



TEXAS MEDIA GROUP

# COMPANY PROFILE

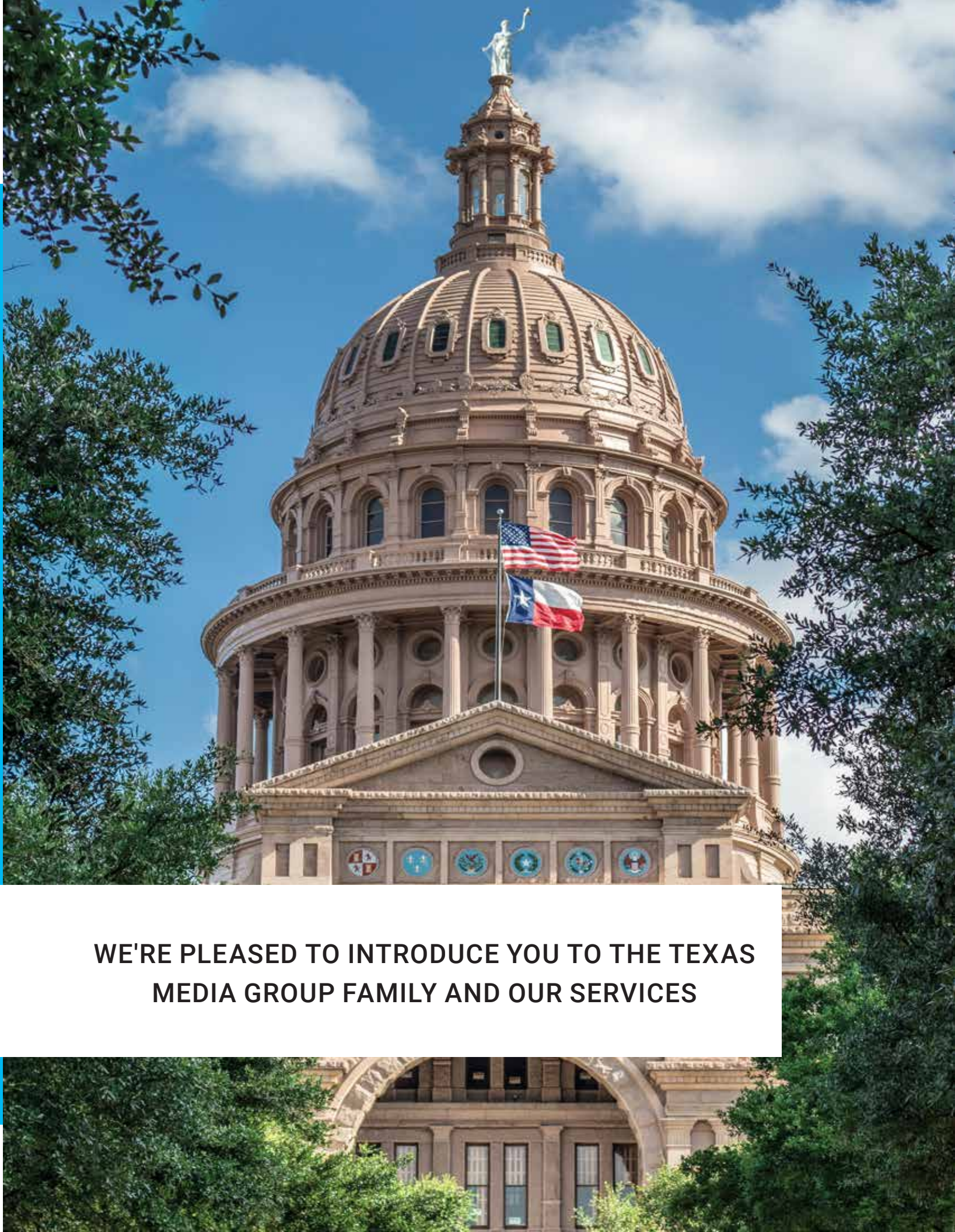
Texas Media Group 2021



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WE'RE PLEASED TO INTRODUCE YOU TO THE TEXAS  
MEDIA GROUP FAMILY AND OUR SERVICES







CEO Mitchell Moorhead presents a fundraiser check to aid Llano County after the devastating floods of 2018.

## ABOUT THE COMPANY

### WHO IS TEXAS MEDIA GROUP?

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 VISION

Texas Media Group users trust us and turn to us for unbiased recommendations on Texas based business, services, and entertainment. In addition, we're able to serve users relevant content and high yielding ROIs to local businesses. We have a strong relationship with our users, which allows us an unparalleled opportunity to help our community. A great example of this was during the tragic flooding of October 2018 where many in our community were displaced as their homes were destroyed. We were able to jump into action, providing live updates on our social media, and raise funds to help flood victims and their families.

