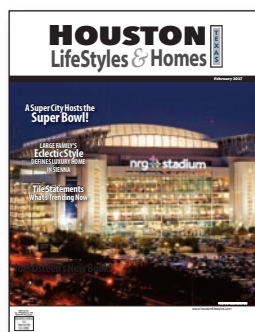


# LifeStyles & Homes

• Houston • Fort Bend • Katy-Fulshear • The Woodlands • Cy-Fair

## We Mail to 5 Markets in Houston's Preferred Demographics

Each *Lifestyles & Homes* publication targets residents living in the most affluent zip codes in the Greater Houston area. Our readers are mostly college-educated, and they enjoy some of the highest incomes in the state, spending frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel, and fashion.



**"No. 1 top destination city for college graduates"**  
—New York Times

**Houston Lifestyles & Homes**—Established in 1995, reaches Houston's most prestigious inner-loop neighborhoods including River Oaks, Memorial, and West University. Houston hosted its third Super Bowl in 2017 and has a thriving arts, medicine and business culture.

[houstonlifestyles.com](http://houstonlifestyles.com)



**"Fort Bend County is the fastest growing large county in the nation in 2016."**  
—US Census

**Fort Bend Lifestyles & Homes**—Established in 1987, reaches residents living in amenity-rich master-planned communities in Sugar Land, Missouri City, Richmond, Rosenberg and Stafford. Fort Bend has the highest percentage of college graduates in Houston MSA (US Census, 2015).

[fortbendlifestylesandhomes.com](http://fortbendlifestylesandhomes.com)



**"No. 2 in the US for America's biggest boomtowns."**  
—Niche

**Katy-Fulshear Lifestyles & Homes**—Established in 2004, reaches one of Greater Houston's prime suburban areas based on its school district, award-winning residential master-planned neighborhoods, and access to major employers along the Energy Corridor.

[katylifestylesandhomes.com](http://katylifestylesandhomes.com)



**"The perfect place to enjoy world-class shopping."**

—The Woodlands Area ED Partnership

**The Woodlands Lifestyles & Homes**—Established in 2005, reaches residents living in a community nationally renowned for its master-planned communities and shopping opportunities. The area is also known for its extensive parks, golf courses, and corporate headquarters.

[woodlandslifestylesandhomes.com](http://woodlandslifestylesandhomes.com)



**"...A backbone of small business and entrepreneurs who call the area home."**  
—Cy-Fair Chamber of Commerce

**Cy-Fair Lifestyles & Homes**—Established in 2007, reaches one of Northwest Houston's largest family-dense areas where residents enjoy a plethora of master-planned living amenities, including exceptional schools, shopping, dining and family entertainment.

[cy-fairlifestylesandhomes.com](http://cy-fairlifestylesandhomes.com)

DIRECT MAIL

**175,000 HOMES MONTHLY**

**6,510,000\* ANNUAL READERSHIP**

**VERIFIED CIRCULATION** Postal circulation verification is provided upon request.

**A TRUSTED RESOURCE FOR 30 YEARS**

*Lifestyles & Homes* has become a credible resource for homeowners when choosing products and services.

**LONGEVITY** Readers keep their copies of *Lifestyles & Homes* as a useful reference for local happenings, business and school news.

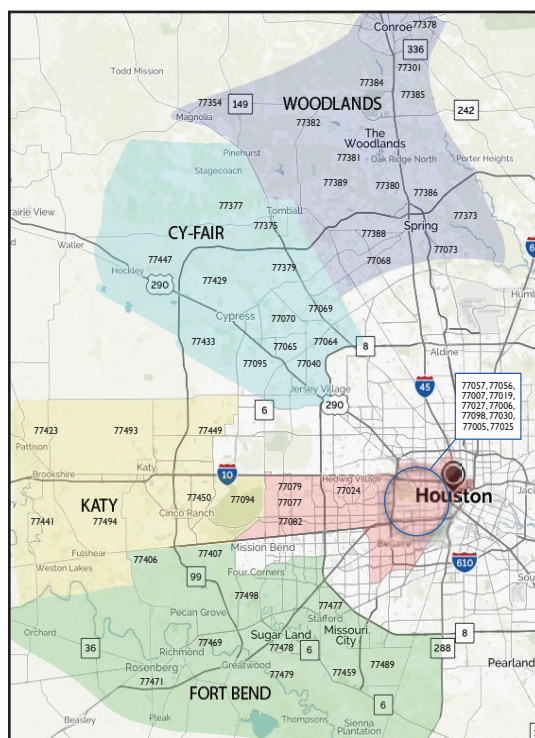
**ADDED VALUE**

• **Free Link** to your website in our monthly online magazine.

