Living Magazine is the leading lifestyle media brand delivering powerful relationships that guide, 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 readers—when, where, and how they choose. The reader commitment to this unique brand experience results in extraordinary consumer participation with Living Magazine on all platforms and formats.
# Brand-at-a-Glance

A community brand for an inspired lifestyle

## Annual Consumer Touch Points

17.1 MILLION

## Print

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>530,000</td>
<td>1,431,000</td>
</tr>
<tr>
<td>North Texas</td>
<td>350,000</td>
<td>945,000</td>
</tr>
<tr>
<td>South Texas</td>
<td>180,000</td>
<td>486,000</td>
</tr>
</tbody>
</table>

## Content Pillars

- Wellness
- Aesthetics
- Homestead
- Adventure
- Cuisine

## Criteria

<table>
<thead>
<tr>
<th>Magazine Profile</th>
<th>Community Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Editions</td>
<td>Sixteen</td>
</tr>
<tr>
<td>Readership Application</td>
<td>SFDUs w/Average home value: $461,000</td>
</tr>
<tr>
<td>Circulation Frequency</td>
<td>Monthly</td>
</tr>
<tr>
<td>Distribution Method</td>
<td>Saturation Mail Delivery</td>
</tr>
<tr>
<td>Certifiable Delivery</td>
<td>Monthly US Postal Verification Reports</td>
</tr>
</tbody>
</table>
**JANUARY | focus**
- Breakfasts for the day ahead
- Salvaging your resolutions
- Brain-building activities
- A trip to Taos, New Mexico
- Eliminate wasted space

**FEBRUARY | create**
- Finalize your fitness plan
- Edible landscaping
- How to raise creative kids
- Food fresh from the garden
- Mix it up in Midtown Miami

**MARCH | thrive**
- Healthy everyday activities
- Road trip to Aspen
- Making the most of your extra hour
- Fab floors to live on
- Maintaining your sparkling smile

**JULY | go**
- Montana and Big Sky Country
- The perfect family picnic
- Make your mornings less stressful
- Understanding the UV index
- Quick aesthetic treatments

**AUGUST | decide**
- How to pick the right vacation
- Foods best served both hot and cold
- New career considerations
- How to be decisive
- Visiting the Thousand Islands

**SEPTEMBER | texas**
- Visiting a wellness retreat
- Why it’s time for a pool
- A day in Comfort, Texas
- The history of cornbread
- Texas style around the world
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.
We ensure 100% of your marketing dollars spent through the magazine are allocated to qualified consumers.

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.
Living Magazine is the only Texas publication that offers city-by-city coverage or regional coverage. Our 16 separate monthly editions include the largest number of high-income cities in Texas.

### North Texas Editions

<table>
<thead>
<tr>
<th>EDITION</th>
<th>CITIES • COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mckinney/Allen</td>
<td>McKinney • Allen • Fairview Parker • Lucas</td>
</tr>
<tr>
<td>Frisco/Plano</td>
<td>Frisco • Plano</td>
</tr>
<tr>
<td>Lakeside</td>
<td>Rackwall • Heath • Rowlett Fate • Forney • Royce City</td>
</tr>
<tr>
<td>N.E. Tarrant County</td>
<td>Southlake • Westlake • Trophy Club Colleyville • Grapevine • HEB North</td>
</tr>
<tr>
<td>Flower Mound</td>
<td>Flower Mound • Highland Village • Argyle Lantana • Bartonville • Copper Canyon</td>
</tr>
<tr>
<td>Arlington/Mansfield</td>
<td>Arlington • Mansfield • Viridian S.W. Grand Prairie</td>
</tr>
<tr>
<td>Keller</td>
<td>Keller • Roanoke • N. Richland Hills</td>
</tr>
<tr>
<td>Richardson/Murphy</td>
<td>Richardson • N. Garland • Plano • Murphy</td>
</tr>
<tr>
<td>Coppell/North Irving</td>
<td>Coppell • Las Colinas • N. Irving</td>
</tr>
<tr>
<td>Three-Eighty North</td>
<td>Celina • Prosper • N. McKinney Savannah • Paloma Creek</td>
</tr>
</tbody>
</table>

