



TEXAS MEDIA GROUP



# RESULTS AS BIG AS TEXAS

2019 Print+Digital Media Kit

# About Us

Who Are We?

# Why People Love Us

We're the most effective solution for Texas business

Texas Media Group encompasses numerous websites, e-zines, social media pages, and magazines

## THE Texas Leader

Texas Media Group users trust us and turn to us for unbiased recommendations on Texas based business, services, and entertainment. Texas Media Group is often the first to spot—and set—new trends in Digital Advertising.



## OUR DIFFERENCE

We care about our fans, followers, and Texas as a whole. When we promote a business, page, or service, our fans know it's an opinion they can trust.



## WE KNOW BEST

The designers, writers, photographers, and employees at Texas Media Group are held in high esteem as experts in their fields: carefully curated information and the most comprehensive data is used when creating content.



## BRAND ENGAGEMENT

We provide a complete portfolio of content, from print to digital, that caters to the needs of our fans. These channels enable our clients to reach out — and be engaged with top demographics providing the highest ROIs possible on any platform for Texas businesses.



One of the most well-known brands of **Texas Media Group** is the giant Texas Hill Country website and social media pages and our beautiful Heart of Texas Magazine.

## CONTENT

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## MAILING LIST

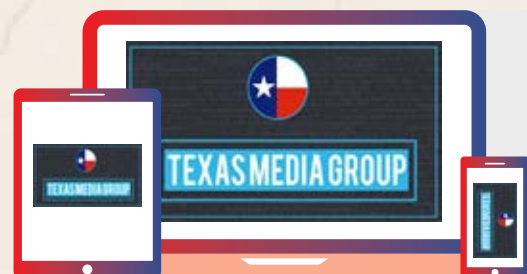
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## MAGAZINE

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## SPECS & RATES

**Texas Media Group** has been developing our brands, fan pages, websites, and advertising solutions for almost 10 years. During that period, we have grown drastically, perfecting various online marketing strategies, gaining over 2 million fans on social media outlets, and also have developed advanced techniques with a process and system for advertising unlike any other. We're much different from other marketing companies and provide a unique advantage to our clients through our dedicated, targeted users. Very few companies have the same experience, resources, and expertise.



Our unique platform provides us with an opportunity to market brands, events, cities and businesses directly to consumers who are specifically interested in your business.



## Timeline



## The Future

Over 3 Million Followers



## 2017

Available in 500 retail locations



## 2015

1 Million Fans



## 2007

First Site Launched

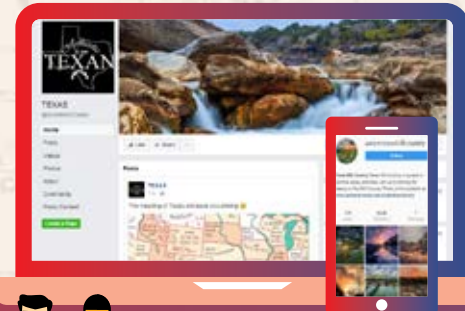
# Social Media Stats

Texas Hill Country - Authentic Texan - WeAreTexasHillCountry



## A Few of Our Pages

Our Texas-based social media pages are some of the most engaged in the industry.



**5,300,000**  
Weekly Brand Impressions

**2,000,000**  
Fans and Counting

# Social Media Advertising

Drive traffic to your page, your content on our site, promote events, and much more!