• **Bonus Advertorial** opportunities are available to further enhance your visibility.

• **On-Site Graphic and Design** team has 20+ years creating professional ads at no charge.

\* 3.1 readers per magazine



**Tweetable Truths About Magazine Media**

**Why You Should Consider Magazine Advertising**

• **Magazine media total audience grew to 1.75 billion in 2015 across platforms—an increase of 6.2%.**

• **Print magazines inspire readers to take action, such as clipping the ad, recommending the product or buying it.**

• **Print magazine readers lead the way for super influencers in home furnishings and remodeling.**

• **Luxury goods category influencers are devoted print magazine readers.**

For more compelling media facts visit [magazine.org/factbook](http://magazine.org/factbook). Data courtesy of MPA (The Association of Magazine Media).

The Woodlands • Houston • Fort Bend • Katy-Fulshear • Cy-Fair

For Advertising Information Call 281-240-2445 ext. 128

# Fort Bend County

**“Fort Bend County is the fastest growing large county in the nation in 2016.”** –US Census

Fort Bend County has continued to top lists for livability and economic success. Fort Bend residents come from diverse cultures and enjoy a range of lifestyles, from mixed use, amenity-rich master planned and historic communities with homes to lofts that retain their value. The area provides its residents with excellent educational opportunities, a low crime rate, shopping and a variety of international and American dining options. Long appreciated for its proximity to Houston's arts and cultural events, residents are now enjoying first-class entertainment at the new Smart Financial Centre in Sugar Land and minor league baseball and other entertainment at Constellation Field.



## Fort Bend LifeStyles & Homes



fortbendlifestylesandhomes.com

## Fort Bend LifeStyles & Homes



## Celebrating 30 Years!

DIRECT MAIL TO

**35,000 HOMES MONTHLY**

TOTAL CIRCULATION 36,000 MONTHLY

**1,339,200**

ANNUAL READERSHIP

### A TRUSTED RESOURCE FOR READERS

Lifestyles & Homes is a credible resource for residents when choosing products and services.

**VERIFIED CIRCULATION** Postal circulation verification is provided to substantiate proof of monthly mailing.

**LONGEVITY** Readers keep their copies of *Lifestyles & Homes* as a useful reference for local happenings, business and school news.

### ADDED VALUE

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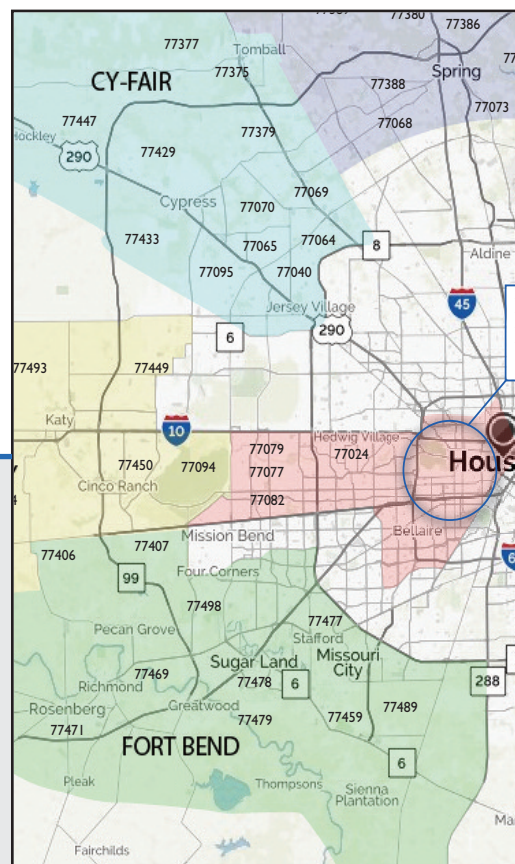
## ZIP CODES MAILED in Fort Bend County

