



TEXAS HIGHWAYS PUBLISHING

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

TEXAS

HIGHWAYS™

THE TRAVEL MAGAZINE OF TEXAS

The only magazine brand fully dedicated to Texas travel.

We are an **award-winning, multimedia brand** whose mission is to inspire travel to and within Texas.

Our **unrivaled travel coverage** transcends generations, lifestyles, and geographic boundaries. We aim to welcome everyone to our pages who seeks to know more about the stunning diversity of Texas' people, places, and wide-open spaces.

- ✚ Curated recommendations
- ✚ Authentic experiences
- ✚ Rich storytelling
- ✚ Iconic photography
- ✚ Rigorously fact-checked
- ✚ Non-political & positive editorial

No wonder **generations of Texans** have trusted TEXAS HIGHWAYS to bring them the best of the Lone Star state!

Recognized across the industry with dozens of awards since 2010, and counting...

79

Editorial
Awards

38

Design
Awards

27

Photography
Awards

8

Digital/ Web
Awards

***The Best American
Travel Writing***

Two notable mentions

***The Best
American Essays***

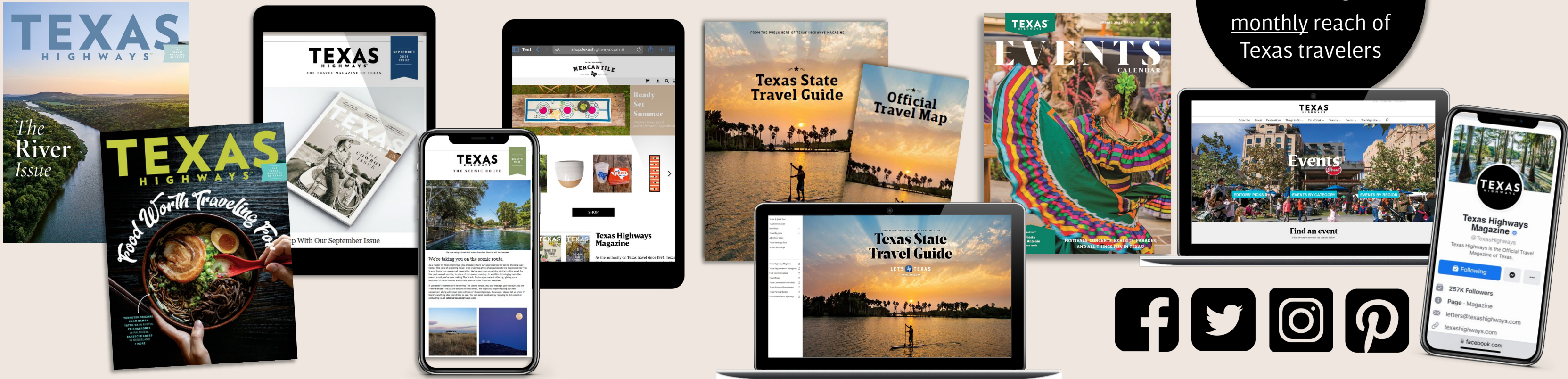
One notable mentions

***National
Magazine Awards***

Two recent nominations



Savvy travelers want our products in their mailbox, inbox, and at their fingertips – no matter where they are in the journey.



INSPIRE & INFORM

Texas Highways Magazine
TexasHighways.com
Texas Highways Newsletters
Texas Highways Mercantile

PLAN & ACT

Texas Highways Events Calendar
Texas State Travel Guide
Official Texas Travel Map

CONNECT

Facebook
Instagram
Twitter
Pinterest

OVER 14.8 MILLION

Savvy Texas Travelers reached each year

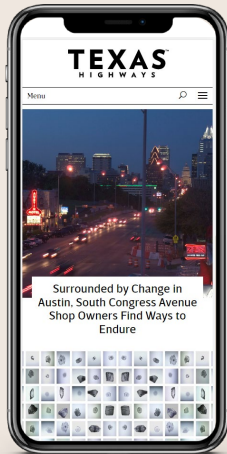
Texas Highways Magazine



292,000+

Monthly readership

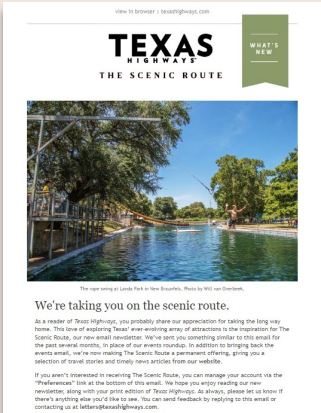
Texas Highways Web



178,603

Monthly unique visitors

Texas Highways Newsletters



288,000+

Monthly distribution (3 editions monthly)

Texas Highways Mercantile



5,400+

Monthly unique visitors

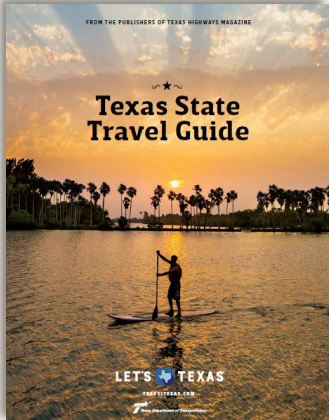
Texas Highways Events Calendar



65,000

Quarterly distribution

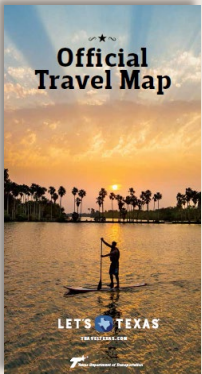
Texas State Travel Guide



500,000

Annual distribution

Official Texas Travel Map



500,000

Annual distribution

Social Media Following

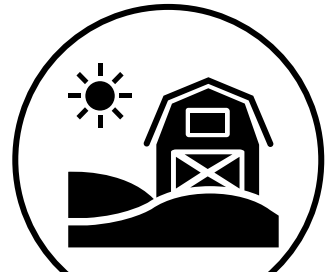


421,000+

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

EDITORIAL HIGHLIGHTS

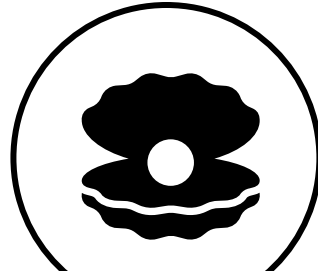
Featuring reader favorites in every issue and actionable travel recommendations for all kinds of travelers.