## Facebook Promotions

Our Facebook pages serve nearly 2 million fans, with millions of eyes on our posts. A single post can reach as many as 100,000 sets of eyes in an instant, driving customers directly to you. A few of our Facebook opportunities are:

- Facebook blast of on-site article
- Facebook post promoting your page
- Facebook post promoting your event
- Facebook slideshow/video share
- Targeted Ads to our fanbase
- Many more options available to suit your needs

## Instagram Promotions

Our Instagram page is still in its early stages, with 70k fans as of 2018; however, our page's reach and power is an incredible tool! We're able to reach over 300,000 people weekly. A few of our services for Instagram are:

- Single Instagram post
- 24 hour Instagram shoutout
- Instagram video post
- Instagram story post with direct links
- Other options available to suit your needs

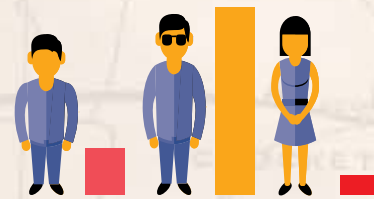


### Texas Hill Country

Fans - 980,000+  
Male - 34%  
Female - 66%  
USA - 96%  
Texas - 77%  
3M Weekly Reach

Texas Hill Country  
@TexasHillCountry

### Our Users



Ages	Percentage
19 to 25	3%
26 to 35	9%
36 to 45	13%
46 to 64	30%



### Authentic Texan

Fans - 965,000+  
Male - 42%  
Female - 58%  
USA - 97%  
Texas - 85%  
2M Weekly Reach

Authentic Texan  
@AuthenticTexan



### Geo

US	95%
Texas	70%
Houston	19%
Dallas	14%
San Antonio	8%



### @WeAreTexasHillCountry

Fans - 80,000+  
Male - 31%  
Female - 69%  
USA - 95%  
Texas - 90%  
300,000 Weekly Reach

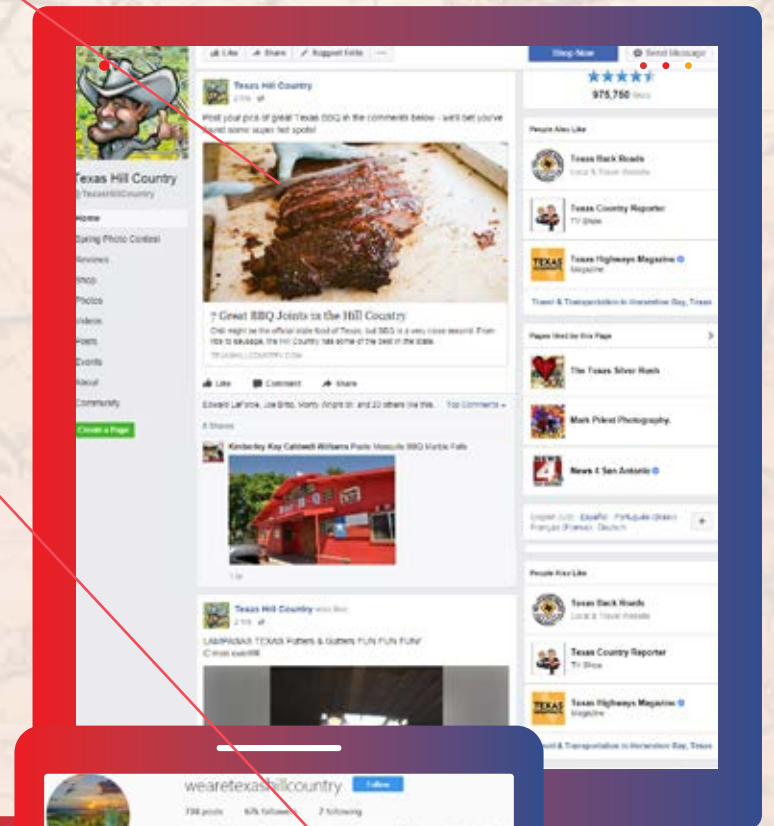
### Interests

News/Entertainment	25%
Travel/Home	20%
Shopping/Dining	15%
Lifestyle	10%
Video/Photo	10%

