

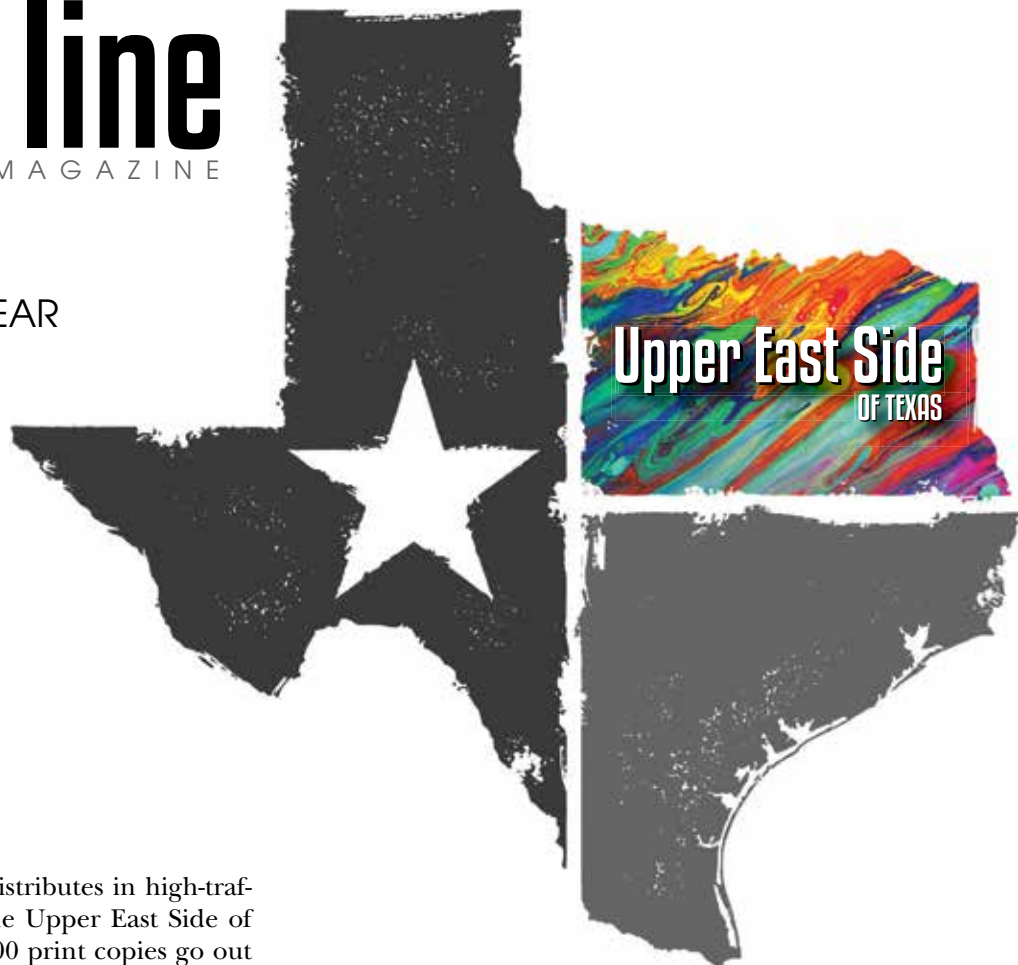
county line

MAGAZINE

DISTRIBUTION

PRINT: SIX TIMES PER YEAR

DIGITAL: DAILY



County Line Magazine distributes in high-traffic business areas in the Upper East Side of Texas. More than 20,000 print copies go out each issue to readers that enjoy getting out and about in this region. The online version reaches even further.

Currently an estimated one million people read through a *County Line Magazine* in print and online each year. *County Line Magazine* is often passed around to others and read in public places, generating significant advertising exposure opportunities.

It is also distributed at conventions and other well-attended special events, and to hotels, bed and breakfasts, RV parks, chambers of commerce, and area attractions. Many hotels place *County Line Magazine* in each room as a guide to the area.

County Line Magazine also goes in professional offices such as doctors and dentists, and in hair salons, fitness clubs, real estate offices, and in corporate relocation packets, trade shows, visitors centers and other tourist and relocation centers in Dallas/Fort Worth, around Texas, and beyond. It is also mailed to high income homes in the region as well as in Dallas, Fort Worth, Austin, and Houston.

County Line Magazine also has subscribers as far away as California, Tennessee, and New York.

Distribution takes place the last week of February, April, June, August, October and December.

SUMMARY

Print Circulation: 20,000 **Reach:** 160,000
Locations: 300 in Northeast Texas
Subscribers and direct mail: 3,000

DIGITAL

eMagazine: 20,000 per month
Weekender eNewsletter: 6,000 weekly
Social Networks: Avg. 30,000 per month

BLOGS

FEAST Texas
Destination County Line
The Arts

11.2017