



austin home



MEDIA KIT
2025

HEARST

ABOUT



Austin Home explores the most buzz-worthy people, places, trends, and products stirring up the local home and design community. With exclusive peeks inside Austin's best residential spaces—from sky-high condos to expansive Hill Country estates—and expert tips on decorating plus where to buy the best of everything, Austin Home presents the most curated and localized home design inspiration in Central Texas.



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OUR REACH

MAGAZINE

14,000 Circulation
5 Issues Per Year

E-NEWSLETTERS

32,000 Opted-In
Email Subscribers

EVENTS

150 Average Attendees Per
Event: Issue Release
Parties, Home & Design
Awards, and more

WEBSITE

9K Average Monthly Visitors

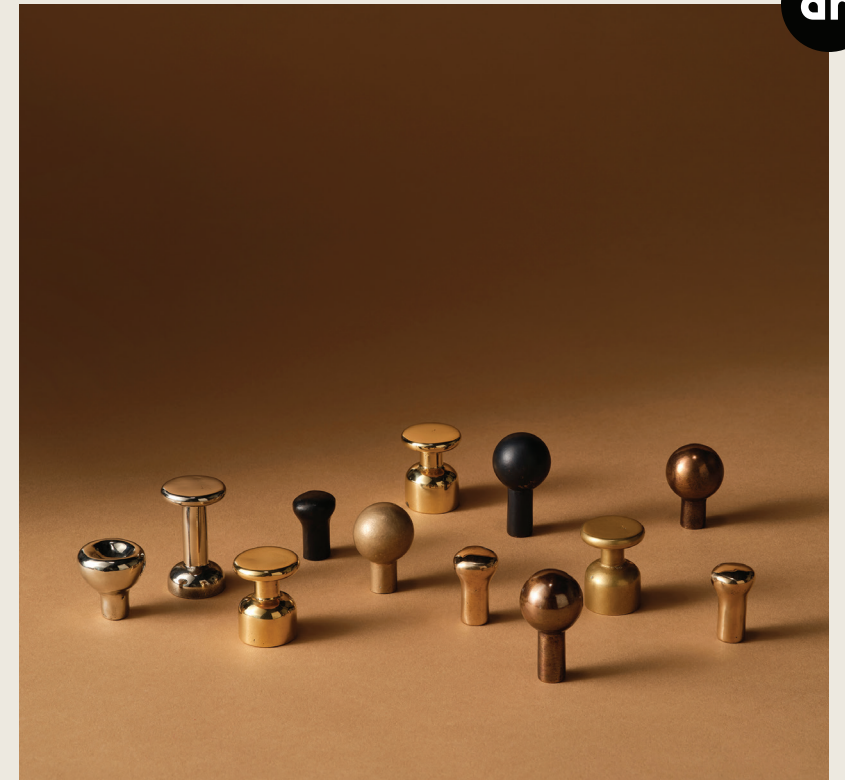
WEBSITE

19.2K Followers

DIGITAL EDITION

Tablet, mobile, and desktop
flipbook. Free for subscribers.

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CIRCULATION

Austin Home reaches affluent homeowners in Central Texas.

TOTAL DISTRIBUTION

14,000

HOME DELIVERY

10,000

Austin Home arrives in the mailboxes of affluent homeowners in Austin and the Hill Country with special interests in home furnishings and design.

INDUSTRY PROFESSIONALS

3,000

Advertisers and a targeted list of designers, architects, builders, etc.

NEWSSTAND

1,500

Sold at Barnes & Noble, Central Market, and more.

