



TEXAS HIGHWAYS PUBLISHING

**TEXAS HIGHWAYS MAGAZINE & DIGITAL
EVENTS CALENDAR | TEXAS STATE TRAVEL GUIDE & MAP**

OVER 14.8 MILLION

Savvy Texas Travelers reached each year

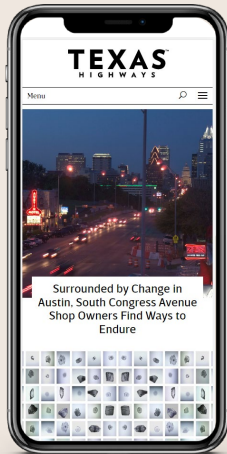
Texas Highways Magazine



292,000+

Monthly readership

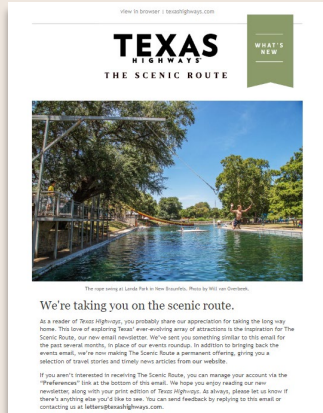
Texas Highways Web



178,603

Monthly unique visitors

Texas Highways Newsletters



288,000+

Monthly distribution (3 editions monthly)

Texas Highways Mercantile



5,400+

Monthly unique visitors

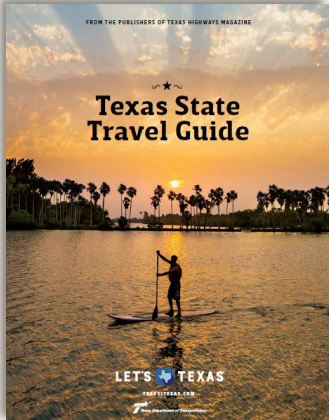
Texas Highways Events Calendar



65,000

Quarterly distribution

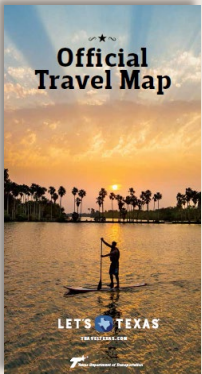
Texas State Travel Guide



500,000

Annual distribution

Official Texas Travel Map



500,000

Annual distribution

Social Media Following



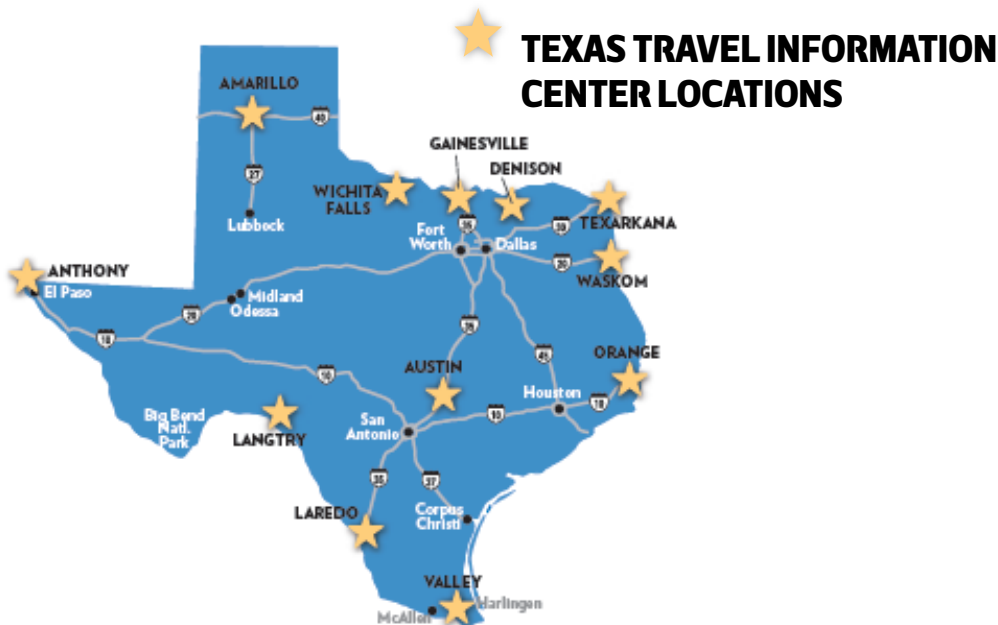
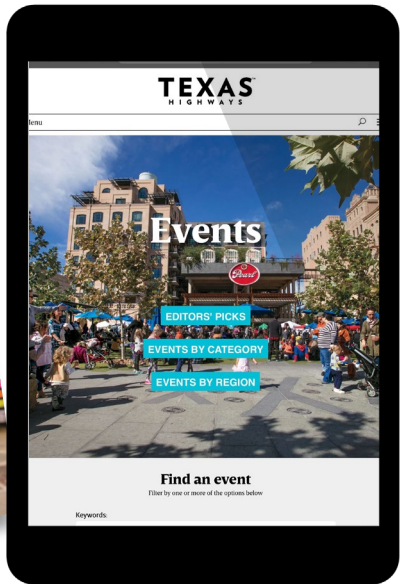
421,000+

Facebook: 257,000+
Instagram: 108,000+
Twitter: 45,500+
Pinterest: 8,400+
Mercantile Instagram: 2,315

OVERVIEW

Showcase your event in the most comprehensive resource for Texas event and festival information.

- ✚ Features festivals, fairs, rodeos, concerts, exhibits and all things fun in Texas.
- ✚ Each quarterly issue is bursting with hundreds of events from across the state.
- ✚ Wide coverage of events throughout the seven tourism regions.
- ✚ Listings are included in the ‘Events’ section of TexasHighways.com, and a curated list is featured monthly in Texas Highways magazine.
- ✚ Listings database feeds into TravelTexas.com.
- ✚ Promoted as a premium through Texas Highways direct mail efforts.



Quarterly

publication frequency

Issue Date / Events Covered	Release Date
Spring (Mar, Apr, May)	February 1
Summer (Jun, Jul, Aug)	May 1
Fall (Sep, Oct, Nov)	August 1
Winter (Dec, Jan, Feb)	November 1



65,000

copies printed each issue



Distribution

- ✚ Year round at the 12 Texas Travel Information Centers (2 million visitors annually)
- ✚ 100+ CVB visitor centers and Chambers of Commerce around the state
- ✚ Mailed by direct request