

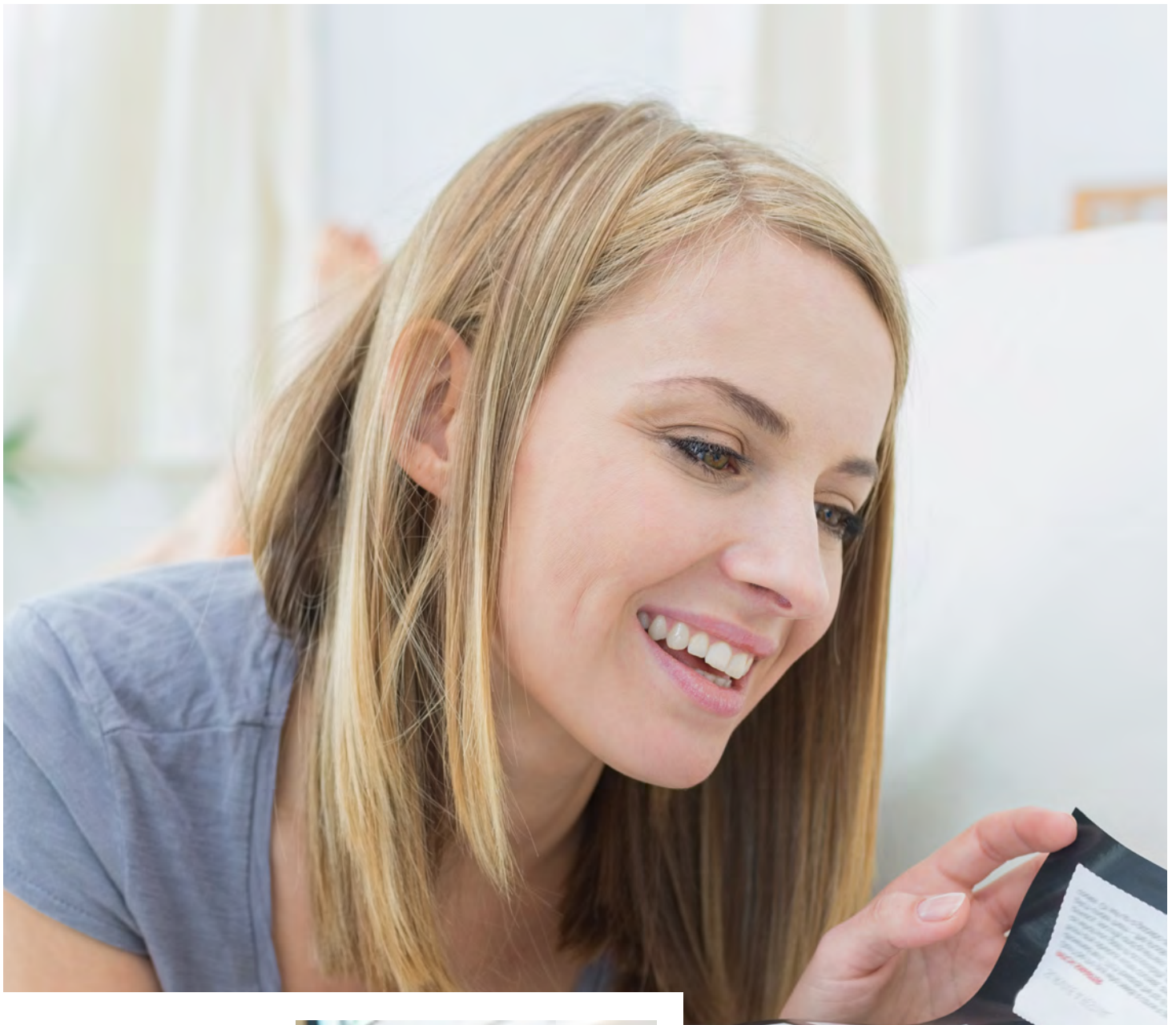


SOUTHLAKE
S T Y L E

DRAGON PRIDE



CELEBRATING COMMUNITY ... *since* **2006**



AUDIENCE PROFILE

AFFLUENT, EDUCATED
AND INFLUENTIAL

**AVERAGE HOUSEHOLD
INCOME \$276,064**

A TRUSTED RESOURCE

73% of readers **purchase
products and services**
featured in *Southlake Style*

TOP PLANNED PURCHASES

91% Dining + Entertainment
77% Women's Apparel
65% Furniture

COFFEE TABLE STATUS

64% KEEP *Southlake Style*
3 WEEKS OR LONGER











SOUTHLAKE
S T Y L E

DRAGON PRIDE

We **connect local businesses** with our **total monthly audience of 157,000+** through proven print, digital, social media and event marketing. Let's partner to increase your brand recognition, drive traffic to your website and watch your business grow.



	Southlake Style	Dragon Pride	Website	Newsletters	Social
 Reach	85,000+	58,000+	46,000+	9,600+	16,000+
 Top Cities	Southlake Keller Trophy Club Colleyville Westlake	Southlake Westlake	Dallas Fort Worth Grapevine Southlake Keller	Southlake Grapevine Fort Worth	Southlake Fort Worth Keller Grapevine Dallas
 Age Majority	45-54 35%	35-64 58%	35-54 45%	45-54 29.7%	 45-54  35-44
 Gender	62% Female 38% Male	62% Female 38% Male	51% Female 49% Male	63% Female 33% Male	80% Female 20% Male
	Source: 2022 CVC Audit Data	Source: 2022 CVC Audit Data	Source: Google Analytics, Avg. 1/1/23-7/31/23	Source: Mailchimp Analytics 8/2/23	Source: Facebook/Instagram Analytics 8/2/23

Circulation

Mailed to homes & businesses. Distributed in hotel rooms & community events.

Southlake Style / 19,000 copies monthly

Dragon Pride / 13,000 copies 3x annually

AN AUDIENCE ...*like no other*

*style* **GUIDE**

