

austin^{monthly}

MEDIA

KIT

2025



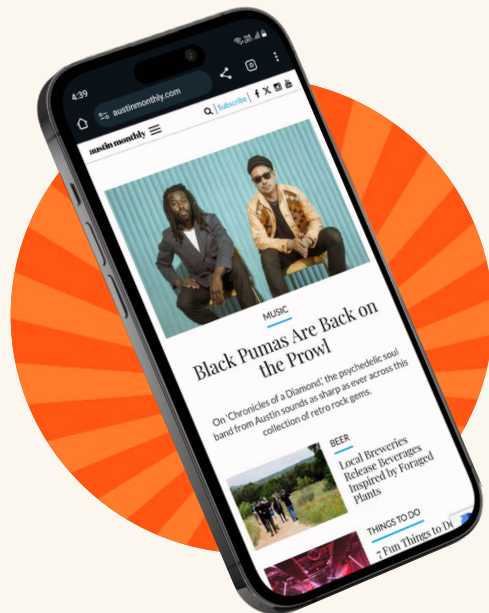
HEARST



Austin Monthly

serves to celebrate and examine the free-spirited, ground-breaking, and creative ethos of the evolving city.

Through print, digital, and live events, the magazine helps readers stay informed and offers inspiration and opportunities for making the most of life in the capital city.



MAGAZINES

17.500
CIRCULATION

64.848
READERS

6 ISSUES
PER YEAR

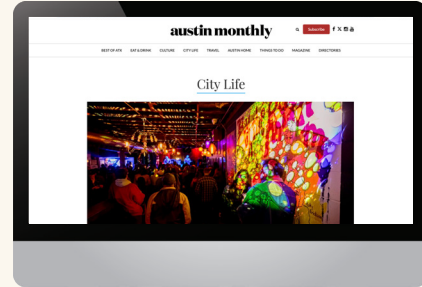
EVENTS

500
AVG ATTENDEES
PER EVENT

Singles in the City, Burger Bash, Front Porch Sesions, Best Restaurants, Bastrop Music Festival

WEBSITE

100.000
AVERAGE
MONTHLY
VISITORS



SOCIAL MEDIA

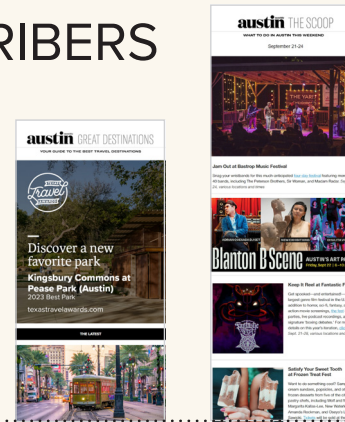
344.000
+ FOLLOWERS

Facebook 70K+; Instagram 160K+;
X 96K+; Threads, Pinterest,
LinkedIn, YouTube, Spotify



