

Audit Period: January 1, 2024 – December 31, 2024

**Southlake Style**

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Southlake, TX 76092  
(817) 416-4500

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[www.southlakestyle.com](http://www.southlakestyle.com)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	18,990 (Print Edition)
Website:	Average Website Users:	34,576
Social Media:	Average Facebook Followers:	9,827
	Average X (Twitter) Followers:	2,304
	Average Instagram Followers:	4,120

**Southlake Style – Total Gross Contacts**

CVC Estimated Edition Readership:	85,455
Total Digital Contacts:	50,827
Total Estimated Gross Contacts:	136,282*

\*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 84 Pages
Circulation Cycle:	Monthly
Ownership:	Greenhouse Ventures, LLP
Year Established:	2005
Publication Type:	City & Regional Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	45% Advertising / 55% Editorial
Primary Delivery Methods:	83% Mail / 4% Controlled Bulk / 13% Waiting Room
Insert Zoning Available:	No
CVC Member Number:	01-3397
DMA/MSA/CBSA:	Dallas, TX / Dallas-Fort Worth, TX / Dallas-Fort Worth-Arlington, TX
Audit Funded By:	Publisher



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### 3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2024
Mechanical Data - Print:	Three (3) columns X 11" column depth Full page: 8.625" wide X 11" depth.
Print Open Rate:	Local: \$739.00 1/4th - \$2,429.00 Full Page National: \$870.00 1/4th Page - \$2,858.00 Full Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monday by 5 PM
Mechanical Data - Web:	Contact Publisher
Mechanical Data - Email:	300 x 250 pixels
Website Rates:	\$315.00 - \$990.00 based on size and position
E-Newsletter Rates:	\$220.00 - \$1,100.00 based on size and position

Additional rates may be available from the publisher.

### 4. Contact Information

Publisher:	Mike Tesoriero	EMAIL: <a href="mailto:mike@southlakestyle.com">mike@southlakestyle.com</a>
Advertising:	Nicole Tesoriero	EMAIL: <a href="mailto:nicole@southlakestyle.com">nicole@southlakestyle.com</a>
Circulation:	Mike Tesoriero	EMAIL: <a href="mailto:mike@southlakestyle.com">mike@southlakestyle.com</a>



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3397	Monthly	Southlake Style Southlake, TX
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	18,990
Average Gross Distribution	(5-F)	18,990
Average Net Press Run	(5-A)	19,000
<b>Audit Period Detail</b>		
A. Average Net Press Run		19,000
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		471
3. Mail		15,482
4. Requestor Mail		225
5. Waiting Rooms		2,526
6. Hotels		250
7. Events, Fairs, Festivals and Trade Shows		36
8. Education		0
9. Restock & Office Service		0
Total Average Controlled Distribution		18,990
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>18,990</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		18,990
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		18,990

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

A. 1. **NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. **OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. **CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

1. **CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. **CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. **MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. **REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. **CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. **CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. **EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. **CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. **RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. **PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. **CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. **SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. **MAIL:** See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. **PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

5. **PAID HOTELS:** See C6 for explanation of hotel distribution.

6. **PAID EDUCATION:** See C8 for explanation of educational copy distribution.

7. **RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

E. **SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. **CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

2. **SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. **MAIL:** See C3 for explanation of mail distribution.

4. **SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

5. **SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

6. **RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 10 for CVC return/unclaimed confirmation.)

F. **AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. **TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

H. **AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

**6. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	18,990	18,990	18,990	18,990
01/01/23-12/31/23	CVC	18,990	18,990	18,990	18,990
01/01/22-12/31/22	CVC	18,990	18,990	18,990	18,990
01/01/21-12/31/21	CVC	18,990	18,990	18,990	18,990
01/01/20-12/31/20	CVC	19,975	18,975	18,975	18,975
04/01/11-12/31/19	Prior CVC	-	-	-	-

**7. Distribution by Zip Code (December 2024 Edition) Monthly**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
76034	Colleyville	Tarrant	TX	0	0	2,228	0	2,228
76092	Southlake	Tarrant	TX	0	479	11,989	10	12,478
76248	Keller	Tarrant	TX	0	0	2,153	0	2,153
76262	Roanoke	Denton	TX	0	0	1,916	0	1,916
Misc.	Assorted	Assorted	-	0	0	225	0	225
<b>TOTAL</b>				<b>0</b>	<b>479</b>	<b>18,511</b>	<b>10</b>	<b>19,000</b>

**8. Distribution by County (December 2024 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Denton	Roanoke	TX	0	0	1,916	0	1,916
Tarrant	Colleyville Keller Southlake	TX	0	479	16,370	10	16,859
Misc.	Assorted	-	0	0	225	0	225
<b>TOTAL</b>			<b>0</b>	<b>479</b>	<b>18,511</b>	<b>10</b>	<b>19,000</b>

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Southlake Style reported an average mail distribution of 15,707 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Southlake Style did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys.

