

2024 / media  
KIT



INSPIRING COMMUNITIES TO LIVE THEIR BEST LIVES

25 years  
living  
MAGAZINE

Living Magazine is the leading lifestyle media brand delivering powerful relationships that enhance, influence, and inspire. The Living Magazine brand experience is based on trusted editorial complemented by relevant advertising. This dual engagement between content and ads satisfies the interests and passions of millions of monthly readers. The reader commitment to this unique brand experience results in extraordinary consumer participation with Living Magazine on all platforms and formats.

# living MAGAZINE

MAILBOX • INBOX • ONLINE

## 7.1 million

ANNUAL CONSUMER REACH

### *print*

REGION	MONTHLY CIRCULATION	MONTHLY AUDIENCE
STATEWIDE	330,000	594,000
NORTH TEXAS	200,000	360,000
SOUTH TEXAS	130,000	234,000

### CONTENT PILLARS

WELLNESS • AESTHETICS • HOMESTEAD • ADVENTURE • CUISINE • FRUIT OF THE VINE

### CRITERIA

MAGAZINE PROFILE	Community Lifestyle
COMMUNITY EDITIONS	Twelve
READERSHIP APPLICATION	SFDUs w/Average home value: \$835,000
CIRCULATION FREQUENCY	Monthly
DISTRIBUTION METHOD	Saturation Mail Delivery
CERTIFIABLE DELIVERY	Monthly US Postal Verification Statements

## EDITORIAL

Living Magazine covers an extensive array of topics for readers of affluent demographics. As the preeminent lifestyle magazine in the region, Living focuses on specific areas of interest such as wellness, aesthetics, homestead, adventure, and cuisine. Out of the many strengths Living has to offer, the staff places a strong emphasis on exceptional design, editorial, and photography.

*Individuals are more likely to be happy, confident, excited, and hopeful when they read magazines compared to time spent with other media.*

## WE INSPIRE &

Our readers' trust in Living Magazine helps influence their lifestyle decisions—from beauty and style, to food and travel, to how they can live healthier and happier lives. We inspire and motivate our readers to actively live out their aspirations.

## MOTIVATE

### JANUARY



focus

### FEBRUARY



### MAY



inspire

### JUNE



### SEPTEMBER



texas

### OCTOBER





tips

MARCH



nature

APRIL



enhance



relax

JULY



discover

AUGUST



share



navigate

NOVEMBER



entertain

DECEMBER



wonder

## LIVING BY THE NUMBERS



**87%**  
READERS ARE  
FEMALE



**79%**  
READERS ARE  
BETWEEN AGES 45-55



**87%**  
READERS ARE  
HOMEOWNERS



**76%**  
READERS ARE  
MARRIED



**84%**  
COLLEGE EDUCATED



**\$168K**  
READER'S AVERAGE  
HOUSEHOLD INCOME



**79%**  
READERS  
HAVE CHILDREN



**82%**  
READERS ARE  
WORKING PROFESSIONALS



**\$835K**  
READER'S AVERAGE  
HOME VALUE

SOURCE: 2023 NPDUS DATA, 2023 DATABASE ANALYTICS

## PRINT MAGAZINES

*actions taken include*

- HAVE A MORE FAVORABLE OPINION ABOUT THE ADVERTISER
- CONSIDER PURCHASING THE ADVERTISED PRODUCT OR SERVICE
- GATHER MORE INFORMATION ABOUT THE ADVERTISED PRODUCT OR SERVICE
- RECOMMEND THE PRODUCT OR SERVICE
- VISIT THE ADVERTISER'S WEBSITE
- CLIP OR SAVE THE AD
- VISIT OR PLAN TO VISIT AN ADVERTISED MERCHANT