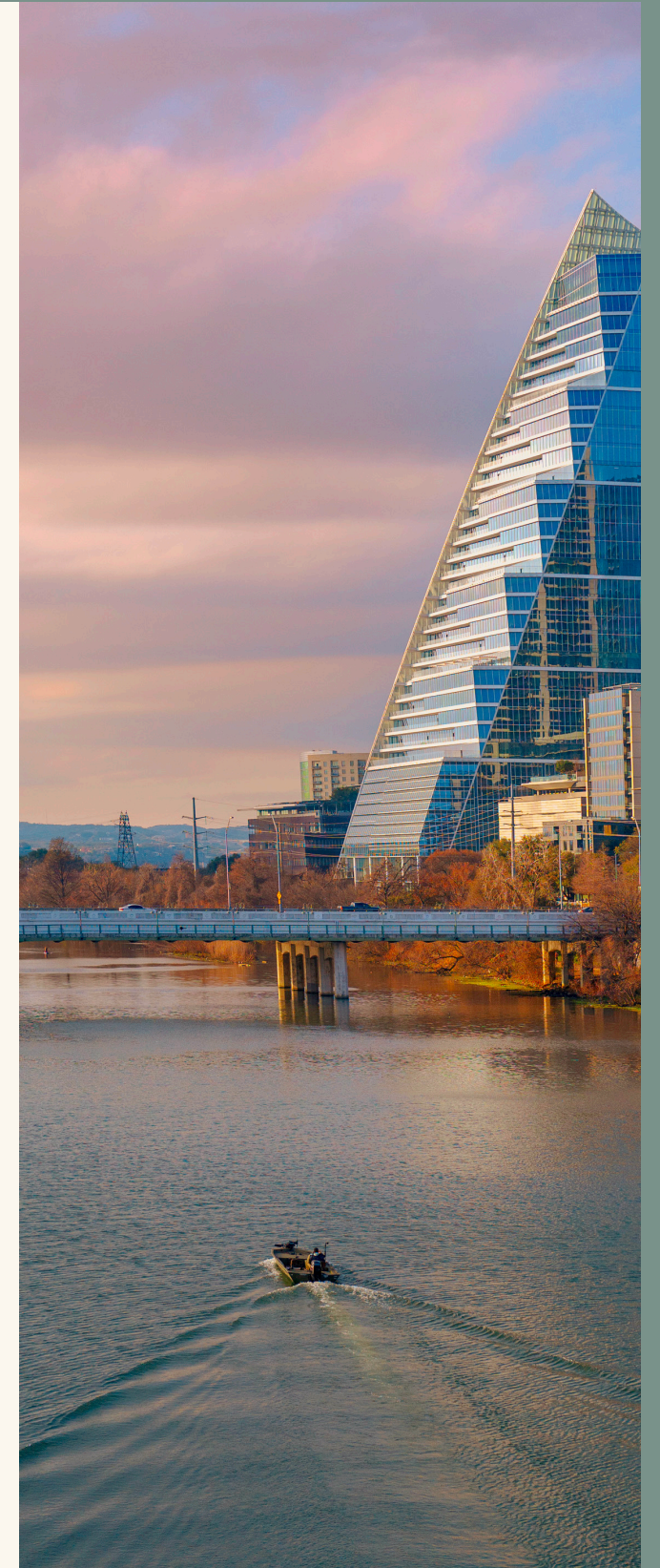
E-NEWSLETTERS

30.000
OPTED-IN
EMAIL
SUBSCRIBERS



DIGITAL EDITION

Tablet, mobile, and
desktop flipbook
with add-on
interactive elements.
Free for subscribers.



17.500

DISTRIBUTED

9.200

VERIFIED

4.500

NEWSSTANDS

3.200

HOTEL,EVENTS,OTHER

TOP SUBSCRIBER LOCATIONS BY ZIP CODES

78746

(West Lake Hills)

78701

(Downtown)

78758

(North Austin)

78704

(Barton Hills, Zilker, Bouldin Creek, Travis Heights, South Lamar)

78738

(Bee Cave)

78703

(Tarrytown, Clarksville, Old West Austin)

78759

(Greater Hills)

78731

(Northwest Hills)

Road Trip! Retro Motels Make a Comeback PAGE 24
Bumble's Plan to Stay Buzzworthy PAGE 64

