



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***

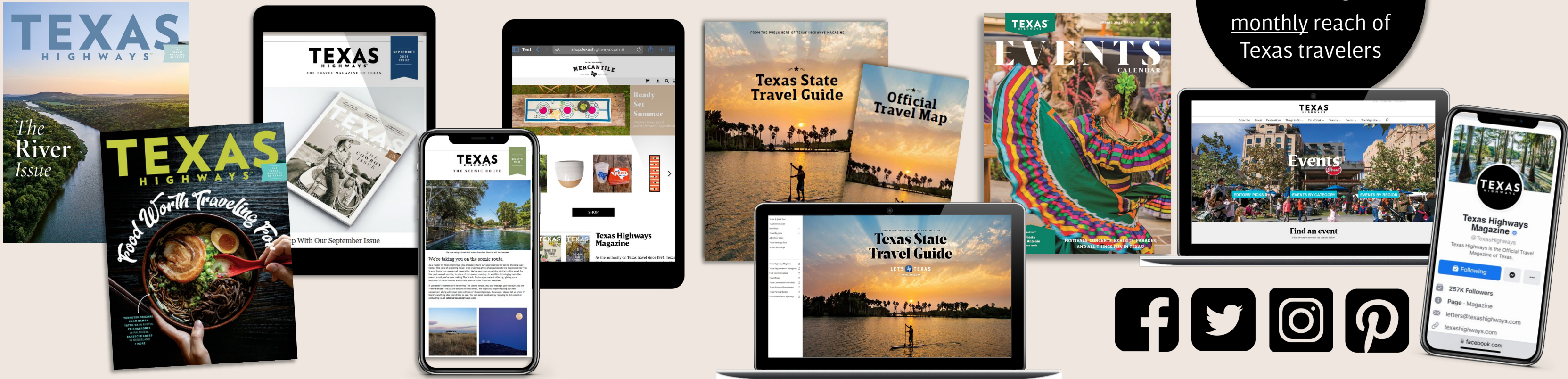
One notable mentions

***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

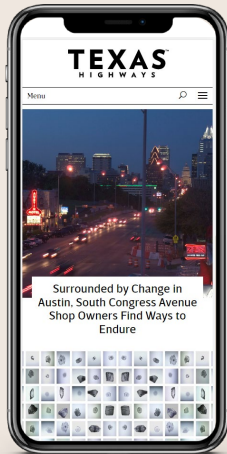
Texas Highways Magazine



292,000+

Monthly readership

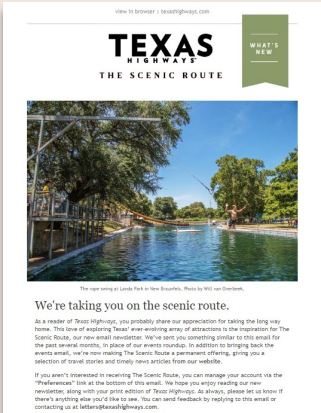
Texas Highways Web



178,603

Monthly unique visitors

Texas Highways Newsletters



288,000+

Monthly distribution (3 editions monthly)

Texas Highways Mercantile



5,400+

Monthly unique visitors

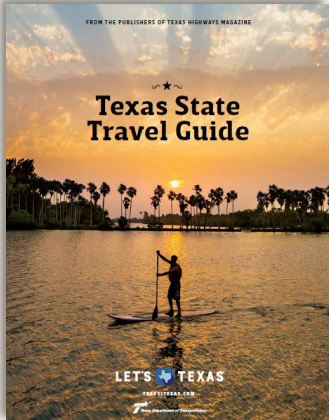
Texas Highways Events Calendar



65,000

Quarterly distribution

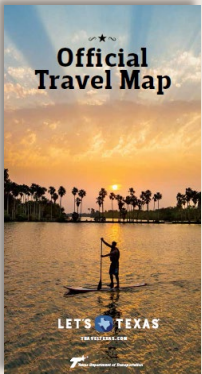
Texas State Travel Guide



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

OVERVIEW

Texas' official premier tourism publication promoting travel to and throughout the state.