Small
Towns



Weekend
Getaways



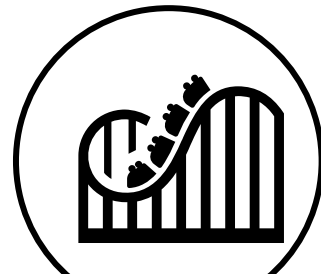
Hidden
Gems



History &
Culture



Road
Trips



Events &
Experiences



Food &
Dining

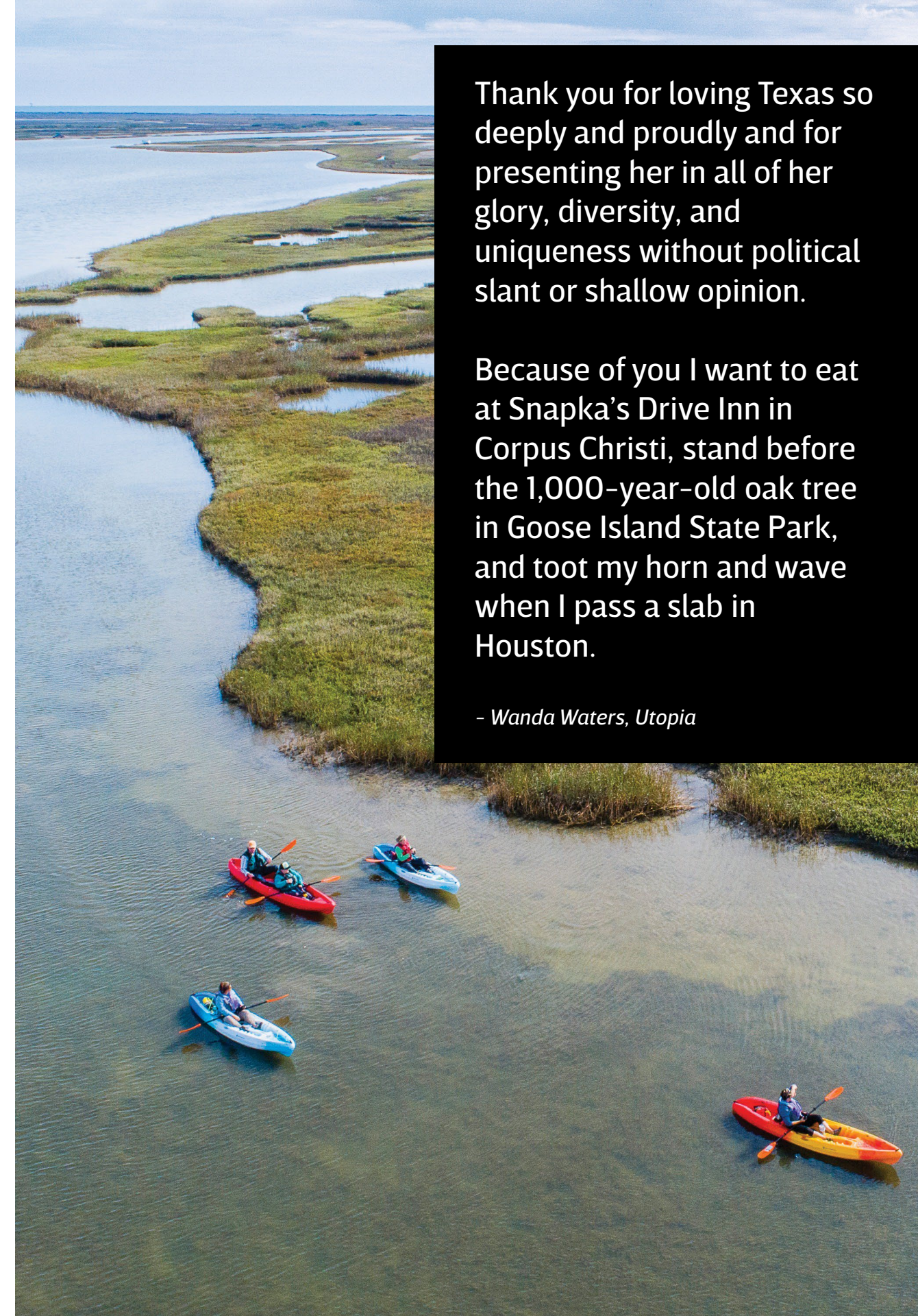


Shopping

Thank you for loving Texas so deeply and proudly and for presenting her in all of her glory, diversity, and uniqueness without political slant or shallow opinion.

Because of you I want to eat at Snapka's Drive Inn in Corpus Christi, stand before the 1,000-year-old oak tree in Goose Island State Park, and toot my horn and wave when I pass a slab in Houston.

– Wanda Waters, Utopia



DEPARTMENT DESCRIPTIONS

MERGE

Reader letters, story feedback, and our favorite social media posts.

SIGHTSEER

Features a beautiful Texas vista each month with a map and a description of its location.