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austin

Evan LeRoy works the pit at LeRoy & Lewis Barbecue

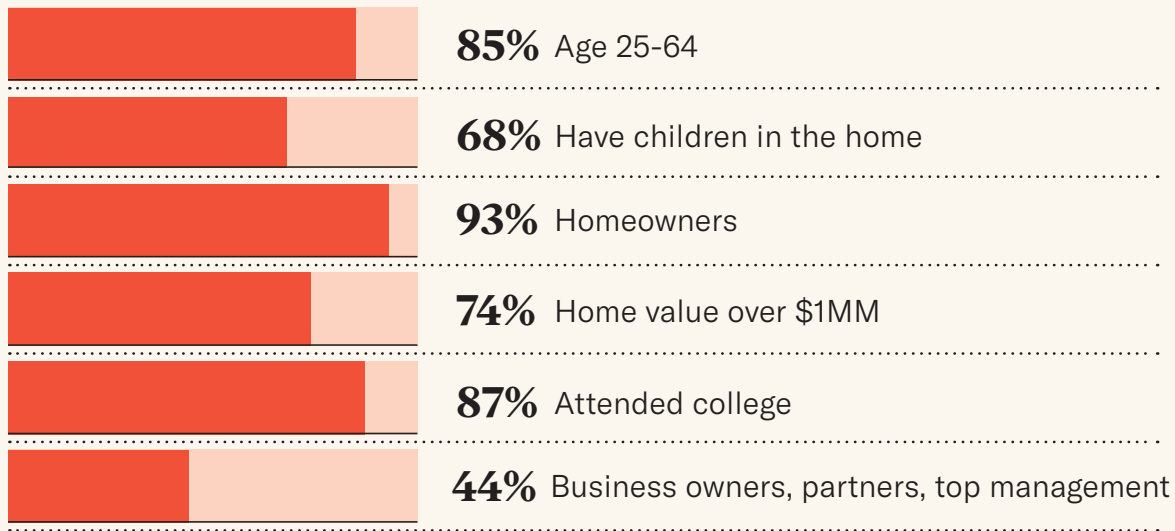
Best New Restaurants

15 NEW HOT SPOTS TO DISCOVER IN TOWN

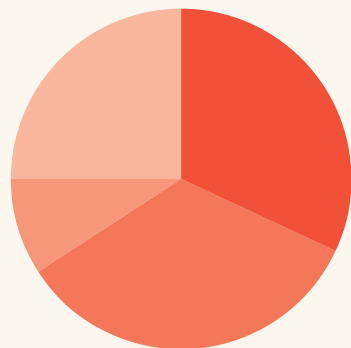
OUR READERS

OUR READERS

AUSTIN MONTHLY readers are looking for the best of Austin—restaurants, shopping, entertainment, homes, health care, events, and more.

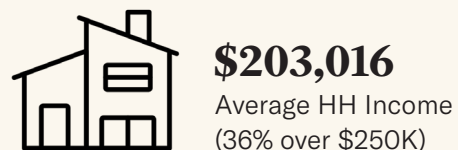
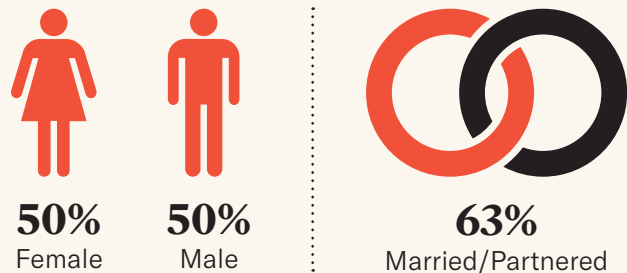


How long readers have lived in Austin



- 0 - 3 Years: **32%**
- 4 - 9 Years: **34%**
- 10 - 14 Years: **9%**
- 15+ Years: **25%**

DEMOGRAPHICS



OUR READERS

OUR READERS



Read every issue



Read advertisements in the issue



Average time spent per issue

How long do you keep Austin Monthly before discarding it?

