BEST/PEOPLE'S CHOICE
HOUSTONIAN OF THE YEAR

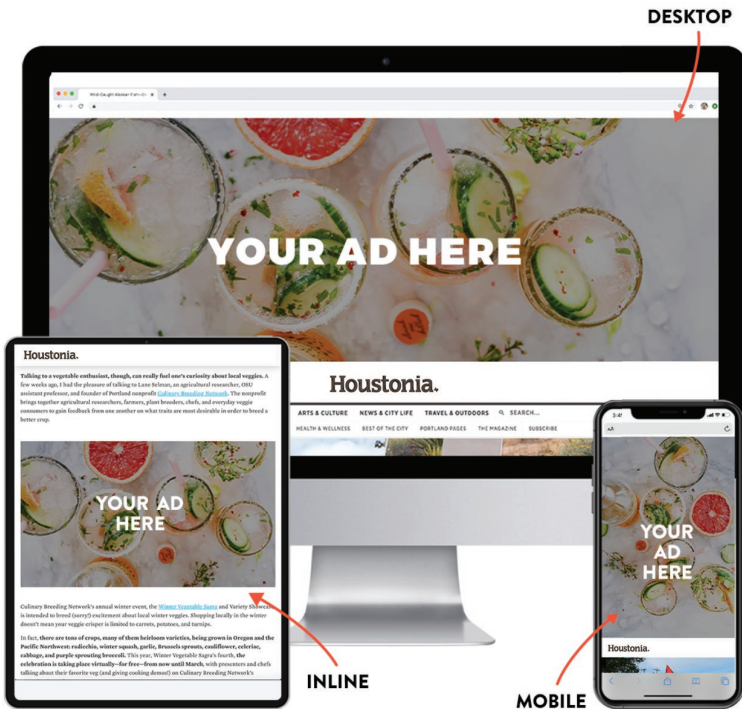
SPECIAL ADVERTISING SECTIONS:
FACES OF HOUSTON
BEST WINTER ESCAPES
HOLIDAY GIFT GUIDE

DIGITAL ONLY OPPORTUNITIES

*Editorial calendar is subject to change

FALL EVENTS GUIDE (FALL)
HOLIDAY EVENTS GUIDE (WINTER)
SUMMER CAMP GUIDE (SPRING)

REACH YOUR IDEAL AUDIENCE WITH DIGITAL



EXAMPLE SHOWN IS OUR HIGH IMPACT DISPLAY AD SET



Houstonia. ADVERTISING REACH

WEBSITE
5M+
visitors annually

FACEBOOK
74K
followers

INSTAGRAM
121K
followers

EBLASTS
21K
subscribers

Sources: Google Analytics, Meta, Hubspot: Sept 2025

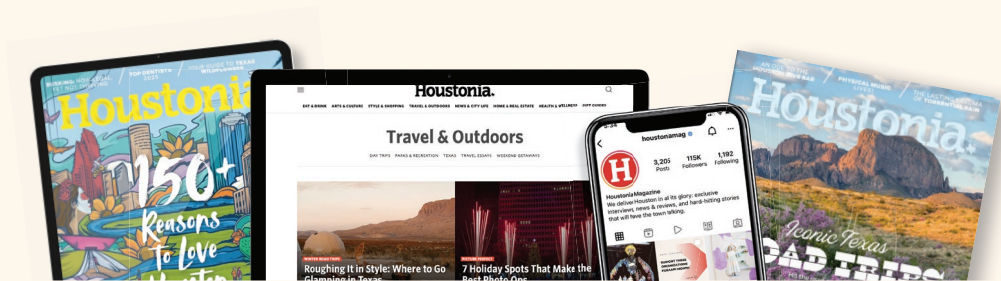


OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with your brand.

By advertising alongside *Houstonia* lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



SEASONAL PACKAGE: 3-Month Duration

\$9,550 / MONTH

43% OFF
a la carte
rates!

Own our audience and make a lasting impression with this three-month, fully integrated marketing program. Build awareness and extend your reach across digital and social platforms with high-impact campaigns that engage readers every month. Your message will be amplified through sponsored articles, newsletter takeovers, targeted email, and co-branded social promotions, culminating in a single 2-page advertorial spread in your chosen issue to reinforce your brand in print. This package is designed for organizations ready to make a significant impact and keep their audience captivated over time.

Your 3-month commitment comes with a significant discount -

43% off our ala cart pricing!

PRODUCT/CHANNEL	QTY / MO,	REACH / each deployment
HIGH IMPACT BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	21,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	21,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN W/ ORGANIC POST	1	FACEBOOK & INSTAGRAM
SPONSORED EMAIL	1	21,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
2-PAGE SPREAD	1 TOTAL	160,800 READERS

PREMIUM

20% OFF
à la carte
rates!

\$15,450 / MONTH

Our most comprehensive package option delivers unmatched visibility across every Houstonia platform. This full-scale campaign includes original sponsored content, high impact display ads, targeted email, newsletter takeover, co-branded social media and a full-page magazine ad to connect your brand with engaged readers across print and digital.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	21,000 EMAILS
TARGETED EMAIL	2	50,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	21,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM
FULL PAGE PRINT AD	1	160,800 READERS

DOMINANT

20% OFF
à la carte
rates!

