

OUR READERS ARE AFFLUENT AND ACTIVE!



We are read by **35,000** affluent Dallas home owners each month! That's more people than you could fit on the front stretch at Texas Motor Speedway!



Total Readers:

35,000

Average Age: 42

Family size: 4

Household Income: \$225k

\$10k per year spent on home improvement.

\$35k per year on private school.

2 nights per week dining out.

3500 Facebook Fans

3200 Twitter followers

35,000 unique readers to our web site each month.



THIS IS A CONCEPT SAMPLE USING FICTIONAL DATA AND IMAGES