



2025 | MEDIA KIT

SOUTHLAKE

STYLE



THE CITY'S LONGEST RUNNING AND
ONLY SOUTHLAKE-OWNED & OPERATED
LIFESTYLE MAGAZINE.

...like no other

Established in 2006

Southlake Style, an accredited City and Regional Magazine Association member, is a trusted resource that connects local businesses with our community of readers through print, digital and event marketing.



What sets *Southlake Style* apart?

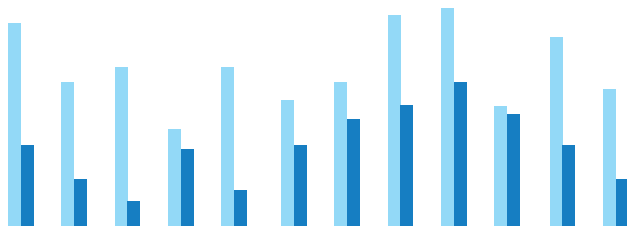
“They seem to be the only magazine out there that is fully involved in the community, which is the same way we operate, so we like that.”

— *Mike Lafavers*
local RESTAURANT OWNER



SEE MORE TESTIMONIALS HERE





by the numbers

MOST READ COMMUNITY MAGAZINE!

ANNUAL CIRCULATION VERIFICATION COUNCIL (CVC) AUDIT REPORTED:

- 90%** regularly read *Southlake Style*
 - 56%** keep *Southlake Style* for three weeks or longer.
- COFFEE TABLE STATUS ACHIEVED!

MEET OUR EDUCATED & AFFLUENT READERS!

- 82%** graduated college or have a master's, professional, or doctorate degree
- 83%** are ages of 35-64 years
- 64%** are female
- 41%** of readers have a household income of \$200,000+ (AHHI \$276,224)
- 74%** purchase products and services as seen in ads in *Southlake Style*



REACH AN AUDIENCE

...like no other

- 85,000+** print readers per month
- 38,000+** website users per month
- 10,000+** email subscribers
- 16,000+** social media followers



Your Preferred Marketing Partner for Print, Digital & Events!



PRINT

Display Ads

Keep your brand, message and value proposition in front of your target consumers. Branding is most effective with repetition — consistency is key!

Featured Business Profiles + Special Advertising Sections

Tell your story and let our community know what makes your business unique. Create a personal connection with our readers.

Special Advertising Formats + Recognitions

Build upon your status, stand out and showcase your expertise in a unique, high-impact way. *Ask An Expert, Readers' Choice Winner Spotlight, Covers, Gatefolds.*

Circulation

Mails to homes and businesses and bulk distributed in hotel rooms and at community events. **Southlake Style** has 19,000 copies monthly in the Northeast Tarrant County communities of Southlake, Westlake, Colleyville, Keller and Trophy Club. **Dragon Pride** has 13,000 copies delivered 3x per year for each sports season in Southlake and Westlake.

DIGITAL

Dedicated E-blasts

Communicate a special event or promotion and stand out with an exclusively-targeted message reaching our email subscribers.

Display Ads

Build brand awareness and drive traffic to your website with targeted banners reaching *Southlake Style's* website visitors and email subscribers.

• WEBSITE SECTIONS:

Community, Dragon Pride, Events, Food, Style

• NEWSLETTERS:

Style Guide: Weekly news & events; **On the Menu:** Monthly food finds; **Monthly Insider:** Sneak peek inside every issue release; **Dragon Pride Insider:** Carroll High School sports news.

Lead Generation

Grow your email database, increase brand exposure and drive in-store traffic with custom promotions, contests and sweepstakes.

Partner Content

Expand your reach and drive brand awareness by sharing blog content, videos and photo galleries with *Southlake Style's* website visitors and social media followers.

EVENTS

Custom Events

Leverage *Southlake Style's* email database to maximize attendance at your next event. Perfect for grand openings, anniversaries and new product launches!

Southlake Style Events

Showcase your brand and connect with our readers at our community events.

Community Connection Breakfasts

Issue Release Celebrations

Beauty & Bellinis Shopping Bazaar

Annual Women's Luncheon



Let's Connect!

SCAN TO
SCHEDULE
A 30-MINUTE
MARKETING
PLANNING
MEETING TODAY.