MY HOMETOWN

A distinguished resident takes readers on a tour of their small Texas town.

OPEN ROAD

A long form, personal essay featuring notable Texas writers exploring the places that inspire them.

DRIVE

Whether you're on the road with young children, teenagers, or extended family, traveling on a budget, or looking for adventure, an off-beat souvenir, or some out-of-the-way place you can claim to have found on your own, Drive takes you there.

GETAWAY

Getaway highlights excursions that will inspire readers' next weekend road trip, whether they've got an hour, a week, or a month to plan ahead.

PLATES

Food-related travel destinations and activities from farm to table. Exciting meals, trends, cocktails, and chefs that will inspire you to make the trip.

TEXANA

An in-depth examination of Texas history and culture.

EVENTS

Editor's spotlight on a can't-miss event plus curated listings of major events across the state.

DAYTRIPPER with Chet Garner

The adventures—and occasional misadventures—of Chet Garner, host of The Daytripper® travel show on PBS, as he travels around the Lone Star State.

SPEAKING OF TEXAS

Noteworthy Texans share their stories and their picks for must-see destinations across the state.

VINTAGE

An iconic photo from Texas' past with historical anecdotes.

UPCOMING EDITORIAL THEMES: 2023

(subject to change)

MARCH



The Wildflower
Issue

MAY



Texas State Parks
Centennial

JUNE



Weekender
Issue

JULY



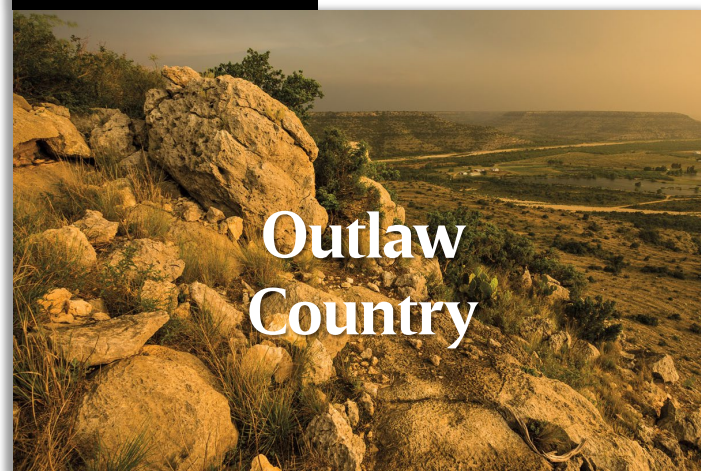
On the
Water

AUGUST



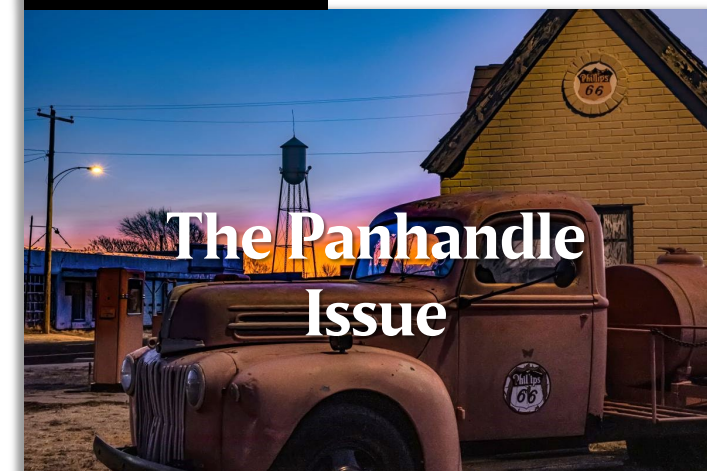
The Small Town
Issue

SEPTEMBER



Outlaw
Country

NOVEMBER



The Panhandle
Issue

AUDIENCE SNAPSHOT

Across touchpoints, Texas Highways delivers affluent audiences that travel often and spend freely on their vacations.

AUDIENCE

MAGAZINE PRINT/ DIGITAL EDITION

Age 40+, very affluent, heaviest vacation spenders, love ‘classic’ Texas Highways travel topics

Age 40+
HHI \$100K+

Avg. 6.6 trips,
last 12 months

Avg. \$3,700 spent
on domestic
vacations, last 12
months

WEB / SOCIAL / NEWSLETTER

Age 30+, affluent, highest leisure travel frequency, greater interest in outdoor recreation and travel trends

Age 35+
HHI \$75K+

Avg. 6.9 trips,
last 12 months

Avg. \$3,500 spent on
domestic vacations,
last 12 months

TOP
VACATION
ACTIVITIES

Other Notable High-Ranking Activities

Museums | *Fine* dining | Wineries | Live theater
Professional sporting events

TOP TRAVEL
INTERESTS

Lesser-known towns | Lodging | Road trips |
Luxury travel | Texas history

Other Notable High-Ranking Activities

Outdoor recreation: camping, hiking, backpacking | Festivals
and events | Zoos and aquariums | Ecotourism

Trip planning | Festivals and events | Budget-friendly options |
Unique culinary experiences | Hidden gems | Accessibility

Top 5 Activities by %: Dining | State Parks | Shopping | Historical and cultural sites | Beaches