- 37%** Two weeks or less
- 31%** Three to four weeks
- 32%** One month or more

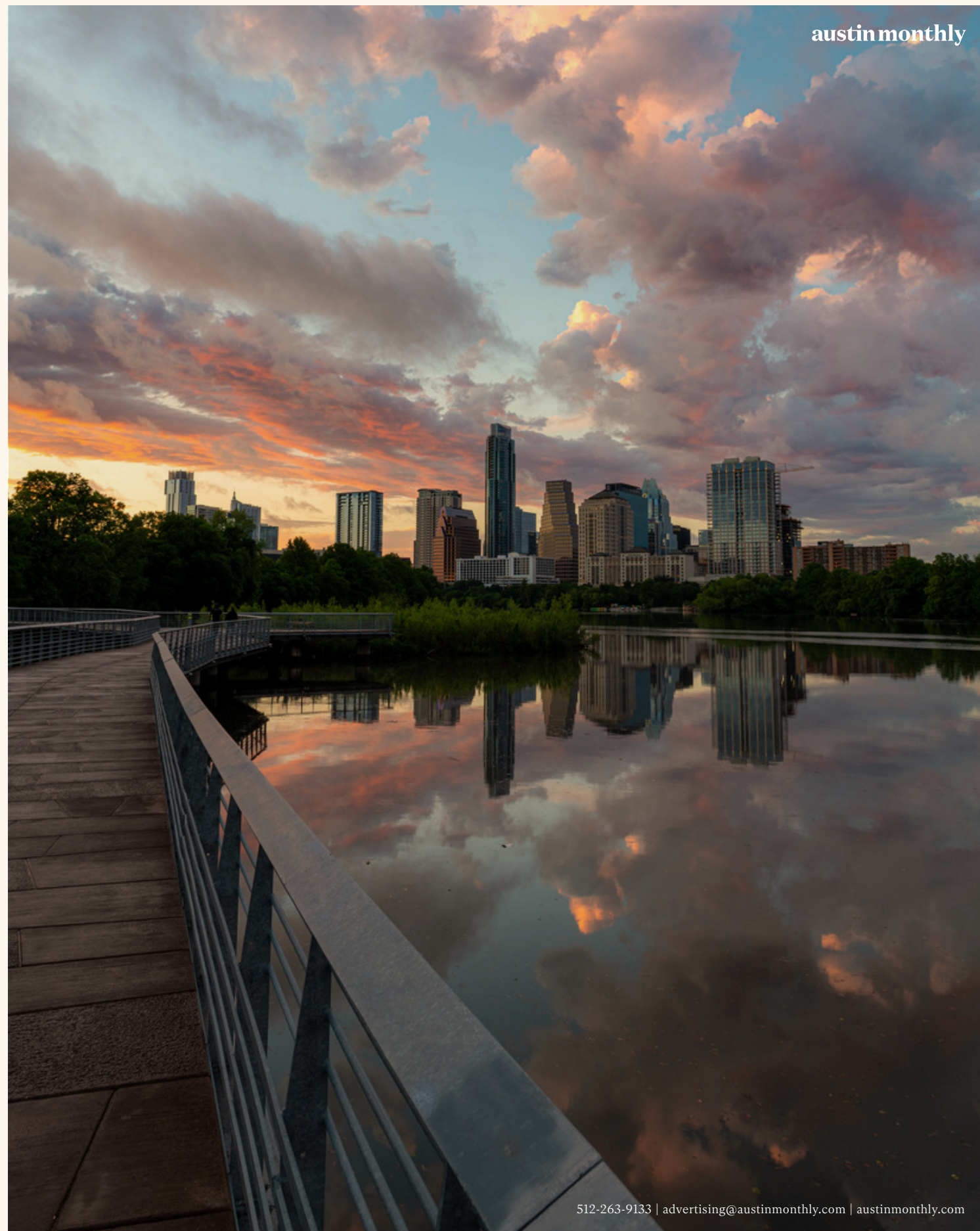
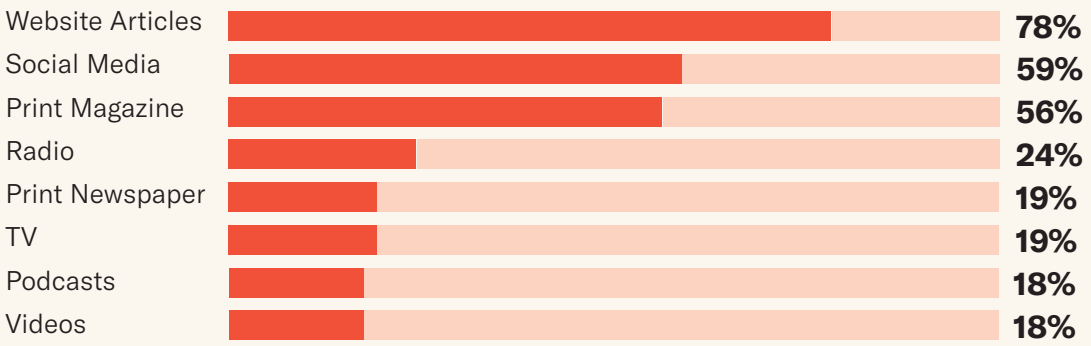
71%
Frequently purchase products or services from ads seen in *Austin Monthly*