Sugar Land 77478, 77479, 77498

Missouri City 77459, 77489

Richmond 77469, 77406, 77407

Rosenberg 77471, Stafford 77477



## Fort Bend County Reader Demographics

Our Fort Bend readers are mostly college educated, middle to upper class with school-aged children. They enjoy some of the highest incomes in the state spending frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel and fashion. Additionally, they are family-oriented who enjoy the outdoors and spend on quality education.

|                         |           |
|-------------------------|-----------|
| Median Age:             | 37.4      |
| Avg Household Income:   | \$161,420 |
| Median Home Price       | \$487,550 |
| Median Net Worth        | \$737,211 |
| Average Family Size     | 3.1       |
| Family with Children    | 82.1      |
| College Educated/Degree | est. 60%+ |
| % Female                | 51.4%     |
| % Male                  | 48.6%     |
| Home Ownership          | 89.6%     |

Demographics calculated from selected mailing zip codes.

# The Woodlands

*“The Woodlands area is the perfect place to enjoy world-class shopping.”*

—The Woodlands Area ED Partnership

Located north of Houston, The Woodlands ranks #2 among the best selling master planned communities in Texas and #4 in the U.S. The Woodlands was voted one of the 25 Best Places to Move and One of America's Best Shopping Destinations. Winding nature trails, parks, shops, and magnificent homes accent the landscape. Families represent over 78% of the population giving The Woodlands a higher than average concentration of families. Its residents enjoy diverse shopping and dining and a booming business environment.



## The Woodlands LifeStyles & Homes



woodlandslifestylesandhomes.com

## The Woodlands LifeStyles & Homes



Established 2005

DIRECT MAIL TO

**35,000 HOMES MONTHLY**

TOTAL CIRCULATION 36,000 MONTHLY

**1,339,200 ANNUAL READERSHIP**

### A TRUSTED RESOURCE FOR READERS

Lifestyles & Homes is a credible resource for residents when choosing products and services.

**VERIFIED CIRCULATION** Postal circulation verification is provided to substantiate proof of monthly mailing.

**LONGEVITY** Readers keep their copies of Lifestyles & Homes as a useful reference for local happenings, business and school news.

### ADDED VALUE

- Free Link to your website in our monthly online magazine.
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### ZIP CODES MAILED in The Woodlands Area

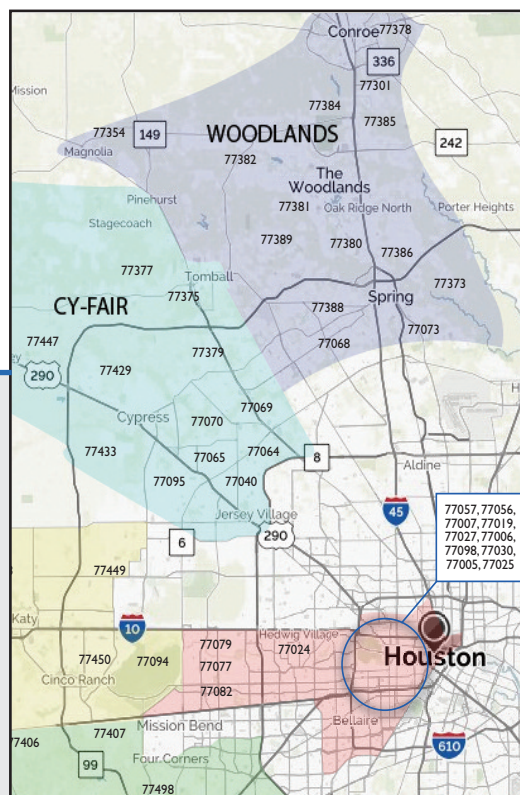
The Woodlands, Spring, Conroe, Magnolia, Willis, Tomball and 1960 Area  
77380, 77381, 77382, 77384, 77385, 77386, 77389, 77354, 77362, 77068, 77073, 77301, 77373, 77378