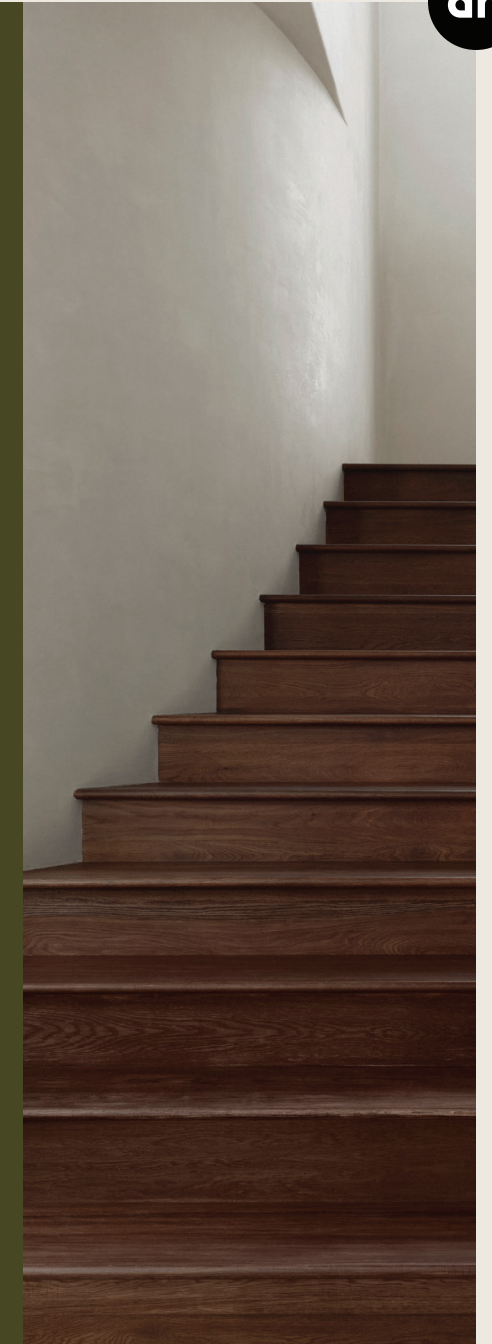
FALL AIA HOME TOUR

4,000+

Additional copies of the Fall issue are printed and distributed at the AIA Austin Homes Tour.

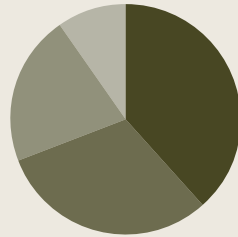
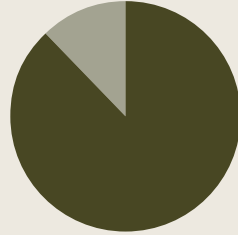
TOP SUBSCRIBER ZIP CODES

- **78746**
(West Lake Hills)
- **78703**
(Tarrytown, Old West Austin)
- **78738**
(Bee Cave)
- **78731**
(Allendale)
- **78735**
(Barton Creek)
- **78730**
(Lakeside, Westminster Glen, Long Canyon)
- **78701**
(Downtown)
- **78733**
(Barton Creek West, Austin Lake Estates and Lake Hills, Rob Roy on the Lake, Seven Oaks, Senna Hills)
- **78745**
(Sunset Valley)
- **78704**
(Barton Hills, Zilker, Bouldin Creek, Travis Eights, South Lamar)



OUR READERS

AGE	%
35-44	18%
45-54	33%
55-64	25%
65-74	14%



HOME VALUED OVER \$1MM: 88%

Of those, 23% are over \$1.5 million and another 33% are over \$2 million

HOUSEHOLD INCOME

- 76% over \$150K
- 61% over \$200K
- 42% over \$250K
- 19% over \$500K

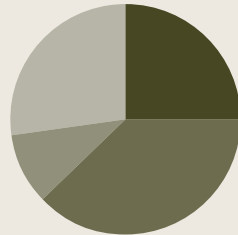
STATUS	%
Married/Partnered	65%
Single	35%
Children in Household	72%
Homeowner	93%
Attended College	89%



49%
Female



51%
Male



HOW LONG READERS HAVE LIVED IN AUSTIN:

- 0 - 3 Years: 25%
- 4 - 9 Years: 38%
- 10 - 14 Years: 10%
- 15+ Years: 27%











OUR READERS

TOP TOPICS OF INTEREST

Home Inspiration	75%
Design Resources	60%
Shopping Guides	48%
Best Professional Lists	43%
Local Expert Profiles	42%
Real Estate News	41%
Industry Trends	39%

What platforms do you prefer for reading and discovering Austin-specific home and design content?

Website Articles		70%
Print Magazine		61%
Social Media		60%
Videos		18%
Podcasts		15%
Newspaper		13%
TV		10%
Radio		7%

24%

of audience have purchased a product or service based on an advertisement seen within our platforms.