### 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. We carefully curate information and use the most comprehensive data 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.



"IN A STUNNING AMOUNT OF TIME, TEXAS MEDIA GROUP GREW OUR SOCIAL MEDIA PRESENCE TENFOLD, WITH FANS THAT ACTUALLY INTERACT AND ARE EXCITED TO BE A PART OF OUR COMMUNITY."  
— FRIO COUNTRY RESORT / CONCAN TEXAS

Our team consists of highly qualified, experienced, and knowledgeable professionals that are passionate and dedicated to our clients.

With our in depth knowledge of digital and print marketing, social media development, and current internet standards, our team is able to quickly and accurately create solutions to suit a broad range of business needs.

The excellent reputation of our team means that we can provide the best possible service to our clients in a timely and effective manner, whilst always adhering to the highest levels of quality.

OUR TEAM CONSISTS OF TOP EXPERTS IN THEIR FIELDS

MEET THE TEAM

Mitchell Moorhead  
PUBLISHER/CEO



Scott O'Neill  
PUBLISHER/PRESIDENT



Tony Maples  
CREATIVE DIRECTOR



Max McNabb  
MANAGING EDITOR



Yehoshua Flores  
WEB DEVELOPER



Meg Moorhead  
GRAPHIC ARTIST





OUR COMPANY STARTED AS A BASIC ONLINE RESOURCE FOR THE HILL COUNTRY. TODAY WE MARKET FOR CITIES AND BUSINESSES, SELL TEXAN MADE PRODUCTS, RUN A REAL ESTATE BROKERAGE, AND SERVE OVER 2 MILLION FANS DAILY WITH QUALITY INFORMATION AND RESOURCES FOR THE HILL COUNTRY

2006

TexasHillCountry.com

Our history began in 2006 with the acquisition of TexasHillCountry.com

The website started as an online directory resource for businesses throughout the Hill Country.

We helped local businesses reach potential customers through these directory listings and with display advertising throughout the website.

2009

Social Media Craze!

Five years after the launch of Facebook, we recognized that the platform was more than simply a social fad, and we started the "Texas Hill Country" Facebook Page to share our love of the region and connect directly to the many users of our website.

- Texas Hill Country Facebook Page launched July of 2009.
- We created a unique community that consistently added new users week after week.

2015

1 Million Fans

After seeing the results of our one page, we created many more, and by 2015 had over 1 million combined social media followers.

- Pages for Texas, first responders, and more. (all pages listed on p.15)

2016

Authentic Texan

At the start of 2016, we launched TexanWear (now known as Authentic Texan), an online store to sell products designed, sourced, and/or made in Texas.

- While we do sell proprietary products, the site's heart is made of different vendors from all across Texas. The platform has given small artisans access to our massive audience.

2017

Heart of Texas Magazine Available Across Texas

Our beloved magazine, "Heart of Texas Magazine" is now available in over 500 retail locations across the state of Texas.

- H-E-B, Albertsons, Market Street, Select Stripe convenience stores, and more.
- Available in the 12 entry points of Texas, and the State Capitol building.
- The only Hill Country representation in the State Capitol building.

2020

HillCountryRealEstate.com

We spent years on research, conducting trials, and testing multiple versions of the site. We launched this year and are we're currently developing the business model.

- Partnered with a leading online Real Estate Developer with over 20 years experience in Real Estate Websites.
- Developed with intent to expand exponentially over the next several years.



# MAJOR ASSETS OVERVIEW

## TEXAS MEDIA GROUP ENCOMPASSES NUMEROUS WEBSITES, E-ZINES, SOCIAL MEDIA PAGES, AND PUBLICATIONS ACROSS THE GREAT STATE OF TEXAS

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. Our reach extends across various platforms, such as social media pages, websites, and

digital mailing list. Our reputation in the Hill Country puts us as the go-to source for instant updates on breaking stories in the area. We are regularly contacted by national agencies for information regarding breaking news and events.



TexasHillCountry.com

Website  
1 Million Hits Per Month

Our oldest and most popular website. As of 2020, this site has over 40,000 pages indexed on Google, and is the number 1 search result in 100s of daily searches.



AuthenticTexan.com

Website  
100,000 Users Per Month

Our beloved online store featuring products from various vendors across Texas and many offerings from our collection as well! This is also the portal to sign up for our print magazine.