Monthly Impressions  
**23,000,000**

Monthly Engagement  
**10,000,000**

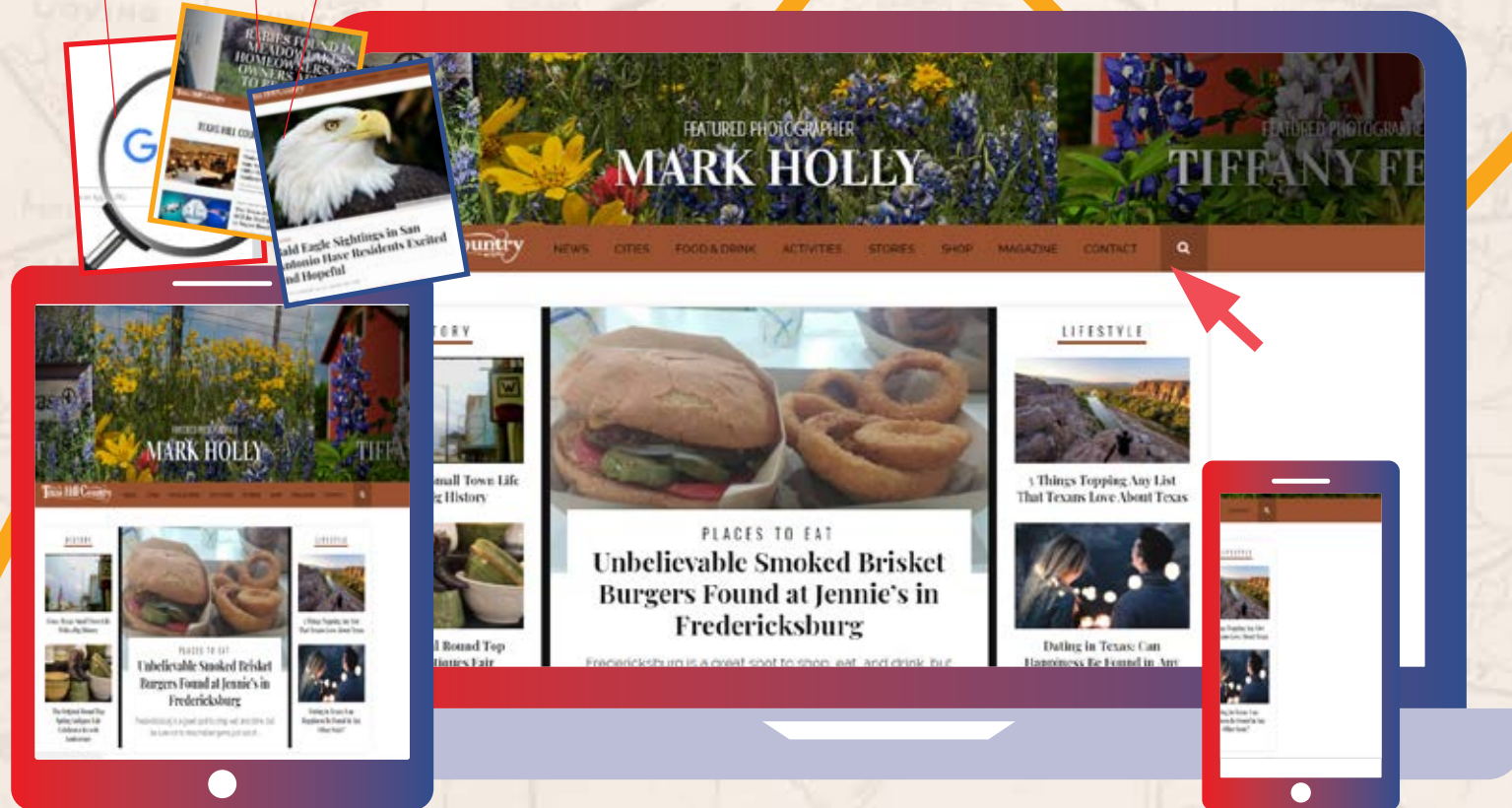
Growth Per Month  
**10,000**



# TexasHillCountry.com Stats

The #1 online resource the Country's #2 most popular tourist destination

- 33,000+ Pages Indexed on Google
- 180+ New Pages Published Monthly
- Top Search Result For 100s of Phrases