### The Woodlands Reader Demographics

Our Woodlands readers are mostly college educated, middle to upper class with school-aged children. They spend frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel and fashion. They enjoy charity, social, and art and culture events. Additionally, they are family-oriented and enjoy the outdoors and spend on quality education.

|                         |               |
|-------------------------|---------------|
| Median Age:             | 36.3          |
| Avg Household Income:   | \$180,000     |
| Median Net Worth        | \$685,020     |
| Median Home Price       | \$562,020     |
| Median Home Size        | 3,397 sq. ft. |
| Average Family Size     | 3.1           |
| Family with Children    | 81.8          |
| College Educated/Degree | est. 60%+     |
| Home Ownership          | 96.4%         |
| % Female                | 50.3%         |
| % Male                  | 49.7%         |
| Population              | 93,847        |

Demographics calculated from selected mailing zip codes.



## Katy-Fulshear

**“No. 2 in the US for America's biggest boomtowns.”** —Niche

Located west of Houston, Katy/Fulshear is among the fastest growing suburbs in Greater Houston. The area is noted for its exceptional opportunities in education, employment, shopping and dining, recreation and health care. And area master planned communities offer amenity-rich living. Business Week magazine rated the Katy area as #2 in the US for “America's Biggest Boomtowns” among the top ten fastest growing communities. The Katy/Fulshear area recently experienced a growth rate of 168% while maintaining a safe, small town atmosphere with well-developed infrastructure and unique community events.



[katylifestylesandhomes.com](http://katylifestylesandhomes.com)



Established 2004

DIRECT MAIL TO

**35,000 HOMES  
MONTHLY**

TOTAL CIRCULATION 36,000 MONTHLY

**1,339,200  
ANNUAL READERSHIP**

### A TRUSTED RESOURCE FOR READERS

*Lifestyles & Homes* is a credible resource for residents when choosing products and services.

**VERIFIED CIRCULATION** Postal circulation verification is provided to substantiate proof of monthly mailing.

**LONGEVITY** Readers keep their copies of *Lifestyles & Homes* as a useful reference for local happenings, business and school news.

### ADDED VALUE

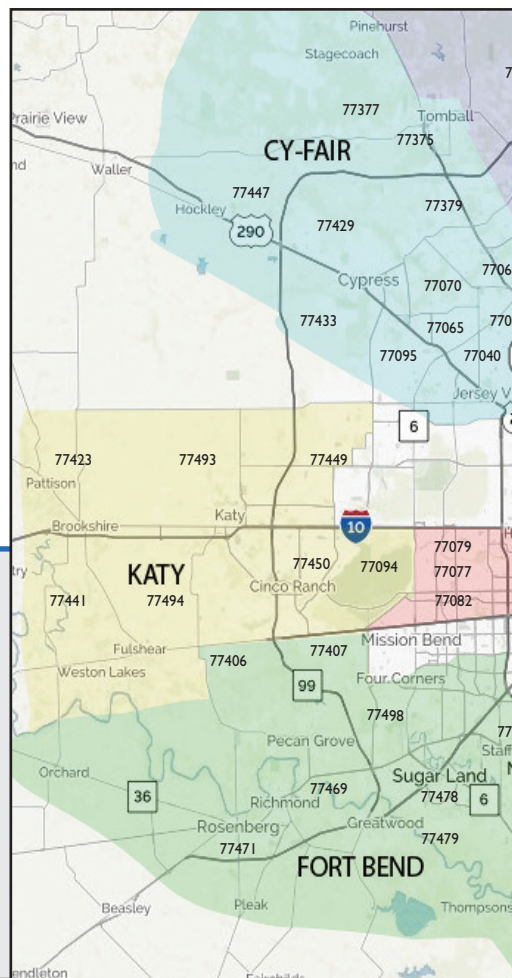
•**Free Link** to your website in our monthly online magazine.

•**Bonus Advertorial** opportunities are available to further enhance your visibility.

•**On-Site Graphic and Design** team has 20+ years creating professional ads at no charge.