HillCountryRealEstate.com

Website  
New Addition, limited data

Our newest offering, this site went through an extensive development period, spanning multiple years while we worked with various industry leading online real estate companies until a solution to fit our exact needs was met.



Texas Hill Country

Facebook Page  
3 Million Weekly Users

It's hard to find a person that has not heard of our famous Facebook page! This page reaches millions of users a month and is a highly trusted resource to Texans and visitors across the state and nation.



Authentic Texan

Facebook Page  
2 Million Weekly Users

Our Authentic Texan page has grown to be nearly as popular as the Texas Hill Country page and reaches nearly as many users. This page is directed towards a more broad Texas audience than its counterpart.



We Are Texas Hill Country

Instagram Page  
500,000 Weekly Impressions

If there is one thing our users love, it's beautiful pictures of our state. Instagram gives us an opportunity to feature the best photos and photographers across the state and has grown into its own community.

# WEBSITES OVERVIEW

TEXAS MEDIA GROUP OWNS AND  
IS DEVELOPING OVER 2,000 HIGH  
LEVEL TEXAS DOMAINS

# HILLCOUNTRYREALESTATE.COM

THE NEWEST ADDITION TO OUR HILL COUNTRY UMBRELLA



TexasHillCountry.com

- Over 23 Years Old
- 1 Million Hits Per Month
- 40,000 Indexed Pages
- 100+ New Pages Per Month
- Powered by WordPress
- Many Advertising Spots
- High Reputation and Trust



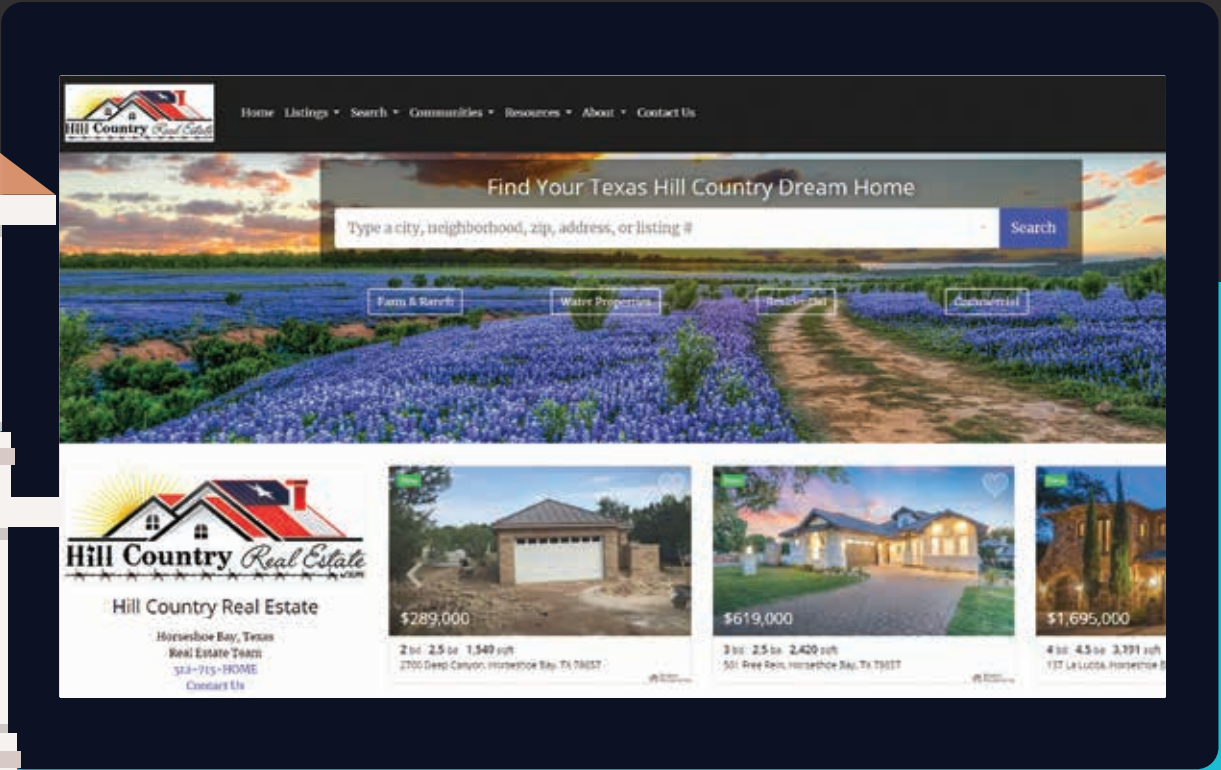
AuthenticTexan.com

- 100,000+ Users Per Month
- 350+ Products
- New Products Monthly
- Store Powered by Shopify
- Easy Scalability
- Built to Run Independently
- Room To Expand



In Development

- Over 2,000 Texas Domains
- All High-Level and Organic
- All Strategically Placed Across Texas
- Massive Opportunity for Growth and Revenue



## SIMPLE AND EFFICIENT

Our IDX search interface provides a fast and modern home search experience that will keep website visitors coming back for more. Teaser Registration™ interruptions convert 14x more visitors to leads, along with registration incentives like Saved Searches and HouseTrack™ email notifications.