80%

of our audience finds value in the advertisements



EDITORIAL CALENDAR

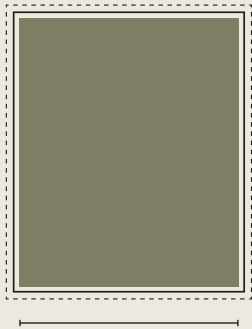
ISSUE	THEME	CLOSING DATE	MATERIALS DUE	ON-SALE
SPRING	HISTORIC HOMES & PRESERVATION SPECIAL ADVERTISING SECTION: Top Builders	1/17/25	1/28/25	2/25/25
H&DA	HOME & DESIGN AWARDS SPECIAL ADVERTISING SECTION: Featuring the finalists	2/14/2025	2/28/2025	4/1/2025
SUMMER	WATER & LAND SPECIAL ADVERTISING SECTION: Top Developers & Top Landscape Designers	4/10/25	4/21/25	5/20/25
FALL	AIA HOMES PREVIEW SPECIAL ADVERTISING SECTION: Top Architects & Top Interior Designers	7/25/2025	8/5/25	9/2/25
WINTER	THE MAKERS ISSUE SPECIAL ADVERTISING SECTION: Top Real Estate Agents & Top Mortgage Brokers	10/15/25	10/29/25	12/2/25



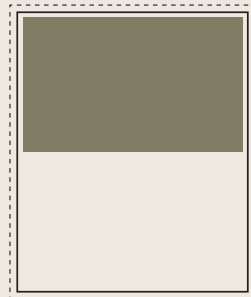
PRINT RATE CARD

SIZES	1X	4X	H&D AWARDS	AUDIENCE
2-Page Spread	\$6,000	\$5,000	\$4,000	14,500
Full Page	\$3,000	\$2,500	\$2,500	14,500
Inside Front Cover	\$4,000	\$3,500	\$3,000	14,500
Inside Back Cover	\$4,000	\$3,500	\$3,000	14,500
Back Cover	\$4,000	\$3,500	\$3,000	14,500

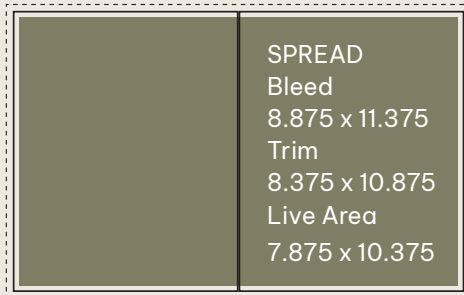
SPECIFICATIONS



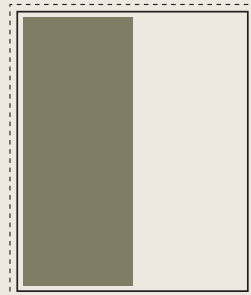
FULL PAGE
 Bleed
 8.875 x 11.375
 Trim
 8.375 x 10.875
 Live Area
 7.875 x 10.375



1/2 HORIZONTAL
 Bleed
 7.875 x 5
 (no bleed)



SPREAD
 Bleed
 8.875 x 11.375
 Trim
 8.375 x 10.875
 Live Area
 7.875 x 10.375



1/2 VERTICAL
 Bleed
 3.8542 x 10.125
 (no bleed)

Please submit a file that is sized to the bleed specs.

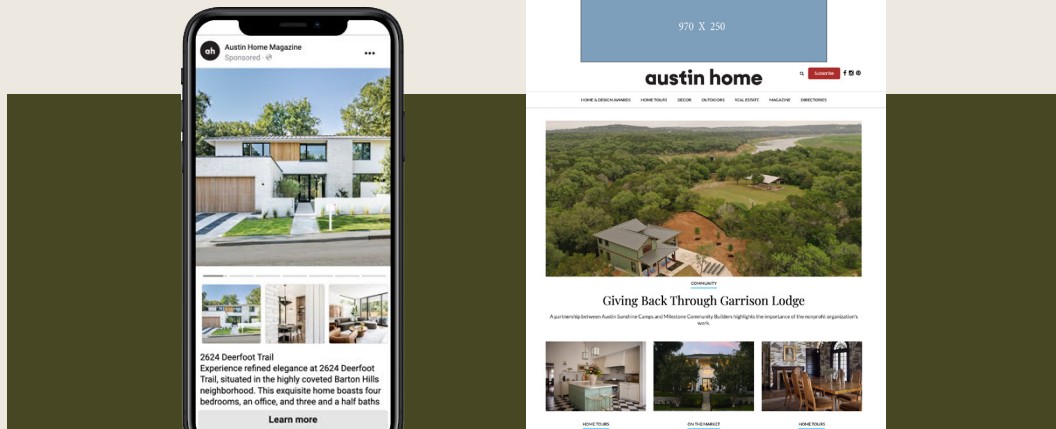
Any text or other important information should live within the live area. A press-ready PDF or a flattened JPG.