## Key Statistics

Visitors/month  
**1,000,000**

Average time spent on site  
**2 Minutes per User**

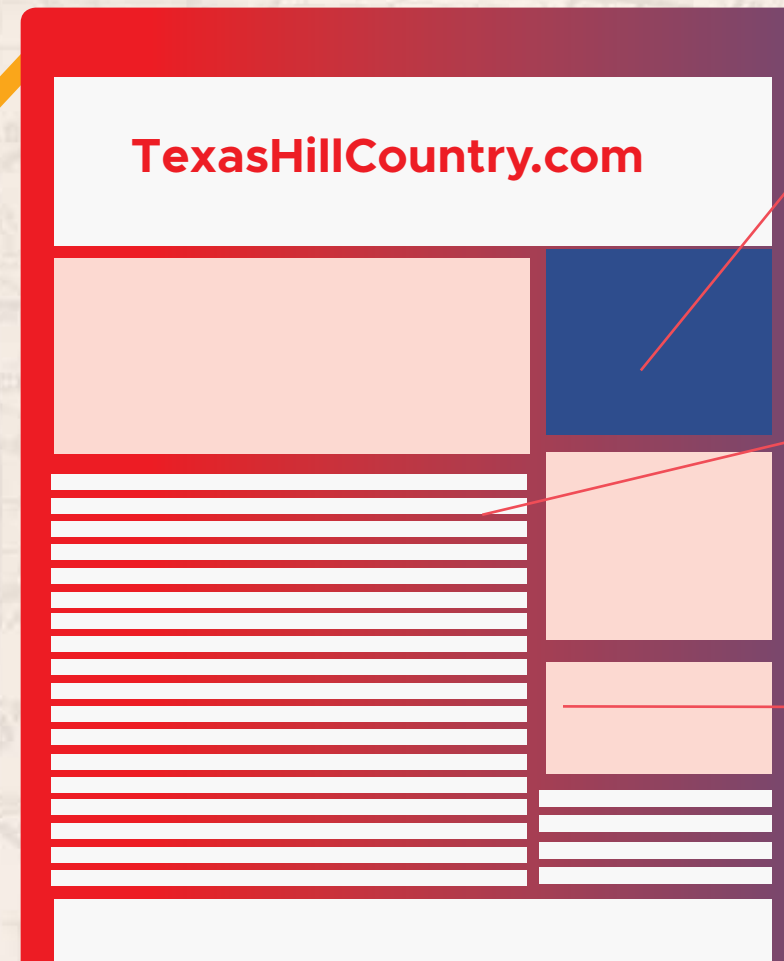
Page views/month  
**1,200,000**

**Increasing Visitors**  
Our sites have been on an upward trend since inception. We aim to stay ahead of the curve, maintaining our top position for years to come.

**High Yielding**  
All of our traffic is comprised of highly engaged, users interested specifically in Texas, generating high ROIs for our advertisers.

# On-Site Advertising

Your content will be on one of the top websites in the world!



- Banner Ad**  
Display ads on TexasHillCountry.com receive between 50-100k impressions each week making it an amazing opportunity to promote your services.
  - High-Yielding Placement
  - Mobile and Desktop Optimized
  - CPC, CPM and Rotating Options
  - Displayed on Over 20,000 Pages
- On-Site Articles**  
Custom written articles for you, your business, services, or products! Our articles are maintained by the top of the line CMS which powers over 30% of the internet, and remain on site in perpetuity.
  - Over 1.5 Million Monthly Site Views
  - In-Depth Reporting
  - Responsive Mobile Friendly Design
  - Average 700 Hours Spent on-site per Day
  - Remain on Site for Life
  - Professionally Crafted

## OVERVIEW

**Our Content**  
Delivering the right content to the right audience at the right time starts with an integrated content strategy. The selling and storytelling are the main focus in content marketing, and our knowledgeable team publishes hundreds of successful articles a month. We also specialize in display ads, email campaigns, social media promotions, print advertisements, sweepstakes, featured content, and much more!