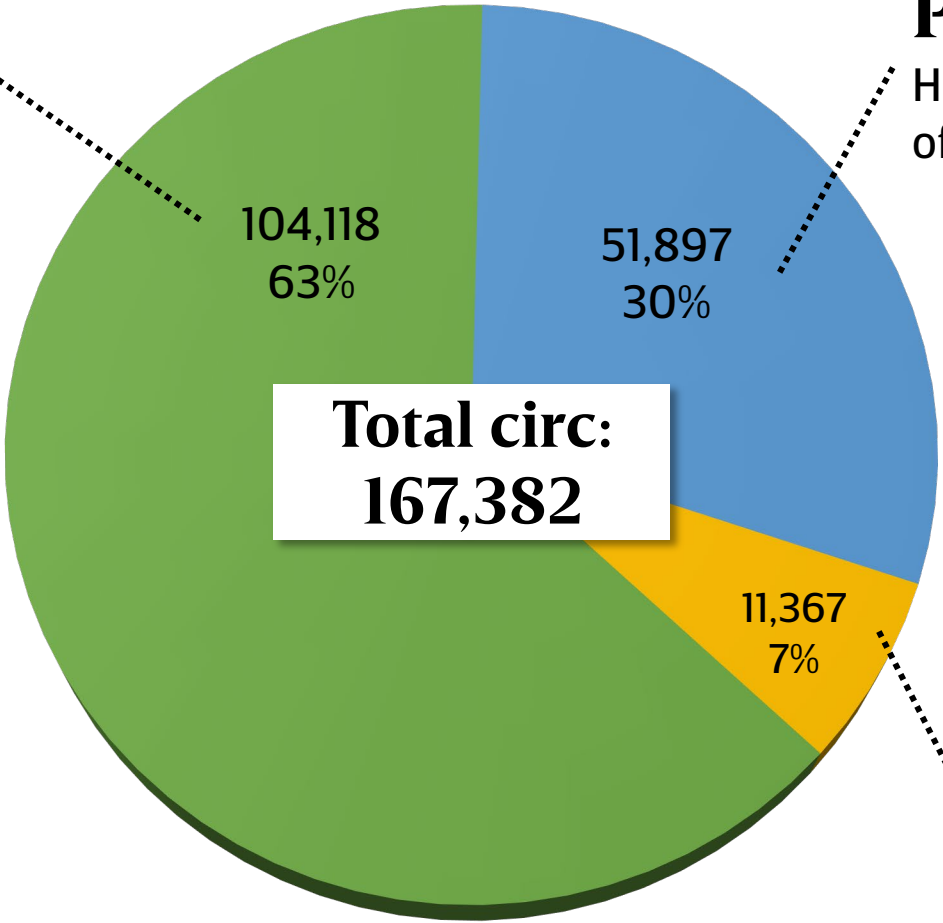
CIRCULATION / READERSHIP

Delivers 292,000+ total readership each issue

PAID
SUBSCRIBERS

PUBLIC PLACE

Hotels, Amtrak, doctor & dental
offices, spa/salons, etc.



NEWSSTANDS

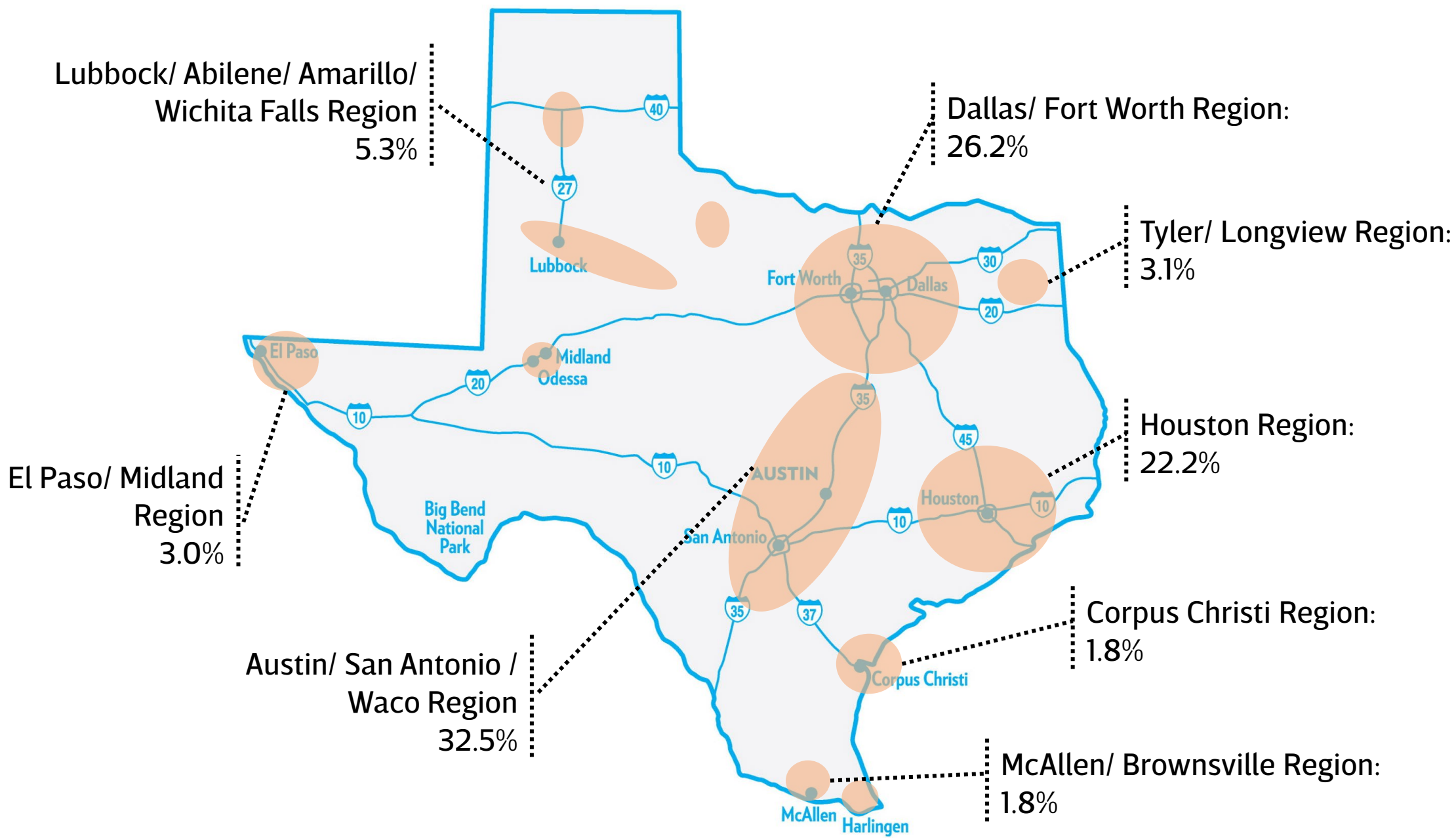
...we always start our planning for my next visit with the question, “What does Texas Highways say?” I really enjoy the variety of topics, the beautiful photography, and the diversity of people featured in the pages of your magazine.