- 45%** Shopped in a store seen in *Austin Monthly*
- 79%** Dined in a restaurant seen in *Austin Monthly*

TOP TOPICS OF INTEREST

- Events & Things to Do.....**98%**
- Food & Drink.....**92%**
- Texas Travel**81%**
- Music.....**61%**
- History.....**47%**
- City News.....**46%**
- Style & Design.....**42%**

What platforms Austin Monthly digital and print readers prefer for discovering Austin-specific content



PRINT CALENDAR

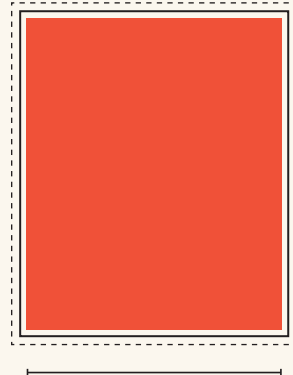
PRINT CALENDAR

ISSUE	THEME	CLOSING DATE	MATERIALS DUE	ON-SALE
JAN/ FEB	Austin's Two-Step Craze & Top Doctors Special advertising section: Top Doctor profiles	11/25/24	12/4/24	1/14/25
MAR/ APR	Best Breakfasts Special advertising section: Women to Watch	1/24/25	2/3/25	3/4/25
MAY/ JUN	Texas Travel Special advertising section: Travel Guide	3/27/25	4/7/25	5/6/25
JUL/ AUG	101 Fun Things to Do This Summer Special advertising section: Top Attorneys	5/30/25	6/10/25	7/8/25
SEP/ OCT	Best of ATX Special advertising section: Faces of ATX	8/1/25	8/12/25	9/9/25
NOV/ DEC	Best New Restaurants Special advertising section: Holiday Happenings & Gift Guide	10/1/25	10/10/25	11/11/25

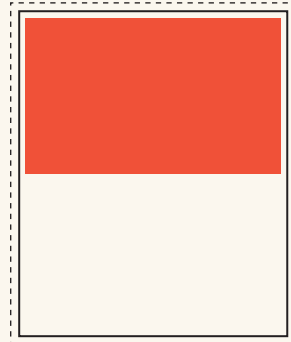


SIZES	ONE-TIME	MULTIPLE	ANNUAL
2-Page Spread	\$7,000	\$6,000	\$5,000
Full Page	\$3,500	\$3,000	\$2,500
Half Page	\$2,500	\$2,000	\$1,500
Full Page (adjacent to table of contents)	\$3,750	\$3,250	\$2,750
Inside Front Cover	\$4,000	\$3,500	\$3,000
Inside Back Cover	\$4,000	\$3,500	\$3,000
Back Cover	\$4,000	\$3,500	\$3,000

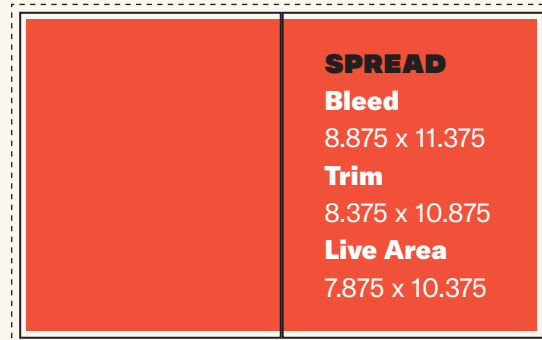
SPECIFICATIONS



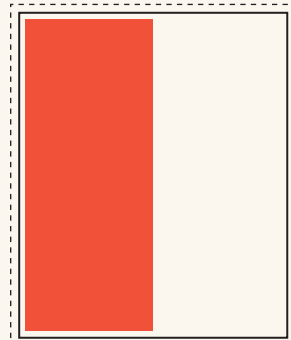
FULL PAGE
Bleed
 8.875 x 11.375
Trim
 8.375 x 10.875
Live Area
 7.875 x 10.375