EVENTS | HAPPENINGS | PROMOTIONS

**DO IT FOR THE GLAM**

Your Corinthian Wellness and Med Spa is excited to get you party ready for the holidays with massages, facials, manis, pedis, medical-grade facials, Botox, BBL, and BareIt laser treatments. Stop in for some much-deserved relaxation at your neighborhood destination spa. Lounge by the fireplace as you unwind and sip on a hot cup of cocoa. Before you leave, finish your holiday shopping with Corinthian's amazing gift card specials. Follow Corinthian Wellness and Med Spa on social media.

CorinthianSpa.com

tickets and more @ **817TIX.COM****YOUR CUSTOM EVENT****PLANNING A GRAND OPENING, ANNIVERSARY OR PRODUCT LAUNCH?**

Leverage *Southlake Style's* database of readers to maximize attendance at your next event.

CUSTOM EVENT PACKAGE INCLUDES:
Invitation design and sendout to our database of contacts per your selection criteria, online event posting, access to **817tix ticketing portal**, a photographer at the event and a one-page **Style Guide** recap of your event in the issue that follows.

INVESTMENT \$2,500**SOUTHLAKE STYLE** *events***SHOWCASE YOUR BRAND
CONNECT WITH OUR READERS****COMMUNITY CONNECTION
BREAKFASTS**

WELCOME + CONNECT
25 INVITED GUESTS | QUARTERLY

SPONSORSHIPS \$1,000**ISSUE RELEASE
CELEBRATIONS**

RECOGNIZE + CONNECT
75 INVITED GUESTS | QUARTERLY

SPONSORSHIPS \$2,500**ANNUAL WOMEN'S
LUNCHEON**

INSPIRE + LEARN + CONNECT
300 ATTENDEES | OCTOBER

SPONSORSHIPS \$1,200-\$10,000



1



WEBSITE + SOCIAL PARTNER CONTENT POSTS:

Market your brand and drive engagement by sharing articles | photo galleries | videos with 46,000+ SouthlakeStyle.com users and 10,000+ Facebook followers.