# SOCIAL MEDIA OVERVIEW

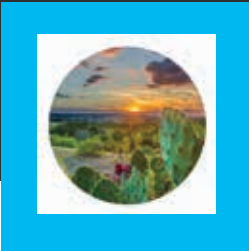
ENCOMPASSING NUMEROUS  
POPULAR PAGES, TEXAS MEDIA  
GROUP RUNS THE LARGEST  
DIGITAL BRAND IN TEXAS



Texas Hill Country



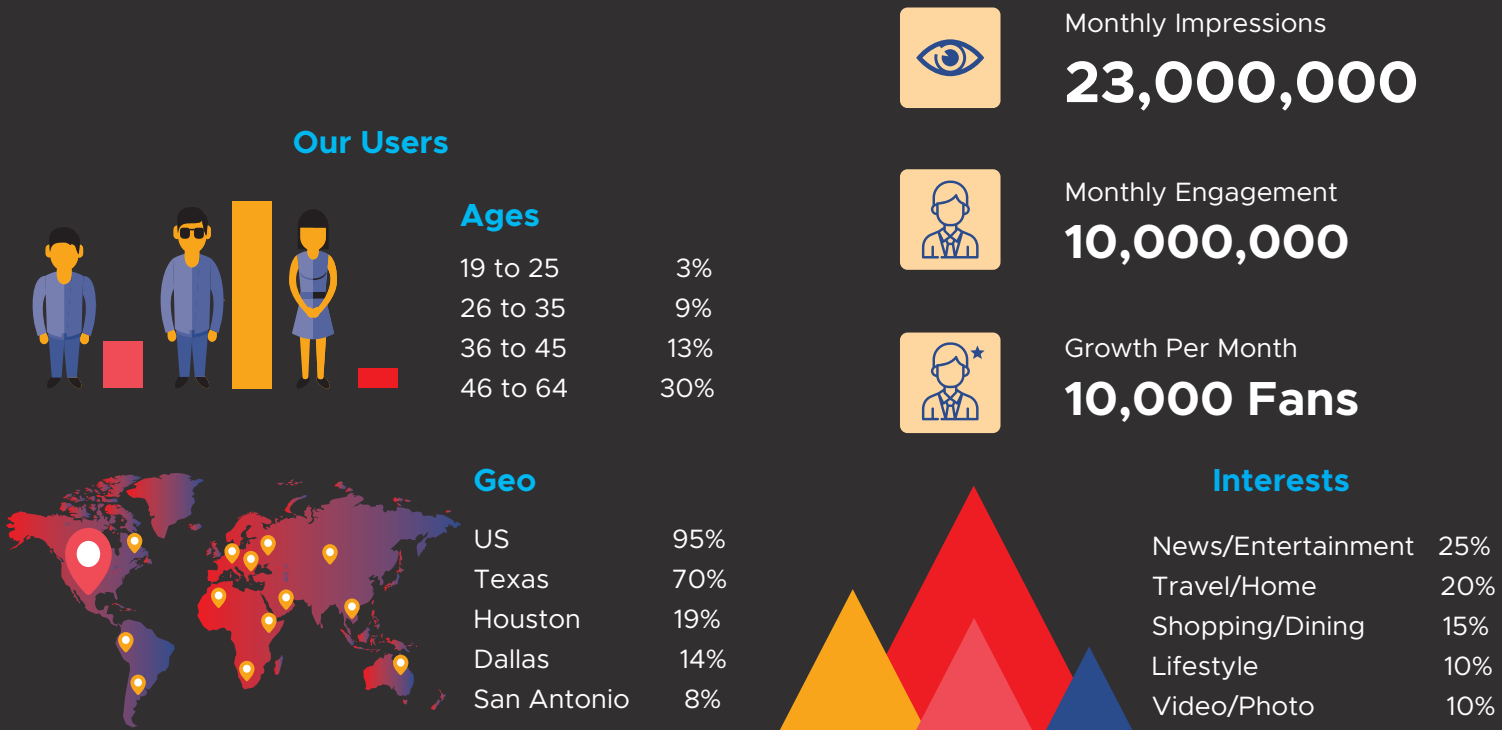
Authentic Texan



WeAreTexasHillCountry

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>• 3m Weekly Impressions</li><li>• Fans – 1,000,000+</li><li>• Male – 34%</li><li>• Female - 66%</li><li>• USA - 96%</li><li>• Texas - 77%</li><li>• Most Active Page in Texas</li><li>• Average 20 Posts Per Day</li><li>• Continues to Grow</li></ul> | <ul style="list-style-type: none"><li>• 2m Weekly Impressions</li><li>• Fans – 970,000+</li><li>• Male – 42%</li><li>• Female - 58%</li><li>• USA - 97%</li><li>• Texas - 85%</li><li>• Average 20 Posts Per Day</li><li>• Continues to Grow</li></ul> | <ul style="list-style-type: none"><li>• 500k Weekly Impressions</li><li>• Fans – 125,000+</li><li>• Male – 31%</li><li>• Female - 69%</li><li>• USA - 95%</li><li>• Texas - 90%</li><li>• Continues to Grow</li></ul> |
|--|--|---|

# SOCIAL MEDIA STATS



# OTHER NOTABLE PAGES

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• <b>FIREFIGHTERS</b><br/>333,977 Fans</li><li>• <b>Volunteer Firefighters</b><br/>287,237 Fans</li><li>• <b>Texas</b><br/>184,720 Fans</li><li>• <b>Texas Firefighters</b><br/>92,244 Fans</li><li>• <b>Texas Coast</b><br/>65,621 Fans</li></ul> | <ul style="list-style-type: none"><li>• <b>First Responders</b><br/>54,615 Fans</li><li>• <b>West Texas</b><br/>30,935 Fans</li><li>• <b>Hunting Texas</b><br/>2,614 Fans</li><li>• <b>Heart of Texas Magazine</b><br/>1,263 Fans</li><li>• <b>Twitter: MrHillCountry</b><br/>6,225 Fans</li></ul> |
|--|--|

Over 1 Million Additional Fans Spread Throughout These Pages



# SPECS 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

Articles and Facebook	(\$)	Type
Article on site (Stand-Alone) in Perpetuity	\$750	Digital
Article on site in perpetuity + FB Blast	\$1,000	Digital