All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale.



SOCIAL & WEB OPPORTUNITIES

ADVERTISING OPPORTUNITIES	DETAILS	RATES
SPONSORED SOCIAL	Leverage Austin Home's social cache with Facebook and Instagram posts targeted to your desired audience for geography, demographic, and more. (19K+ followers)	\$1500
WEB DISPLAY ADS	High-impact digital banners and right-rail ad positions on the homepage, section fronts, and editorial articles.	\$500
SPONSORED ARTICLE	Exposure to our loyal digital audience with a sponsored article on AustinHomeMag.com, written by our team. Includes 80K impressions to drive audience.	\$1,500



EDITORIAL NEWSLETTER AD INTEGRATION

FROM OUR PARTNERS

Your dedicated message to inspire recipients to improve their home space.

- Sent on date of your choice
- 29K opt-in subscribers
- \$2,000
- 40% Open Rate

ON THE MARKET

The scoop on hot properties, plus home inspiration.

- Sent twice a month
- 29K opt-in subscribers
- \$1,000 property listing
- 50% Open Rate

ON STANDS NOW

Austin Home's sneak peek of the latest issue as it hits newsstands.

- Sent once a quarter
- 29K opt-in subscribers
- \$1,000 display ad
- 40% Open Rate



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ON THE MARKET

JANUARY 15, 2025



152 Red Camella Drive, Georgetown 78628 | Sponsored Listing

Offered at \$644,990

1 Story | 3 Bedrooms | 2 Full Baths | 1 Half Bath | Entertainment Room | Study | 3-Car Garage | 2,305 Sq. Ft.

Discover this stunning 1-story Highland Home featuring 3 bedrooms, 2.5 baths, a study, and a spacious 3-car garage. With 2,305 sq ft of thoughtfully designed space, this home is packed with upgrades, including a powder room, an entertainment room, a frameless shower in the primary bath, and a bay window in the primary suite. Outdoor enthusiasts will love the extended outdoor living area and the garage's exterior door for easy side-yard access. The kitchen shines with elegant upper glass-front cabinets.

Located in Parkside on the River, enjoy scenic Hill Country views, meandering trails, massive oak trees, and the nearby San Gabriel River & Garey Park. Plus, community amenities like swimming pools and an amenity center make this a perfect place to call home. Limited time incentives, schedule your **Highland Homes** tour today! 512-605-6686