- Brenda Morris (Feb 2022 'Merge')



TEXAS COVERAGE

Texas Highways magazine is in all zip codes across Texas and reaches 1,400+ small towns



95.9%

distribution in Texas



3.8%

US distribution outside of Texas



0.2%

international distribution

Source: 2022 TH subscriber file, WRSS and Amtrak lists, CoMag newsstand distributor list.

MULTICHANNEL ENGAGEMENT

Readers have a long-standing and deeply engaged relationship with the brand and follow us as we expand our reach and content offerings across platforms.

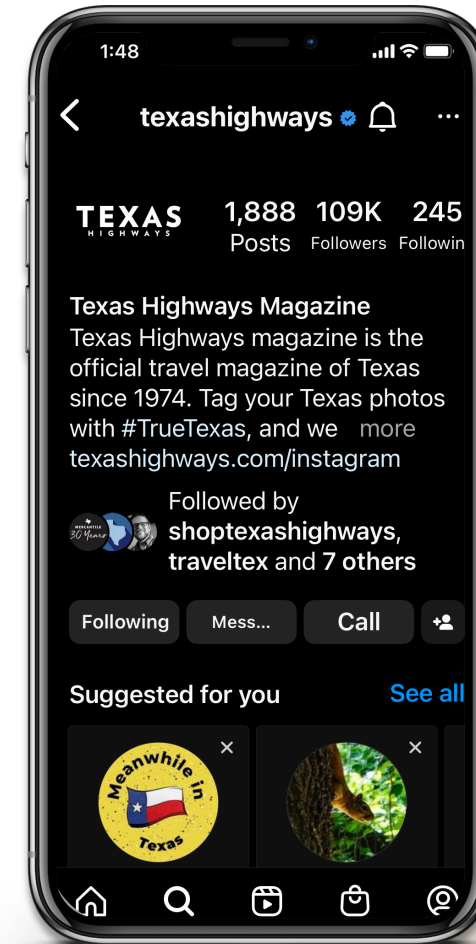


**Unmatched
magazine loyalty...**

82%
read every issue

69 MINUTES
average time spent
reading an issue

\$21.48
Average subscription price, vs.
\$13.20 for *Texas Monthly**



**...and unprecedented
digital growth**

+96%
web user increase
since Jan 2020

+41%
web pageview increase
since Jan 2020

+826%
Instagram audience
growth, since Nov 2020

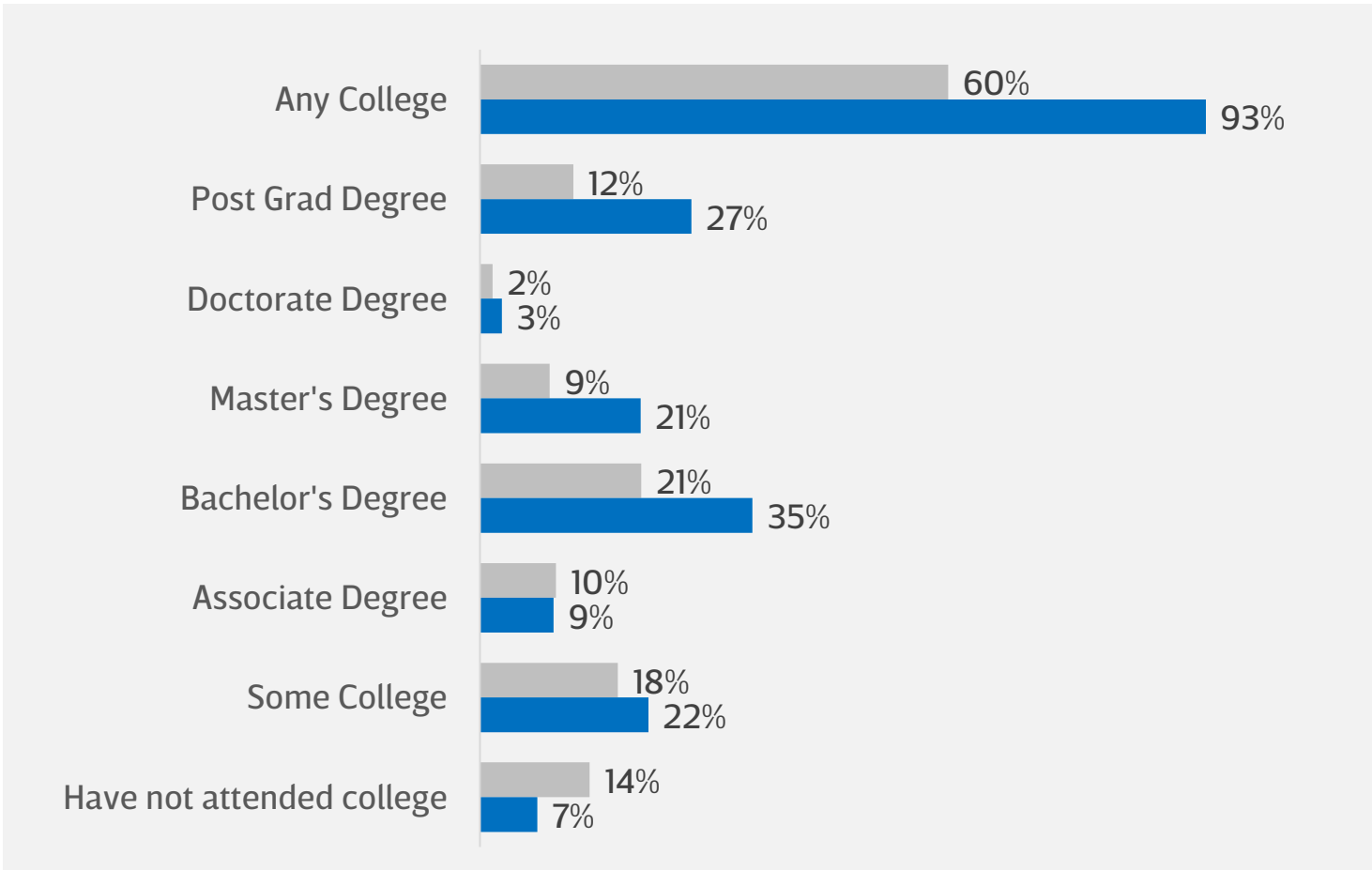
+13.3%
Facebook audience
growth, since Jan 2020