\$8,350 / MONTH

This high-impact campaign puts your brand front and center across Houstonia's most engaging platforms. The package combines sponsored content, eye-catching display and newsletter ads, targeted email, and a co-branded social campaign to create a powerful, multi-channel presence that drives awareness and action among our digital audience.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT & ROS BANNER ADS	1 SET	120,000 IMPRESSIONS
NEWSLETTER BANNER ADS	2	21,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	21,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

COMPETITIVE

15% OFF
à la carte
rates!

\$6,000 / MONTH

This package offers an effective way to showcase your brand across Houstonia's premium platforms. The campaign blends high-impact and ROS display ad placements, sponsored and targeted email, and co-branded social placements to deliver strong brand visibility across multiple touchpoints.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT & ROS BANNER ADS	1 SET	80,000 IMPRESSIONS
SPONSORED EMAIL	1	21,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

BASIC PLUS

30% OFF
a la carte
rates!

\$4,500 / MONTH

A focused digital push combined with print impact. Basic Plus includes a half-page print ad, sponsored e-blast and a co-branded social campaign to provide your brand with strong visibility both online and in print.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HALF PAGE PRINT AD	1	160,800 READERS
SPONSORED EMAIL	1	21,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

BASIC

10% OFF
a la carte
rates!

\$2,800 / MONTH

Ideal for promoting an event or special occasion with quick, high-impact digital exposure across Houstonia's platforms. The Basic package includes run-of-site banner ads, a sponsored e-blast, co-branded social campaign to maximize reach and response in a short timeframe.

PRODUCT/CHANNEL	QTY	REACH / each deployment
RUN-OF-SITE BANNER ADS	1 SET	20,000 IMPRESSIONS
SPONSORED EMAIL	1	21,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

STORYTELLER

10% OFF
a la carte
rates!

\$2,600 / MONTH

Position your brand alongside Houstonia's most engaging content and build trust with your audience. This package includes a sponsored article with 20K native impressions and co-branded social promotion to extend its reach beyond the site. Work with a professional writer to create original content or enhance your existing messaging, and drive readers directly to your story through strategically placed headline ads within our editorial content.

PRODUCT/CHANNEL	QTY	REACH
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

*Boost your article's reach by combining it with our a la carte digital solutions

AD PRODUCT EXAMPLES



A LA CARTE / ADD-ONS

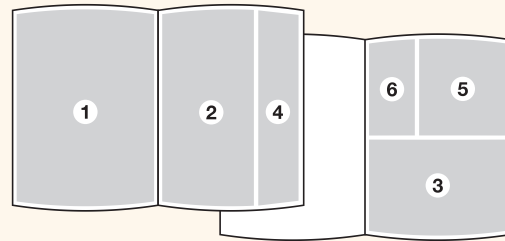
PRINT ADS

Four super-sized seasonal magazines each year.

	SIZE / POSITION	RATE
1	FULL PAGE	\$7,365
2	2/3 VERTICAL	\$5,080
3	1/2 HORIZONTAL	\$3,980
4 5	1/3 HORZ OR VERT	\$2,820
6	1/6 VERTICAL	\$1,655
	BACK COVER	\$12,495
	INSIDE FRONT COVER	\$11,530
	INSIDE BACK COVER	\$9,680



Ask about special position rates



A LA CARTE DIGITAL

ROS Banner Ads	Custom Quote
High-Impact Banner Ads (<i>Rich Media Capable</i>)	Custom Quote
Homepage or Channel Takeover	\$750-995 (per day, based on channel)
Sponsored Email (<i>Houstonia Insider</i>)	\$1,550 (per deployment)
Targeted Email (50K, 75K, & 100K Recipients)	\$1,950-\$3,700 (per deployment)
Co-Branded Social Media Campaign	\$1,050 (per month)
Co-Branded Organic Social Post*	\$700 (per post*)
E-Newsletter Banner Ad	\$250-\$500 (per day, based on position)
E-Newsletter Takeover	\$1,450 (per day)
Extended Reach - Audience Targeted Display Ads	Custom Quote
Extended Reach - Device ID Targeted Display Ads	Custom Quote
Streaming Audio Ads	Custom Quote
Streaming Video Ads	Custom Quote
Local SEO Package	\$300-\$900 (per month)
Ad Design	Custom Quote

*Must be purchased with Co-Branded Social Media Campaign

HOUSTONIAMAG.COM CONTENT CHANNELS:

- » Travel & Outdoors
- » Home & Real Estate
- » Eat & Drink
- » Arts & Culture
- » Health & Wellness
- » Style & Shopping
- » News & City Life

Houstonia⁺

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SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Houston, Seattle, Portland, Aspen, Vail, and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers. SagaCity also produces award-winning content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

LEARN MORE ABOUT THE OTHER HYPERLOCAL MARKETS WE SERVE