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ADVERTISING NEWSLETTERS

AUSTIN HOUSING DIGEST | STARTING AT \$500

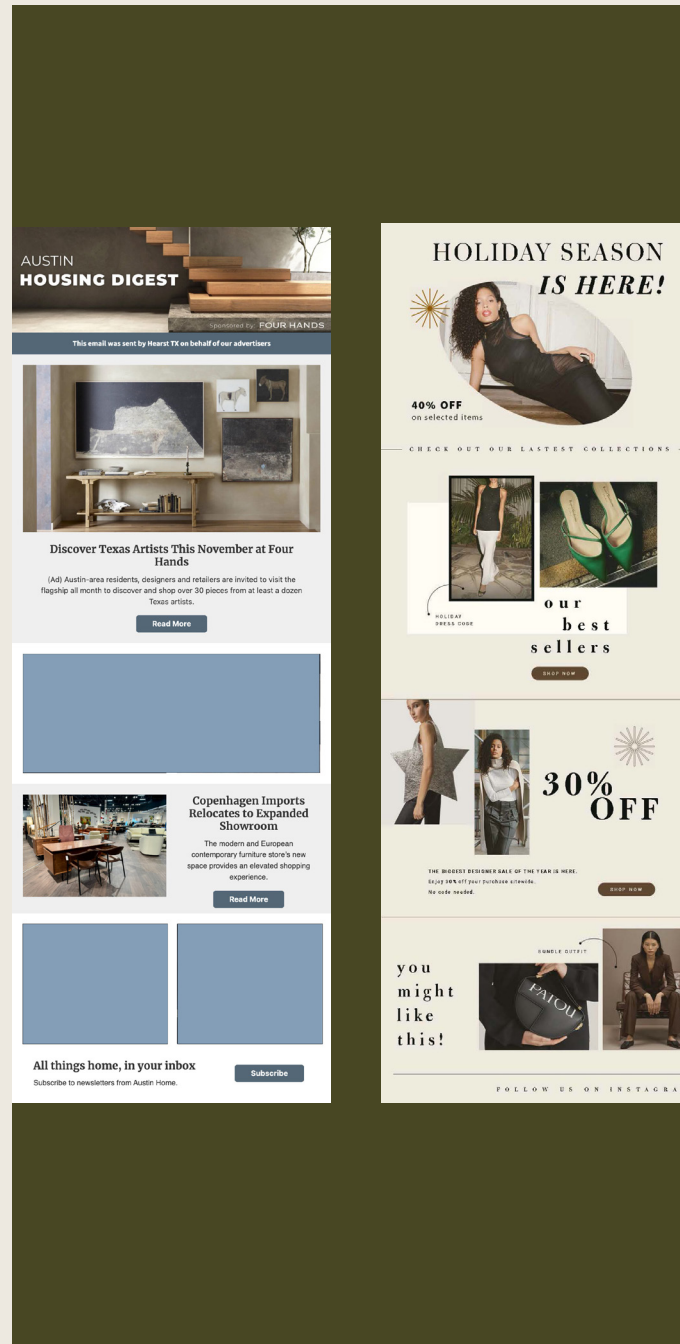
A real estate themed newsletter sent to 100K potential homebuyers in the Austin area. Multiple positions available. Shown on the right.

MARKETING E-BLAST | STARTING AT \$850

An advertising email custom-made for your brand. Reach a min. of 30K people. Target by geography, demographic, and more. Shown on the right.

CUSTOM NEWSLETTER | STARTING AT \$1,800

Align your brand with Austin Home. Your ads and content run alongside similarly themed editorial content. Reach a min. 60K audience. Target by geography, demographic, and more.



EVENT SPONSORSHIP OPPORTUNITIES



EDITOR'S PREVIEW PARTIES | QUARTERLY

Austin Home's issue release parties celebrate the latest editorial features within the magazine, bringing the movers and shakers in the home design world together for drinks and mingling.



HOME & DESIGN AWARDS | MARCH 27

The Home & Design Awards is the premier celebratory event for the design community in Austin. The best designers, architects, builders, and cultural tastemakers in the city gather to celebrate each other.



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austin home

Space
as a
Muse

Temple of
Tunes
Where
Creatives
Call Home
A Painter's
West Lake
Retreat



AD SPECS, TARGETING OPTIONS, ETC.



OPPORTUNITIES	CREATIVE SPECS	TARGETING OPTIONS
DIGITAL ADS	728x90 / 300x250 / 320x250 / 970x90 / 970x250	In most cases, Geography is all that's recommended. Optional: Age, gender, relationship status, industry, interest.
SPONSORED ARTICLE	1 to 3 high-res images (300 dpi) and brand logo	Geography. Will default to Austin unless otherwise specified.
SPONSORED SOCIAL	<ul style="list-style-type: none"> • Target URL • Post text. Two to three sentences, aligning with editorial brand standards. • Client social media handles, Facebook and Instagram. Note, there is a max of 1 partner per post and 2 additional tags per post. • Post creative: 1 to 3 1080x1080 photos OR 4:5 ratio video. • Story creative: 1 to 3 1080x1920 photos OR 9:16 ratio video. 	Geography, age, gender, relationship status, industry, interest. Restricted Category: Real Estate posts can not target demographic or ZIP.
EDITORIAL NEWSLETTERS	On the Market, On Stands Now {970x250} From Our Partners (600x650)	N/A
CUSTOM NEWSLETTER	Varies based on desired design. Please work with your account executive.	Geography, age, gender, HHI, industry, interest.
MARKETING E-BLAST	Varies based on desired design. Please work with your account executive.	Geography, age, gender, HHI, industry, interest.
AUSTIN HOUSING DIGEST	Varies based on desired design. Please work with your account executive.	Pre-determined: Sends to 25-69 year olds, HHI \$150+, Austin DMA and surrounding counties, renters and home owners.

THANK YOU



LET'S WORK TOGETHER!

ADVERTISING@AUSTINHOMEMAG.COM