### ZIP CODES MAILED in Katy-Fulshear

Katy 77450, 77094, 77493, 77494,  
Fulshear 77441

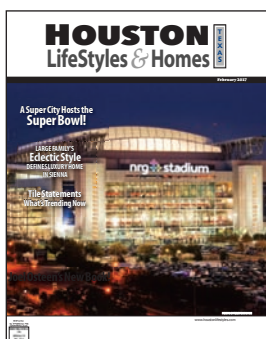


# Houston

**“No. 1 top destination cities  
for college graduates.”**

—2014 New York Times

Houston is one of the most dynamic, vibrant cities in the world with thriving arts, sports, education, medicine and business scenes. It is lauded far and wide for its first-rate attributes and numerous outstanding aspects, including being the most ethnically diverse city in the country. Its international influences have made it the Culinary and Cultural Capital of the South, with more than 10,000 restaurants representing cuisine from more than 70 countries and American regions.



[houstonlifestyles.com](http://houstonlifestyles.com)



Established 1995

DIRECT MAIL TO

**35,000 HOMES  
MONTHLY**

TOTAL CIRCULATION 36,000 MONTHLY

**1,339,200  
ANNUAL READERSHIP**

## A TRUSTED RESOURCE FOR READERS

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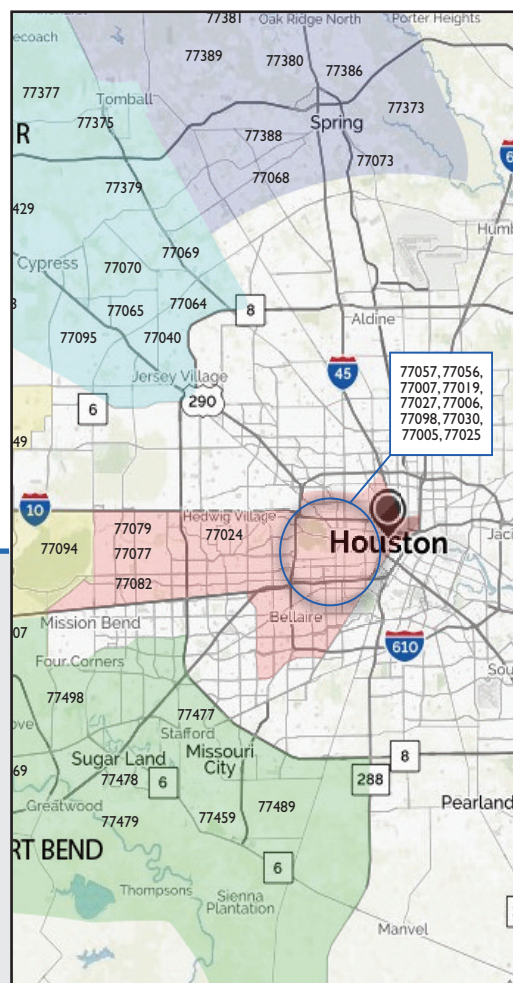
**LONGEVITY** Readers keep their copies of *Lifestyles & Homes* as a useful reference for local happenings, business and school news.

## ADDED VALUE

- Free Link** to your website in our monthly online magazine.
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- On-Site Graphic and Design** team has 20+ years creating professional ads at no charge.

## ZIP CODES MAILED in Houston

77007, 77019, 77027, 77056, 77057,  
77024, 77079, 77077, 77042, 77082, 77006,  
77098, 77030, 77005, 77025, 77401



## Houston Reader Demographics

Our Houston readers are mostly college educated, middle to upper class and spend heavily on higher education for their children, the latest fashion, and home improvements. They seek the best in medical care, beauty and fitness. Most live inside the loop and enjoy attending the arts, dining out frequently, and love to travel. Many readers own second homes.

|                         |           |
|-------------------------|-----------|
| Median Age:             | 37.4      |
| Avg Household Income:   | \$223,000 |
| Median Home Price       | \$487,550 |
| Median Net Worth        | \$737,211 |
| Average Family Size     | 3.1       |
| Family with Children    | 82.1      |
| College Educated/Degree | est. 60%+ |
| % Female                | 51.4%     |
| % Male                  | 48.6%     |
| Home Ownership          | 89.6%     |

Demographics calculated from selected mailing zip codes.