CVC review indicates that a sufficient number of individuals reported that they receive Southlake Style on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 234 of 263 or 89.0% report they regularly read or look through Southlake Style.

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.



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**10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact.  
CVC verification indicates that less than 15% of Southlake Style’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

**11. Paid Reporting Analysis – Not Applicable**

**12A. Audited Average Website Reporting - www.southlakestyle.com**

	Monthly Audit Period Average
Website Total Users	34,576
Website Sessions	40,803
Website Views	55,546
Views Per Session	1.36
Average Time Spent on Website	00:00:24
Engagement Rate	52.1%

**Explanatory – Website**

PARAGRAPH TWELVE (A)

TOTAL USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER SESSION: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

ENGAGEMENT RATE: Engagement rate reports the percentage of visits that view more than one page before exiting a site. This number is presented as a monthly average.

**12B. Audited Online/Digital Edition Reporting - Not Reported**

**12C. Text Media - Not Reported**

**12D. Social Media**

Social Media Source	Average Media Usage	December 2024
www.facebook.com/SouthlakeStyleMag	9,827 Followers	10,070 Followers
X (Twitter) - @SouthlakeStyle	2,304 Followers	2,283 Followers
Instagram.com/southlakestylemag	4,120 Followers	4,314 Followers

**Explanatory – Social Media**

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of followers as expressed by the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

X (TWITTER) FOLLOWERS: The average number of followers as expressed by members of the X (Twitter) community. Information sourced at regular intervals from the publications page on X (Twitter.com) or third party measurement sources.

INSTAGRAM FOLLOWERS: The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.

**12E. Email Media - Not Reported**

**12F. Video & Podcast Media - Not Reported**

### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires March 31, 2026.**

If this report is presented after March 31, 2026 please call the toll-free number listed below.



5. What range best describes your age.

Reader Demographics	Market Demographics	
00%	04%	18 - 20
01%	05%	21 - 24
05%	12%	25 - 34
17%	19%	35 - 44
29%	21%	45 - 54 (Median Reader Age: 52.1)
29%	20%	55 - 64 (Average Reader Age: 53.4)
18%	12%	65 - 74
01%	05%	75 - 84
00%	02%	85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
00%	03%	under \$15,000
<01%	02%	\$15,000 - \$24,999
01%	03%	\$25,000 - \$34,999
02%	05%	\$35,000 - \$49,999
04%	09%	\$50,000 - \$74,999
07%	09%	\$75,000 - \$99,999
11%	09%	\$100,000 - \$124,999
12%	08%	\$125,000 - \$149,999
17%	14%	\$150,000 - \$199,999 (Median Reader HH Income: \$184,850)
46%	38%	over \$200,000 (Average Reader HH Income: \$292,335)

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
00%	03%	Some High School or Less
05%	11%	Graduated High School
10%	24%	Some College
50%	39%	Graduated College
24%	17%	Completed Master Degree
06%	04%	Completed Professional Degree
05%	02%	Completed Doctorate Degree



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8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 16% New Automobile, Truck or SUV
- 11% Used Automobile, Truck or SUV
- 11% Antiques / Auctions
- 58% Furniture / Home Furnishings
- 23% Major Home Appliance
- 30% Computers, Tablets or Laptops
- 35% Home Improvements or Home Improvement Supplies
- 31% Television or Electronics
- 13% Carpet or Flooring
- 33% Automobile Accessories (tires, brakes or service)
- 41% Lawn & Garden Supplies
- 25% Florist / Gift Shops
- 12% Home Heating & Air Conditioning (service, new equipment)
- 65% Vacations / Travel
- 11% Real Estate (Sell or purchase)
- 45% Men's Apparel
- 72% Women's Apparel
- 10% Children's Apparel
- 02% Boats or Personal Watercraft
- 15% Art & Crafts Supplies
- 05% Childcare
- 05% Education or Classes
- 11% Attorney
- 33% Veterinarian / Pet Supplies
- 20% Chiropractor
- 28% Financial Planner (Retirement, Investing)
- 36% Tax Advisor / Tax Services
- 33% Health Club / Exercise Class
- 41% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 37% Lawn Care Service (Maintenance & Landscaping)
- 15% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 45% Pharmacist / Prescription Service
- 23% Cell Phone or Smart Phone (New Service or Update Service)
- 85% Dining & Entertainment
- 22% Jewelry
- 04% Wedding Supplies
- 19% Athletic & Sports Equipment
- 02% Motorcycles / ATV's
- 44% Medical Services / Physicians
- 12% Senior Living / Assisted Living / Skilled Care (For self or others)

(% = Positive respondents)