### CONTENT PROMOTION OPTIONS

We offer additional options to further promote the content you have on our site:

- Facebook Posts
- Facebook Shares
- Facebook Ads/Boosts
- Ads Within Articles
- Embedded Videos
- Instagram Posts
- Email Campaigns
- Sweepstakes/Giveaways
- Full Page Wrapper Ads
- Branded Quizzes



# Mailing List Stats

Email Marketing that Works

Our mailing list keeps our users updated on Texas news, products, and current events. Our list was started from scratch, and has grown organically over years, making it a high yielding powerful asset.

## Mailing List Stats

### Top Demographics



- 40%** 46 to 64 Age Range
- 60%** Texan
- 70%** Female

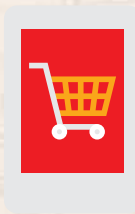


### High Yields

ABOVE INDUSTRY STANDARD  
CTR'S AND SALES



- 20%** Open Rate
- 3%** Click-Through Rate



### Continous Growth

- .5%** Weekly Growth
- >.1%** UnSubscribes



# Mailing List Advertising

Our powerful list to promote your services

The huge advantage of email over social media is that prospects and customers are more likely to see an email than social media. Just posting something on social media doesn't mean that everyone you want to see your message will see it. Your post might not even show up in your targets' social media streams. However, an email will sit in an inbox until it's read (or deleted).

### Benefits of Email Marketing:

- 1 94% of users use email, only 61% use social media
- 2 75% of adults say email marketing is preferred
- 3 Email opt-in allows marketing by consent
- 4 Email marketing allows targeting by demographics
- 5 More formatting possibilities than social media



## How can you utilize our list for email marketing?

#### Promote Your On-Site Content

Have an article, sweepstakes, or other content on one of our websites? We can send an additional wave of traffic to it with a dedicated email blast. Push direct traffic to it, available as one-time, monthly, annual or to suit.

#### Promote Your Own Content

Have a product, event, or announcement that would be a good fit for our users? Promote it to our list. Includes headline, photo, link back, tags, editorial/ad content/contact info, available as one-time, monthly, annual or to suit.

#### Completely Customized Campaign

Have specific needs that our list can satisfy? Let us help you craft a custom campaign! Includes headline, photo, link back, tags, editorial/ad content/contact info, available as one-time, monthly, annual or to suit.

# Heart of Texas Magazine

The Most Beautiful Print Magazine in The Hill Country

Published Quarterly

Featured in the 12 Entry Points of Texas

Available in Over 500 Stores



Inside you will find beautiful photos, stories on local events, history, and points of interest, as well as offers and deals from some of the finest the Hill Country has to offer. Our covers, and all of our photos are submitted by local photographers, showcasing the beauty and diversity of our magnificent little "piece of heaven." Find it in the 12 Texas Entry point visitor centers the Texas State Capitol visitor center, and over 500 retail locations!



1000s of Subscribers



5,000 Copies in Stores

Available in:



## Available Both in Print and Online

Giving the most flexibility for our readers

# Magazine Advertising

Placement in the Hill Country's Premier Print Representation

## Pouplar Placements

1. Back Cover
2. Inside Back Cover
3. Inside Front Cover
4. 2 Page Spread



## 2 Page Spreads

2 Page spreads are by far our most popular option! Giving you the most real estate and best bang for your buck, a 2 page spread gives you an opportunity to showcase your business, event, service or product! If you're a Chamber of Commerce or CVB ask about our special rates on this ad placement!



## Full Page, 1/2 Page, 1/4 Page

Our full page and partial page ads are also fantastic choices for advertising! We try to pair our full page ads next to a beautiful full page photo when possible, with similar placement for our other partial page ads. Great choice when on a budget.