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

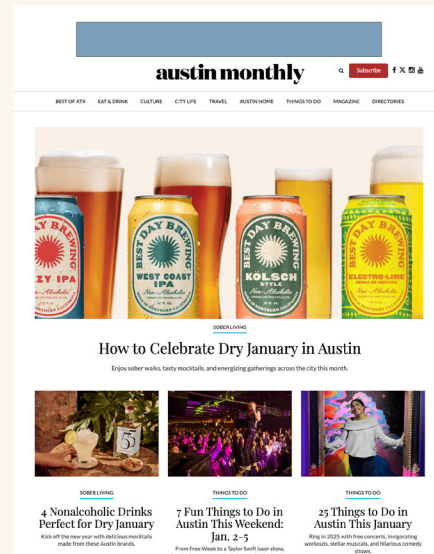
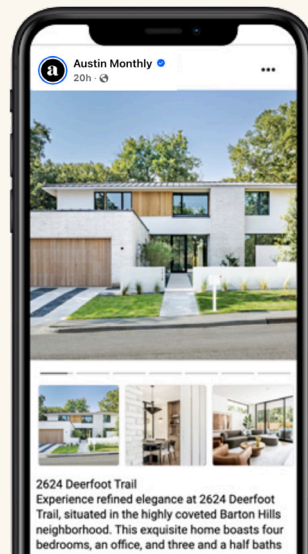


1/2 VERTICAL
Bleed
 3.8542 x 10 .125
 (no bleed)

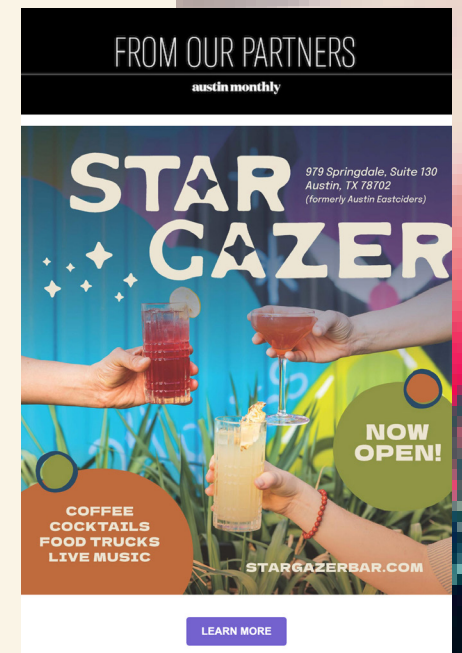
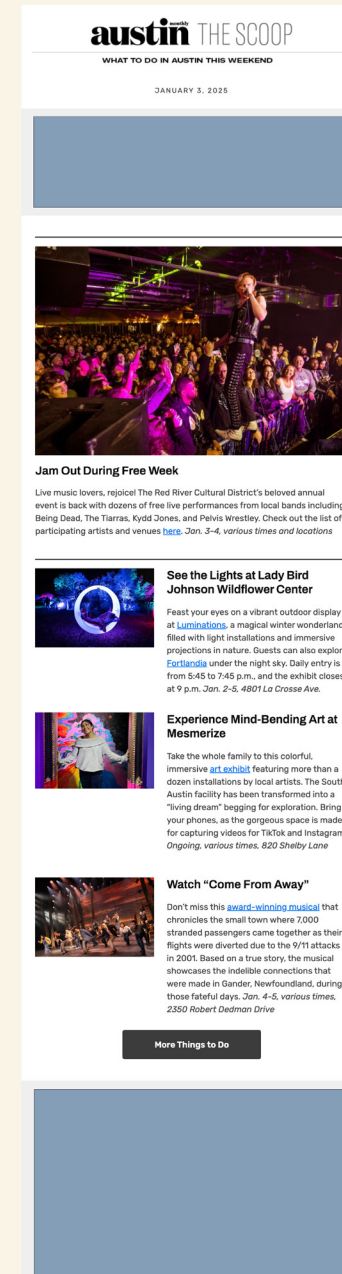
Please submit a file that is sized to the bleed specs. Any text or other important information should live within the live area. A press-ready PDF or a flattened JPG. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale.