### South Texas Editions

<table>
<thead>
<tr>
<th>EDITION</th>
<th>CITIES • COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Woodlands</td>
<td>The Woodlands • Shenandoah Magnolia • Spring</td>
</tr>
<tr>
<td>Cy-Fair</td>
<td>Cypress • Fairfield • Copperfield</td>
</tr>
<tr>
<td>Katy/Fulshear</td>
<td>Katy • Fulshear</td>
</tr>
<tr>
<td>Ft. Bend County</td>
<td>Sugar Land • Missouri City</td>
</tr>
<tr>
<td>Spring/Champions</td>
<td>Spring • Champions • Klein Houston</td>
</tr>
<tr>
<td>Memorial</td>
<td>Memorial • Houston</td>
</tr>
</tbody>
</table>

**Total Audience Exceeds**

- **945,000**
  - Monthly Readers with an Average Home Value of $434,000
- **486,000**
  - Monthly Readers with an Average Home Value of $488,000
LIVING BY THE NUMBERS
READERS-AT-A-GLANCE

82% FEMALE READERS
79% AGES OF 45 TO 55
76% MARRIED
65% HOUSEHOLD INCOME RANGES BETWEEN $149,000 TO $249,000
77% HAVE CHILDREN
61% HAVE COLLEGE KIDS
87% HOMEOWNERS
73% HOME VALUES EXCEED $300,000
81% SPEND THEIR DISCRETIONARY INCOME INSIDE THEIR CITY LIMITS
62% INVARIABLE SHOP AT LOCALLY OWNED BUSINESSES

79% DINE OUT LOCALLY 5 TO 6 TIMES PER MONTH
65% INQUIRE ABOUT WEALTH STRATEGIES, INCLUDING RETIREMENT PLANNING
86% ARE IN SEARCH OF HEALTHCARE SERVICES AND MEDICAL SPECIALISTS, INCLUDING CHIROPRACTIC CARE, FAMILY PRACTICE, AND COSMETIC PROCEDURES
73% ARE IN SEARCH OF ORAL HEALTHCARE, INCLUDING COSMETIC DENTISTRY, GENERAL DENTISTRY, AND ORTHODONTICS
67% ARE IN SEARCH OF SENIOR CARE SERVICES, INCLUDING AT-HOME CARE, COMPANION CARE, AND ASSISTANT LIVING

* “in search of” means - at some point throughout a calendar year

PRINT MAGAZINES INSPIRE READERS TO TAKE ACTION

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

TOP 10 READER

1. COSMETICS / SKIN CARE PRODUCTS
2. HOME DECORATING ACCESSORIES
3. JEWELRY
4. LANDSCAPING, INCLUDING SEASONAL TRANSFORMATIONS
5. HEALTH RELATED SERVICES, INCLUDING COSMETIC PROCEDURES
6. FURNITURE
7. DAY SPA TREATMENTS
8. DERMATOLOGY TREATMENTS
9. ORAL HEALTH RELATED SERVICES, INCLUDING COSMETIC DENTISTRY
10. NEW VEHICLE
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.

Generate new revenue by using a variety of print options in the pages of Living Magazine.
Integrated Marketing

Direct Engagement

Living Magazine delivers custom integrated marketing solutions that allow marketers to identify returns on investment and measure and improve efficiency.

Social Media Marketing

Facebook
Profile management & posts
Content & contests
Geo-targeting advertising

Instagram
Posts and mini-features

Twitter
Real-time conversations

Digital Marketing

Web-exclusive positions
Geo-targeting advertising
Newsletter sponsorships

Email Marketing

Custom newsletters
Group Messaging by:
  - Customer lead list
  - B2C lead list
  - B2B lead list

Campaign across many platforms
Living Magazine has been a long-term partner and advertising source for Hobert Pools. It is a high-quality publication that has allowed us to maintain a consistent presence in various markets throughout DFW. The associates behind the publication are excellent in their fields including sales, composition, photography, and design. They are extremely efficient and easy to work with and can pull together to generate sales.

“We’ve been advertising with Living Magazine for over 10 years now, and since the very beginning it has been a great experience. Their exceptionally high quality of work and professionalism makes them easy and enjoyable to work with. Michelle and Keri have always been incredibly helpful and resourceful to us. We could not imagine a better team for our ads, which send us an incredible amount of business.”

“Living Magazine is one of the best publications in our area and I personally love reading it. The hospital has done numerous articles and the return on investment has definitely paid off; just recently we did a cover article regarding one of our new service lines and many of the referrals came from reading that article. I highly recommend Living Magazine!

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See what our clients are saying

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Thank You for choosing Living Magazine

LEARN MORE ABOUT WHAT MAKES LIVING MAGAZINE UNIQUE!

livingmagazine.net