## Cy-Fair

**“Cy-Fair boasts of a backbone of small business and entrepreneurs who call the area home.”** –Cy-Fair Chamber of Commerce

Located northwest of Houston, the Cy-Fair area has a growing 800,000 people with many new master planned and community developments. The area has a large concentration of families. The highly respected Cy-Fair Independent School District has more than 100,000 students, second only to Houston ISD in enrollment size within Harris County. Citizen commitment to education has helped produce a reputation for quality learning experiences. Students from the eight (and growing) high schools graduate with test scores and college enrollment ratios that exceed state and national results. Residents enjoy diverse shopping and dining and a healthy business community.



cy-fairlifestylesandhomes.com



Established 2007

DIRECT MAIL TO

**35,000 HOMES  
MONTHLY**

TOTAL CIRCULATION 36,000 MONTHLY

**1,339,200**

ANNUAL READERSHIP

### A TRUSTED RESOURCE FOR READERS

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**LONGEVITY** Readers keep their copies of *Lifestyles & Homes* as a useful reference for local happenings, business and school news.

### ADDED VALUE

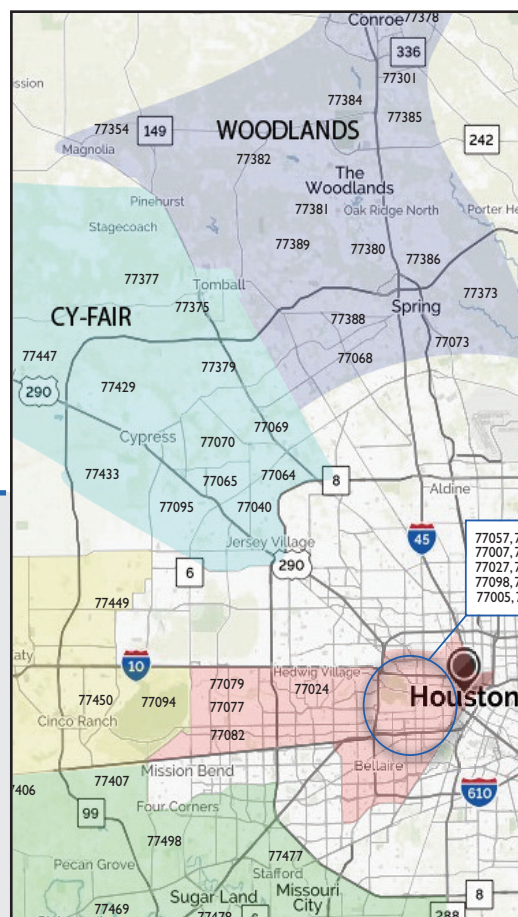
•**Free Link** to your website in our monthly online magazine.

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### ZIP CODES MAILED in The Cy-Fair Area

Cy-Fair and Northwest Houston  
77040, 77375, 77064, 77065,  
77069, 77070, 77379, 77095,  
77429, 77433, 77447



### Cy-Fair Reader Demographics

Our Cy-Fair readers are mostly college educated, middle to upper class with school-aged children. They spend frequently on home improvement, furniture and accessories, dining and entertainment, health and fitness, travel and fashion. Additionally, they are family-oriented and enjoy the outdoors and spend on quality education.

|                         |           |
|-------------------------|-----------|
| Median Age:             | 32.8      |
| Median Household Income | \$102,656 |
| Median Net Worth        | \$225,843 |
| Median Home Price       | \$303,159 |
| Average Family Size     | 3.1       |
| Family with Children    | 66.3      |
| College Educated/Degree | est. 60%  |
| Home Ownership          | 96.4%     |
| % Female                | 50.6%     |
| % Male                  | 49.4%     |

Demographics calculated from selected mailing zip codes.

The Woodlands • Houston • Fort Bend • Katy-Fulshear • Cy-Fair  
For Advertising Information Call 281-240-2445 ext. 128