OPPORTUNITIES	DETAILS	STARTING COST
Sponsored Social Post	Leverage Austin Monthly's social cache with Facebook and Instagram posts targeted to your desired audience for geography, demographic, and more.	\$1,500
Web Display Ads	High-impact digital banners and right-rail ad positions on the homepage, section fronts, and editorial articles.	\$1,000
Sponsored Article	Exposure to our loyal digital audience with a sponsored article on AustinMonthly.com, written by our team. Includes 80K impressions to drive audience.	\$1,500
Web Contest	Custom contest, voting bracket, quiz, etc, created and managed by our team. Focus must be approved prior to securing.	\$3,000



OPPORTUNITIES	DETAILS	FREQUENCY	RATES	AUDIENCE
On Stands Now	<i>Austin Monthly's</i> sneak peek of the latest issue as it hits newsstands	Every Other Month	\$1,000	20,400
Insider	The latest articles and guides from <i>AustinMonthly.com</i> paired with promotions from our advertising partners	Tuesdays	TOP AD: \$1,500 SECOND AD: \$1,000 EXCLUSIVE AD: \$2,000	25,100
The Scoop	Our editors roundup of the best events, concerts, and shows happening in Austin	Thursdays	TOP AD: \$1,500 SECOND AD: \$1,000 EXCLUSIVE AD: \$2,000	23,400
Great Destinations	Travel enthusiasts get inspiration for their next trip with <i>Austin Monthly</i> content and promotions from our partners.	Wednesdays	\$1,500	25,200
From our Partners Dedicated Email	Your message is the star of the show in this fully customized email	Mondays	\$2,500	22,600



PRODUCT	DETAILS	STARTING RATE
Custom Newsletter	Align your brand with Austin Monthly. Your ads and content run alongside similarly themed editorial content. Reach a min. 60K audience. Target by geography, DMA and more.	\$1,800
Marketing E-Blast	An advertising e mail custommade for your brand. Reach a min. of 30K people. Target by geography, DMA and more.	\$850
Austin Housing Digest	A real estate themed newsletter sent to 100K potential homebuyers in the Austin area. Multiple positions available.	\$500

HOLIDAY SEASON IS HERE!

40% OFF on selected items

CHECK OUT OUR LATEST COLLECTIONS

our best sellers

30% OFF

THE BIGGEST DESIGNER SALE OF THE YEAR IS HERE. Enjoy 30% off your purchase statewide. No code needed.

ALTERNATIVE TREATMENT for PTSD, Chronic Pain and Other Health Conditions

Why Consider Medical Cannabis? Proven Effectiveness:

How Medical Cannabis Can Help

Get Approved for Medical Marijuana in Texas

How to get a medical marijuana prescription in Texas

AUSTIN HOUSING DIGEST

Discover Texas Artists This November at Four Hands

Copenhagen Imports Relocates to Expanded Showroom

All things home, in your inbox



EVENT SPONSORSHIP OPPORTUNITIES

SPONSOR OPPORTUNITIES

SIGNATURE EVENTS

Singles in the City

FEBRUARY
Held at a local hotspot with a DJ, specialty cocktails, and other fun activations, this stylish night out invites Austin's unattached to dress up, mingle, and dance. Plus, there's the chance to rub elbows and swap numbers with the event's special guests: Austin Monthly's annual list of most eligible singles.

Burger Bash

MAY
An outdoor festival featuring some of our editors' picks of the tastiest burgers in town. Attendees will be able to sample as many as they'd like and help crown the best burger of the day.

Best Restaurants

NOVEMBER
Foodies can taste dishes from the city's best restaurants at this annual favorite event.



RECURRING EVENTS

Issue Release

Your brand brings our latest magazine to life with an event that matches the issue's theme.

Front Porch Sessions

A custom event featuring live music from local artists designed to drive engagement with your brand or foot traffic to your location.

Secret Table

A dining series designed for *Austin Monthly's* loyal readers and followers. Guests enjoy an exclusive dining experience, at a secret location, with one of Austin's top chefs.



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	Scoop, Insider, 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.



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LET'S WORK TOGETHER

ADVERTISING@AUSTINMONTHLY.COM

