SOUTHLAKE STYLE

2027 DIGITAL & EVENT Planning Calendar

33,000+	10,000+	20,000+	148,000+
MONTHLY ONLINE VISITORS	NEWSLETTER SUBSCRIBERS	SOCIAL FOLLOWERS	MONTHLY AUDIENCE REACH PRINT + DIGITAL

SWEEPSTAKES

Big prizes, bigger sponsor value

Q1	**Sweetheart Staycation** *DEADLINE: JANUARY 8TH*	JAN 25 to FEB 23
Q2	**Hot Summer Haul** *DEADLINE: APRIL 2ND*	APR 19 to MAY 18
Q3	**Back to School Shopping Spree** *DEADLINE: JULY 9TH*	JUL 26 to AUG 24
Q4	**Holiday Shopping Spree** *DEADLINE: OCTOBER 15TH*	NOV 1 to DEC 7

CONTESTS

Lead generating promotions

AUG	**Back to School Smiles**	*PHOTO CONTEST*
NOV	**Stylin' Pets**	*PHOTO CONTEST*

MORE OPTIONS

Photo & Video Contests • Quizzes • Polls • Surveys

BUILT AROUND YOUR BUSINESS

EVENTS

Q1 — Health & Wellness Expo

Fitness, aesthetics, nutrition and self-care experiences

Q2 — Readers' Choice

An evening honoring the winners in every category, with food, drinks, shopping and networking.

Q3 — Dine in Kind

One night only dinner experience benefiting a local nonprofit organization

Q4 — Women's Luncheon

Our signature fall afternoon brings together influential women, local businesses and community leaders for an inspirational keynote, boutique shopping and lunch.

ALL YEAR — Issue Release Parties

Pop-up parties to celebrate new issues

ASK ABOUT HOSTING WITH US!

SPONSORABLES

WEEKLY

Email Newsletters
Reach our opt-in audience directly

Style Guide Weekly news and local events	Thursdays
On the Menu Local foodie finds	Monthly
Dragon Pride E-News High school sports news	Monthly
Insiders Sneak peek of each issue	Every issue

MONTHLY

Spotlights
Hometown Heroes •Good Neighbors • Educators •Coaches • Pets • Cool Kids • Volunteers
Great for banks, hospitals and vets.

Fun + Games
Quizzes • Word Games • Riddles • Polls • Fun Facts
Great for tutors, realtors and senior living.

Top Picks
New Releases • Book Club • Local Style •
Great for bookstores, movie theaters and local retailers.

Travel with Style
Be a part of the journey when our readers share their excursions
Great for hotels, charter companies, & travel retail.

ANNUAL

Digital City Guide
Be a part of the journey when our readers share their excursions
Great for travel providers, charter companies, & travel retail.

All Year Long

Custom Options
Built around you, for all your needs.

BRANDED CONTENT
A campaign built just for you

DEDICATED E-BLASTS
Your message, straight to subscribers

CUSTOM EVENTS
Promote your event with the community

Let's Connect!

817.416.4500

*OUR AUDIENCE DATA IS AUDITED BY THE **CIRCULATION VERIFICATION COUNCIL** ANNUALLY*