EDUCATED AND AFFLUENT

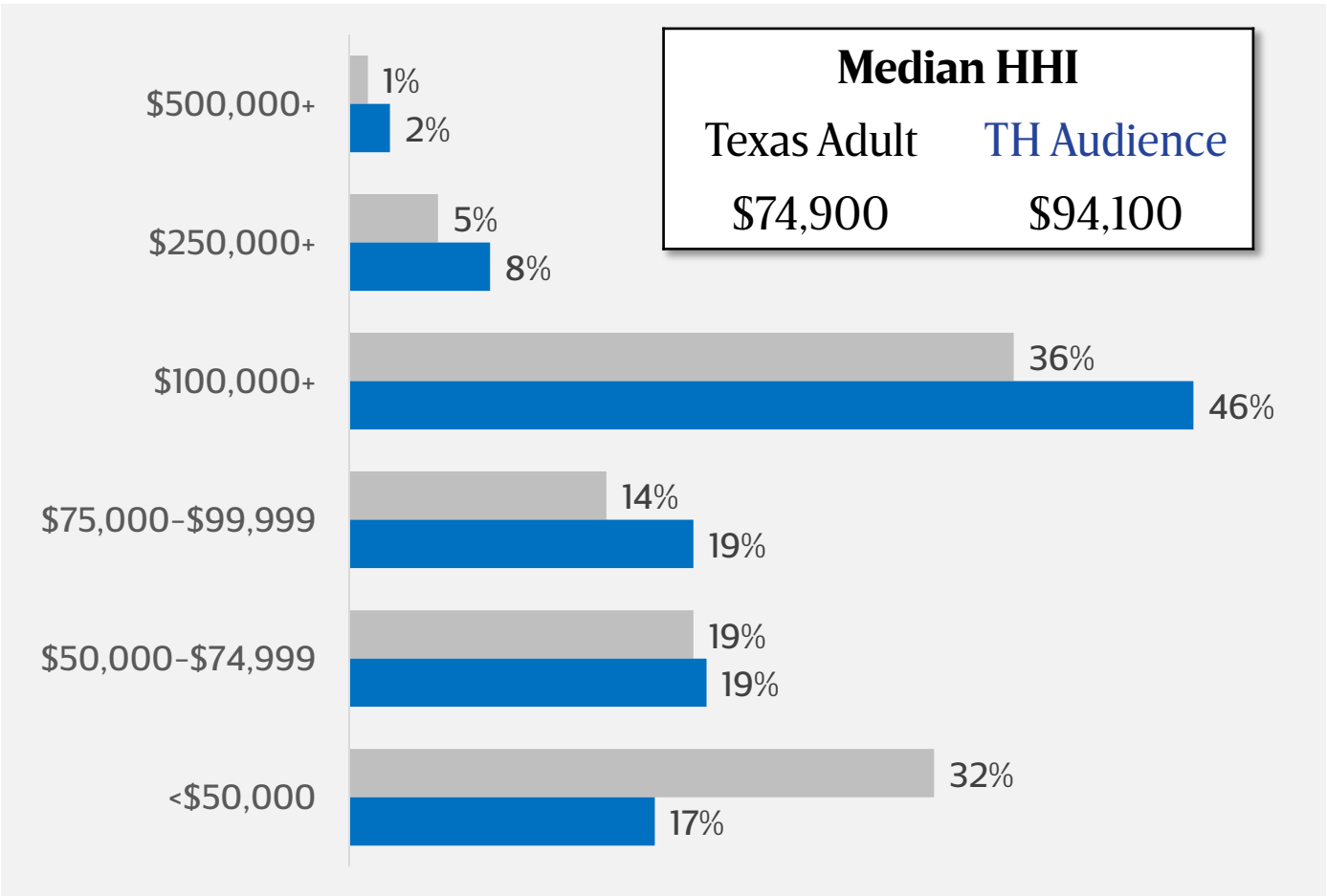
56% of our readers have a household income of \$100,000+, and 59% have a Bachelor’s Degree or higher.

