

# MYAUSTIN

#### **ABOUT US**



Thank you for choosing MyAustin Magazine! We appreciate your support. We are a publication that prides itself on stoying abreast of topics and events relevant to this majestic city's enterprising residents. Frost entertainment to health and wellness, we assure you that we will always make your experience reading our magazine worthwhile, informative, and just plain in. With interesting and trending article for the property of t



fun. With interesting and trending articles, exciting places to go, things to do, and the best business features in the city, MyAustin stands out from the crowd

At MyAustin, it is all about helping our clients reach their dreams. To us, nothing is more exciting than wathing our friends and clients succeed in everything they do. We enjoy being invested in your success and thirve on helping get the word out to your existing patrons while exposing your business to new markets. It is our goal and commitment to be your marketing arm for all your print, online, and digital needs.

DESIGNED & WRITTEN
BY LOCALS - FOR LOCALS



MYAUSTIN TARGETS THE AUDIENCE YOU WANT

AFFLUENT, EDUCATED, MIDDLE TO UPSCALE HOMEOWNERS IN THRIVING AREAS OF AUSTIN.





### **MYAUSTIN DELIVERS**



400,000 LOCAL READERS



27,000 DIGITAL MAGAZINE VISITORS/MONTH



50,000 WEBSITE VISITS/MONTH



20,000 SUBSCRIBERS



10,000 FOLLOWERS



9,848 FOLLOWERS

TOTAL: 500,000+

OUR AUDIENCE REACHES OVER HALF A MILLION PEOPLE THROUGHOUT THE GREATER AUSTIN AREA







#### SPECIAL SECTIONS

- MY HEALTHCARE
- MY LAW & LEGAL
- MY RESTAURANTS
- MY ENTERTAINMENT
- MY SPORTS
- MY HOME AND GARDEN
- MY REAL ESTATE
- MY KIDS AND FAMILY
- MY CHARITIES
- MY MONEY AND INVESTMENTS
- MY PETS
- MY SENIOR LIFE
- MY TRAVEL





#### DEMOGRAPHICS

#### **OUR READERS ARE**

- 71% ARE BETWEEN THE AGE 35-65
- 51% HAVE AN AVERAGE HOUSEHOLD
   INCOME OF \$75K OR HIGHER
- 26% HAVE AN AVERAGE HOUSEHOLD
   INCOME OF \$150K OR HIGHER
- 59% FEMALE
- 41% MALES
- 60% OWN THEIR OWN BUSINESS
- 57% ARE MARRIED
- 45% HAVE CHILDREN
- 47% DO THE MAJORITY OF THEIR SHOPPING ONLINE





#### DISTRIBUTION

# DELIVERED BY DIRECT MAIL AND RACKS TO UPSCALE NEIGHBORHOODS:

- 78660 PFLUGERVILLE
- 78701 TRAVIS COUNTY
- 78704 SOUTH AUSTIN
- 78731 NORTHWEST HILLS
- 78745 SOUTH AUSTIN
- 78738 BEE CAVE
- 78726 NORTH AUSTIN
- 78627 GEORGETOWN
- 78627 CEDAR PARK
- 78664 ROUNDROCK
- 78682 ROUNDROCK
- 78705 WEST CAMPUS
- 78701 AUSTIN
- 78750 LAKE LINE
- 78717 WALDEN PARK

... AND GROWING EVERYDAY



#### **MYAUSTIN ZIP CODE MAP**







## EDITORIAL CALENDAR QUARTER TOP DOCTORS TOP REAL ESTATE PROFESSIONALS SPACE DEADLINE: NOV 20 ON STREET: FEB / MAR TOP ATTORNEYS

QUARTER

2

REST OF MYAUSTIN SPACE DEADLINE: FEB 20

ON STREET: MAY / IUNE

QUARTER 3

TOP WOMEN OF SUCCESS

SPACE DEADLINE: MAY 20 ON STREET: AUG / SEP

#### TOP MEN OF SUCCESS

SPACE DEADLINE: AUG 20 ON STREET: NOV / DEC

QUARTER