INSPIRE READERS TO TAKE ACTION

SOURCE: GfK MRI STORCH





## NO ONE HITS MORE TEXAS MAILBOXES THAN WE DO

## NORTH TEXAS EDITIONS

EDITION	CITIES • COMMUNITIES
MCKINNEY & ALLEN	McKinney • Allen • Fairview • Lucas • Parker
FRISCO & PLANO	Frisco • Plano
LAKESIDE	Rockwall • Heath • Rowlett • Fate
FLOWER MOUND	Flower Mound • Highland Village • Argyle • Lantana • Bartonville • Copper Canyon
N.E. TARRANT COUNTY	Southlake • Colleyville • Westlake • Trophy Club • Roanoke • Grapevine
ARLINGTON & MANSFIELD	Arlington • Mansfield • S.W. Grand Prairie
PROSPER & CELINA	Prosper • Celina

TOTAL AUDIENCE EXCEEDS

360,000

MONTHLY READERS WITH AN  
AVERAGE HOME VALUE OF \$837,000

## SOUTH TEXAS EDITIONS

EDITION	CITIES • COMMUNITIES
THE WOODLANDS	The Woodlands • Shenandoah • Magnolia • Spring
CY-FAIR	Cypress • N.W. Houston
KATY & FULSHEAR	Katy • Fulshear
FT. BEND COUNTY	Sugar Land • Missouri City
MEMORIAL	Memorial • W. Houston

TOTAL AUDIENCE EXCEEDS

234,000

MONTHLY READERS WITH AN AVERAGE  
HOME VALUE OF \$831,000



*We ensure 100% of your marketing dollars spent through the magazine are allocated to qualified consumers.*

**No waste. No deception. No guesswork**

Our unique distribution model adheres to strict demographic criteria. This custom-built database uses a combination of statistics and analytical information that identifies our affluent reader's household income and home value.

Every one of our readers is carefully selected to ensure that you are able to speak, interact, and build relationships with these highly qualified consumers. You can depend on our distribution model to effectively bring your message to the doorsteps of this affluent audience.

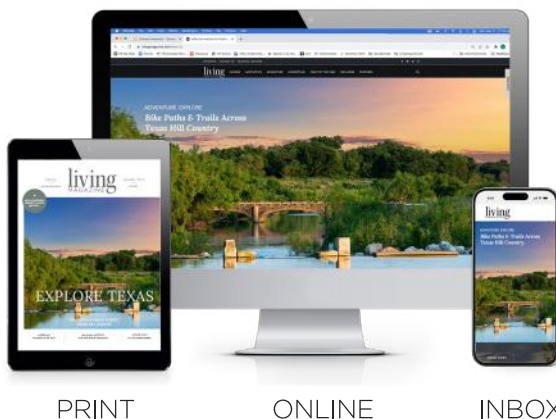


## consumers trust Brands they recognize

Brand recognition is not just about getting your name out there. It's also about helping consumers get to know your brand on a personal level. It's a long-standing concept that purchasing is more of an emotional decision than a practical one.

Research continues to show that magazine media is the most trusted, inspiring, and influential of all media, and new studies provide even more proof of magazine media's powerful ability to drive sales.

Adding print to the advertising mix improves the overall campaign performance, persuasion metrics, and purchase intent. Ads in magazines deliver a higher return on advertising spend than any other measured media.



We continue to seek diversity in multimedia products that amplify our client's brand message.

## Cross-Channel Marketing

Our customized multimedia packages are the perfect marriage of print, digital, mobile, and social. These custom marketing packages are designed to maximize the advertiser's local market reach, showcase their unique services and/or products, elevate their market brand presence in their growing communities, and deliver quantifiable results.

### social media marketing

#### FACEBOOK SPONSORED ADS

- Instant Marketing
- Target Users by Profiling
- Retargeting Options

### digital marketing

#### e-LIVING NEWSLETTER

- Exclusive Sponsorships
- Geo-Targeting Advertising
- Integrated Click-Through Options

### email marketing

#### SPONSORED eBLAST

- Target recipients by location
- Timed Broadcasting
- Geo-Target Opted-in Subscribers

*Thank You for choosing Living Magazine*

LEARN MORE ABOUT WHAT MAKES  
LIVING MAGAZINE UNIQUE!

*livingmagazine.net*

**CHANSEN**  
MEDIA GROUP