Texas Adult Texas Highways Audience

Education

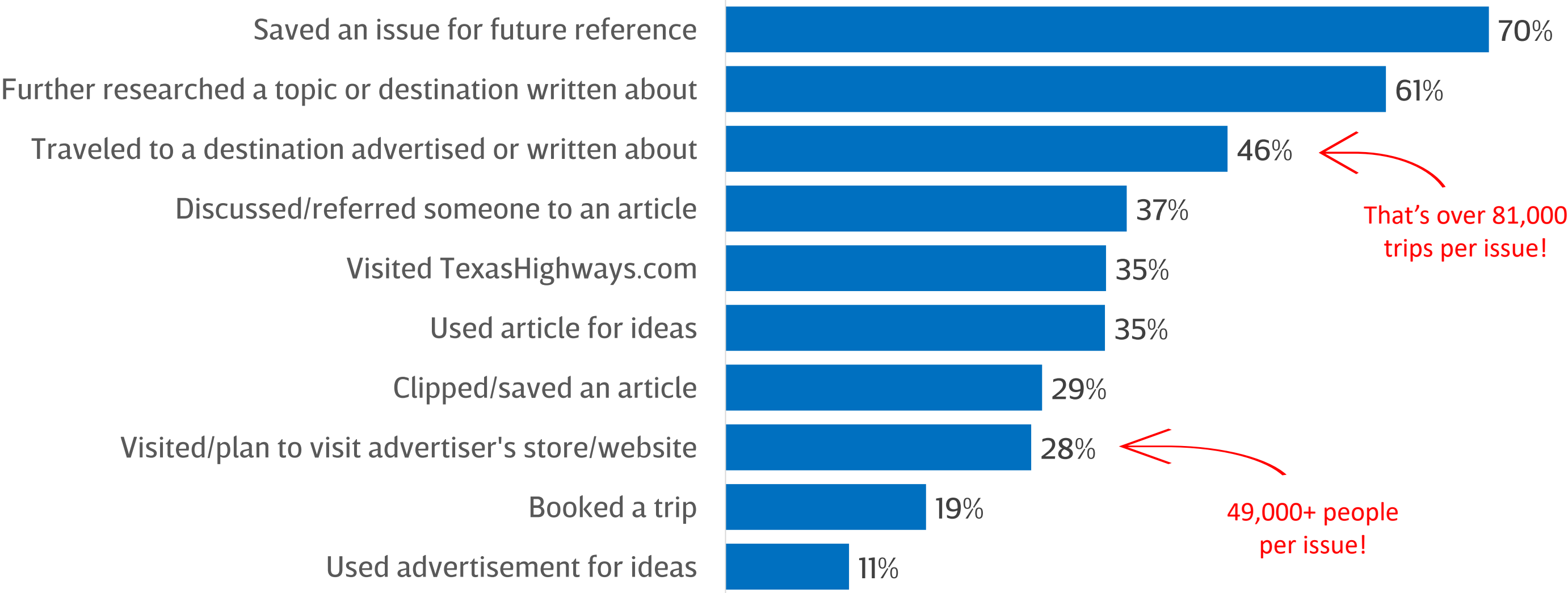


Household Income



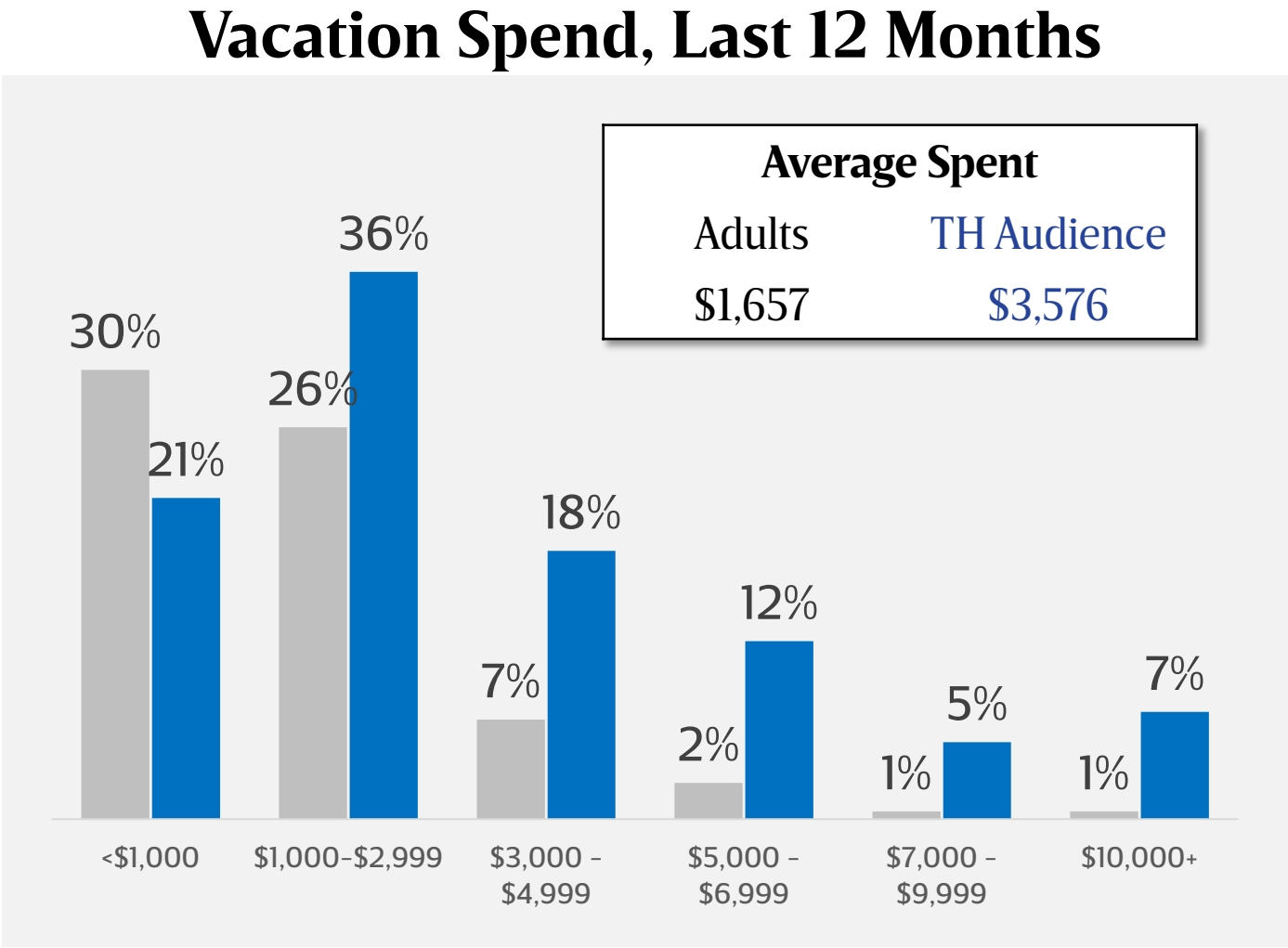
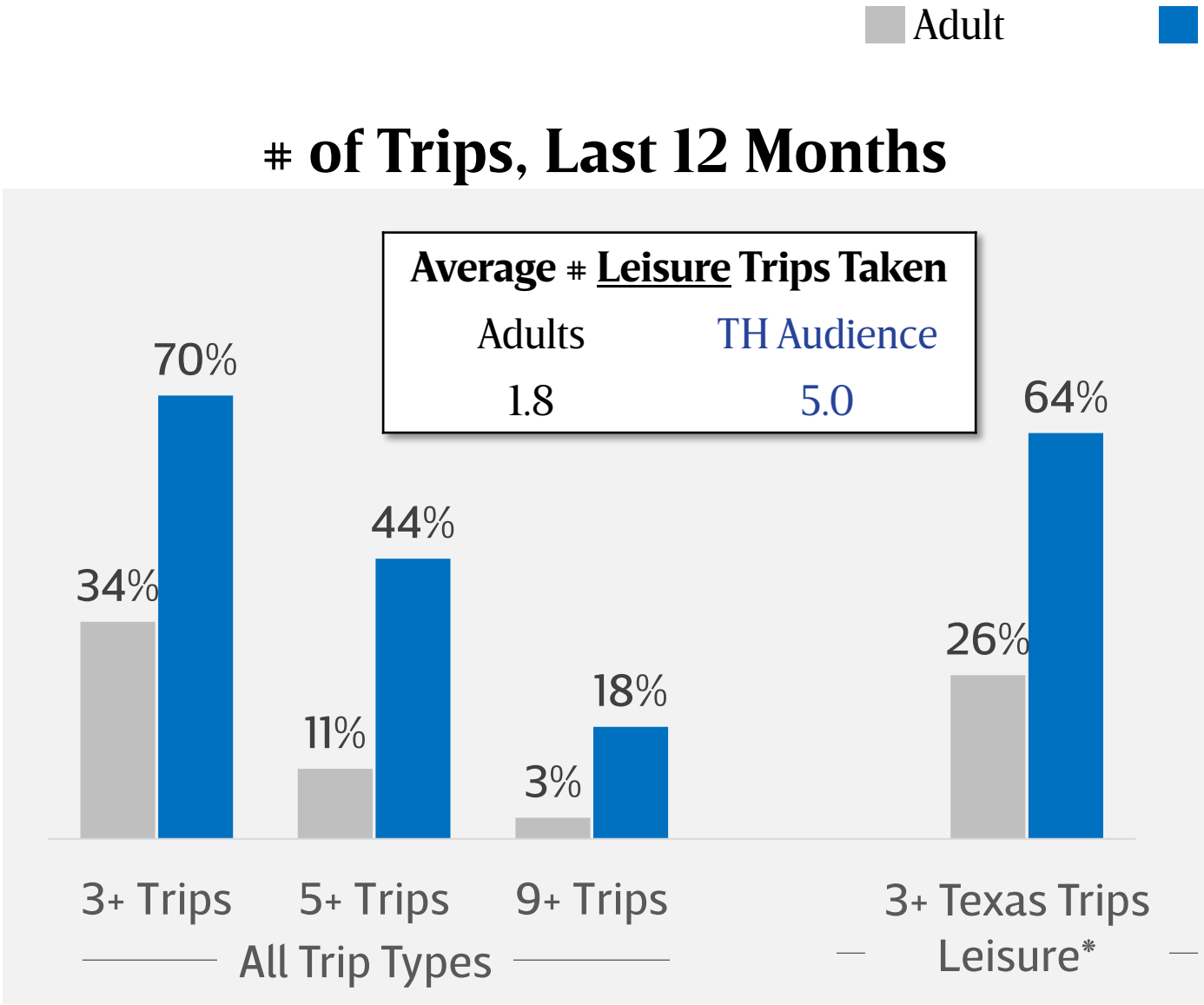
ENGAGEMENT = ACTION

Nearly all Texas Highways readers – 96% – are inspired to act as a direct result of their print engagement.



READERS TRAVEL MORE, AND SPEND MORE

Readers take an average of 3.2 more trips per year, and spend nearly twice as much on their vacation spend as the average vacationing adult



AREAS VISITED, LAST 12 MONTHS

Our audience travels to all regions of Texas.