Facebook Sponsored Post + tags/headline/ad copy	\$350	Digital
Facebook Post to your product or service	\$500	Digital
Facebook share of your event, page, other	\$500	Digital
Banner Ads (All Annual Packages)		
Banner Ad above all articles on TexasHillCountry.com	\$50,000	Digital
Banner Ad above all articles on AuthenticTexan.com	\$25,000	Digital
Banner Ad in middle of all articles on TexasHillCountry.com	\$50,000	Digital
Banner Ad in middle of all articles on AuthenticTexan.com	\$20,000	Digital
Banner Ad below all articles on TexasHillCountry.com	\$40,000	Digital
Banner Ad below all articles on AuthenticTexan.com	\$15,000	Digital
Banner Ad in sidebar of all articles on TexasHillCountry.com	\$10,000	Digital
Banner Ad in sidebar of all articles on AuthenticTexan.com	\$10,000	Digital
Banner Ad rotating in sidebar of TexasHillCountry.com	\$5,000	Digital
Banner Ad rotating in sidebar of AuthenticTexan.com	\$5,000	Digital
Instagram		
Instagram Post in main feed	\$250	Digital
Story Post with link to your product/service or page	\$250	Digital

Email Marketing	(\$)	Type
Single Campaign - includes headline, photo, links, editorial, etc	\$1000	Digital
Annual Campaign - (4) single email campaigns (1/quarter)	\$3,500	Digital
Annual Campaign - (12) single email campaigns (1/month)	\$8,000	Digital
Annual + Article - (1) article + (12) single emails (1/month)	\$8,500	Digital
Annual 12x12 - (12) articles + (12) single emails (1 /month)	\$12,000	Digital

# POPULAR 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 - \$6,500		
(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
(4) Instagram Posts (1 per quarter)		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
(4) Instagram Posts (1 per quarter)		Digital
(1) Banner Ad rotating on every article of TexasHillCountry.com		





**TEXAS MEDIA GROUP**

## Texas Media Group

10490 TX-29, Burnet, TX 78611

Phone: 512-763-0051

Email: [info@txmedagroup.com](mailto:info@txmedagroup.com)