## Advertorials

A less intrusive soft sale style of advertisement. An advertorial typically spans a two page spread, and looks very similar to our articles. Great when you not only want to sell, but also want to inform the reader in detail.



Business Card sized ads are also available.

Advertising Rates

# Specifications and Rate Card

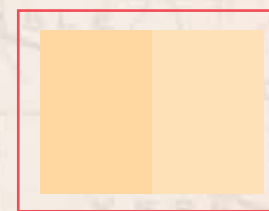
Below are some of our most popular services and packages. We strive to meet and exceed all your expectations, so feel free to contact us about crafting a special package for you, and ask us about our additional services not listed below for more details.

TexasHillCountry.com and Facebook	(\$)	Type
Article on TxHC.com (Stand-Alone) in Perpetuity	\$750	Digital
Article on TxHC.com in perpetuity + FB Blast	\$1,000	Digital
Facebook Sponsored Post + tags/headline/ad copy	\$350	Digital
Facebook Slide Show (up to 10 photos) + tags/headline	\$500	Digital
Facebook Video Share + tags/headline/ad copy	\$500	Digital
Banner Ads (All Annual Packages)		
Dedicated Sidebar Banner Ad on All Articles TexasHillCountry	\$10,000	Digital
Rotating Sidebar Banner Ad on All Articles TexasHillCountry	\$6,000	Digital
Rotating Banner Ad on any Specific City Page	\$3,000	Digital
Banner Ad inside sponsored article in perpetuity	\$2,000	Digital
Instagram		
Photo share + tag/headline/ad copy	\$250	Digital
Photo Share Package (up to 10 photos)	\$1,500	Digital
Photo share on IG w/Facebook share + tag/headline/ad copy	\$500	Digital
Photo Share IG and FB Package (up to 10 photos)	\$2,500	Digital
Sweepstakes/Giveaways (customer provides giveaway)		
Instagram Sweepstakes Package - 2 posts over 1 week	\$1,000	Digital
TxHC.com & FB Sweepstakes Package (one month long) sweepstakes page on TxHC.com (w/pic, ad copy, tags), 1 FB blast per week, 1 email per week, 1 final winner announcement FB blast	\$1,500	Digital

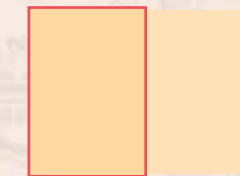
Email Marketing	(\$)	Type
Single Campaign - includes headline, photo, links, editorial, etc	\$750	Digital
Annual Campaign - (4) single email campaigns (1/quarter)	\$3,500	Digital
Annual Campaign - (12) single email campaigns (1/month)	\$6,000	Digital
Annual + Article - (1) article + (12) single emails (1/month)	\$7,000	Digital
Annual 12x12 - (12) articles + (12) single emails (1 /month)	\$10,000	Digital
Print Magazine Ads		
*Chambers/CVBs/Non-Profits - Inquire for Discounted Rates * Ad Design Fee + 1 Mockup and 1 revision - \$125, Each additional revision - \$50		
Business Card Ad	\$300	Print
1/4 Page Ad	\$750	Print
1/2 Page Ad	\$1,000	Print
Full Page Ad	\$1,750	Print
2-Page Spread	\$3,000	Print
Inside Front Cover	\$4,500	Print
Inside Back Cover	\$4,000	Print
Back Cover	\$8,000	Print

## Artwork Sizing

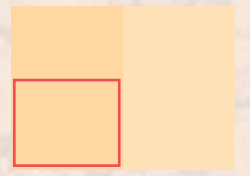
Artwork for magazine ads is to be supplied as a press-optimized PDF file with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output.