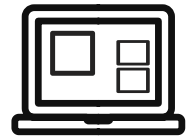
2



WEBSITE BANNER DISPLAY (300 X 250)

Showcase your brand on SouthlakeStyle.com reaching 46,000+ users monthly.

Drive traffic to your website with exposure on targeted sections: Community, Dragon Pride, Events, Food, Style



3



NEWSLETTER BANNER DISPLAY (300X250) + NEWSLETTER SPONSORSHIP

Showcase your brand in our newsletters reaching over 9,600+ subscribers.

STYLE GUIDE: weekly news + events, every Thursday

ON THE MENU: monthly food finds, third Friday

DRAGON PRIDE INSIDER: high school sports news, fall, winter, spring



4

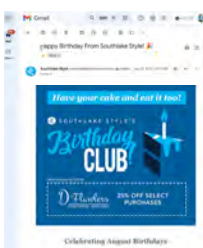


DEDICATED E-BLAST

An exclusive targeted email communication to showcase your brand and market an upcoming event or promotion to our 9,600+ subscribers.



5



BIRTHDAY CLUB SPONSORSHIP: Showcase your brand and drive in-store traffic through a special birthday promotion to our 250+ birthday club members. Plus grow your email database with those who opt in to receive sponsor communications.





MARKETING PLANNING CALENDAR

'24

NEW EXCLUSIVE (IN EVERY ISSUE) PREMIUM EXPOSURES

EXPERT OF THE MONTH • HOME STYLE-FEATURED PROPERTY • TRAVEL WITH STYLE

SOUTHLAKE STYLE	MONTH	EDITORIAL THEME	ADVERTISING SECTIONS	EVENT	RESERVE DEADLINE	CREATIVE DEADLINE	IN HOME
	JAN	HEALTH & WELLNESS	<i>Health & Wellness, Top Trainers, Financial Planning</i>	COMMUNITY CONNECTION BREAKFAST	12/5/23	12/12/23	1/6/24
	FEB	ROMANCE & PETS	<i>Faces Of</i>	ISSUE RELEASE	1/16	1/23	2/10
	MAR	COMMUNITY	<i>Family Owned Businesses, Home Designs</i>		2/13	2/20	3/9
	APR	READERS' CHOICE	READERS' CHOICE (NOMINATIONS 1/4-1/21) (VOTING 2/1-2/19)	READERS' CHOICE CELEBRATION	3/12	3/19	4/6
	MAY	HOME ISSUE	<i>Super Agents Recognition, Contractors To Know, Summer Camps, Summer Getaways</i>	COMMUNITY CONNECTION BREAKFAST	4/9	4/16	5/4
	JUN	CULINARY ISSUE	<i>Chefs/Caterers, Beauty Spotlights,</i>		5/28	6/4	6/22
	AUG	BACK TO SCHOOL READY	<i>Top Docs Recognition, Schools/Extracurriculars</i>	ISSUE RELEASE	7/9	7/16	8/3
	SEPT	FOODIE ISSUE	<i>Top Lawyers Recognition, Dining Guide, Fall Getaways,</i>	COMMUNITY CONNECTION BREAKFAST	8/13	8/20	9/7
	OCT	WOMEN OF INFLUENCE	<i>Women In Business, Mom-based Business Spotlights</i>	WOMEN'S LUNCHEON	9/17	9/24	10/12
DRAGON PRIDE	NOV	GIVING BACK	<i>Top Medical Centers, Holiday Shopping Guide</i>		10/15	10/22	11/9
	DEC	BEST OF	BEST OF 2024	COMMUNITY CONNECTION BREAKFAST	11/5	11/12	12/7
	FEB	WINTER SPORTS	<i>Senior Tributes</i>		1/30	2/6	2/24
	MAY	SPRING SPORTS	<i>Senior Tributes</i>		4/30	5/7	5/25
DRAGON PRIDE	SEPT	FALL SPORTS	<i>Senior Tributes, Faces Of</i>		9/3	9/10	9/28