**2 Page Spread**  
17.25x11.375 300dpi .25 Bleed  
**Margins:**  
Outside .35      Inside .35  
Top .35            Bottom .5



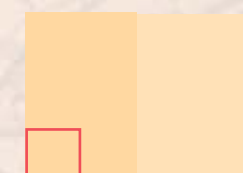
**Full Page**  
8.9x11.4 300dpi .25 Bleed  
**Margins:**  
Outside .35      Inside .35  
Top .35            Bottom .5



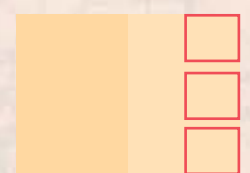
**1/2 Page**  
7.6x4.8 300dpi



**Business Card**  
3.7x2.4 300dpi



**1/4 Page**  
3.7x4.8 300dpi



**Banner Ads**  
360x245px 72dpi

Advertising Rates

# Most Popular Packages

## Packages to Drive Results

We know that a business needs more than just a single form of advertisement in order to fill all of it's needs and drive results. These are our most popular, results backed packages that are sure to drive traffic to your business. Still not seeing what you're looking for? Contact us today for a free, no commitment consultation, and we can put together a custom tailored package specifically for your needs.

# Print + Digital Packages

### DP1. Annual Package - \$12,000

(4) Articles on TxHC.com in perpetuity (1 per quarter)	Digital/Print
(8) Facebook blasts of article/sponsored content (2 per quarter)	Digital/Print
(4) Email campaigns (1 per quarter)	Digital/Print
(4) 2-Page Print Spreads (1 per quarterly issue)	Digital/Print

### DP2. Annual Package - \$15,000

(4) Articles on TxHC.com in perpetuity (1 per quarter)	Digital/Print
(8) Facebook blasts of article/sponsored content (2 per quarter)	Digital/Print
(4) Email campaigns (1 per quarter)	Digital/Print
(4) 2-Page Print Spreads (1 per quarterly issue)	Digital/Print
(1) Banner Ad across website, sidebar rotating	Digital/Print

### DP3. Annual Package - \$20,000

(4) Articles on TxHC.com in perpetuity (1 per quarter)	Digital/Print
(12) Facebook blasts of article/sponsored content (1 per month)	Digital/Print
(12) Email campaigns (1 per month)	Digital/Print
(1) Sweepstakes -or- Instagram Package	Digital/Print
(4) 2-Page Print Spreads (1 per quarterly issue)	Digital/Print
(1) Banner Ad across website, sidebar rotating	Digital/Print

# Print Packages

### P1. Print Annual Package - \$6,000

(4) Full Page Ads (1 per quarterly issue)	Print
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### P2. Print Annual Package - \$10,000

(4) 2-Page Spreads (1 per quarterly issue)	Print
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### P3. Print Annual Package - \$25,000

(4) Back Covers (1 per quarterly issue)	Print
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### P4. Print Annual Package - \$5,000

(4) 2-Page Spreads (1 per quarterly issue)	Print
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# Digital Packages

### D1. Digital Annual Package - \$6,000

(4) Articles on TxHC.com in perpetuity (1 per quarter)	Digital
(8) Facebook blasts of article/sponsored content (2 per quarter)	Digital
(4) Email campaigns (1 per quarter)	Digital

### D2. Digital Annual Package - \$7,000

(4) Articles on TxHC.com in perpetuity (1 per quarter)	Digital
(8) Facebook blasts of article/sponsored content (2 per quarter)	Digital
(4) Email campaigns (1 per quarter)	Digital
(1) Sweepstakes -or- Instagram Campaign	Digital

### D3. Digital Annual Package - \$10,000

(4) Articles on TxHC.com in perpetuity (1 per quarter)	Digital
(8) Facebook blasts of article/sponsored content (2 per quarter)	Digital
(4) Email campaigns (1 per quarter)	Digital
(1) Banner Ad across website, sidebar rotating	Digital





# TEXAS MEDIA GROUP



## CONTACTS

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### GENERAL INQUIRES & SALES

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### DESIGN AND MARKETING

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### Main Line

(806) 680-2530

[www.txmediagroup.com](http://www.txmediagroup.com)