- ✦ The most comprehensive, authoritative and exclusive collection of information on Texas travel available. It encourages travelers to stay longer, see more and explore further.
- ✦ Reaches interested travelers in all 50 states.
- ✦ As the primary fulfillment publication for Travel Texas (Governor's Office), the Guide is promoted in their marketing campaigns, and the printed guide and both digital versions are available on Texas Tourism's official site, TravelTexas.com (traveltexas.com/plan-ahead/travel-guide/)
- ✦ Interactive version now available at travelguide.texashighways.com; bonus banner available for all print buys.



Annual
publication frequency



500,000
copies printed



**Provides Lead
Generation**



Cost Efficient
Low cost per impression and
year-round distribution/shelf life
means your money works all year

EDITORIAL PROFILE

Over 190 pages of inspiration and information to get the most out of traveling in Texas.

- ✚ **SEVEN TOURISM REGIONS** break the massive size of the state into easier-to-enjoy pieces.
- ✚ **REGIONAL MAPS** create snapshots of each region to help travelers visualize proximity and see other places they might want to include during an extended visit.
- ✚ **TOPICAL SIDEBARS** group information regarding some of the popular places in which to enjoy a particular activity. These include state parks, museums, and historic sites.
- ✚ **ACTIVITIES OF INTEREST** include department-style features (history, arts, food, music, outdoors, sports, shopping, family fun, cultures, breweries and wineries) to provide travel ideas for visitors who aren't sure where to start. They also encourage travelers to explore some alternatives they may have missed.
- ✚ **TOWN AND ATTRACTION LISTINGS** feature information about more than 400 Texas cities in an easy-to-find format.
- ✚ **TRAVEL INFORMATION** including highway rest areas, airports and bus information, toll roads, and other driver and tourism resources are provided to further support Texas explorers.



DISTRIBUTION AND PROMOTION

Robust, multi-channel distribution strategy to reach travelers.

TxDOT Travel Information Centers

12 locations at key border areas across the state; centers receive nearly 2 million visitors annually.



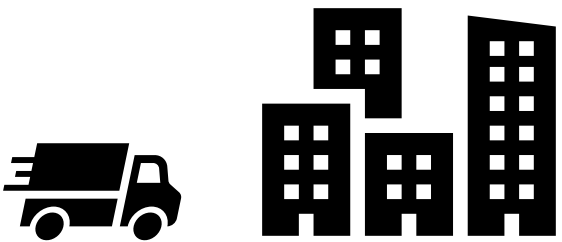
Partnership with Travel Texas

The official fulfillment piece for Travel Texas marketing campaigns and promoted on traveltexas.com. (traveltexas.com/plan-ahead/travel-guide/)



City Distribution Program

Working with contacts at 100+ CVB visitor centers and Chambers of Commerce around the state to stock the Guide and other TxDOT literature.



Travel Rack Display Program

Program with Certified Folder to stock the Guide on display racks in hotels, car rental offices, and other locations reaching active travelers.



Individual Request

We offer many ways for individuals to order the Guide:

- Online at texashighways.com/freepubs
- Calling customer service at 800-452-9292
- Writing to Texas State Travel Guide, PO Box 149249, Austin TX 78714



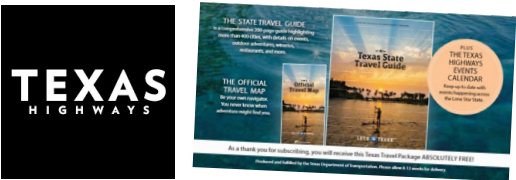
Interactive Edition

At travelguide.texashighways.com, listings are fully searchable and updated in real time.



Texas Highways Ecosystem

- Offered to all new subscribers, and renewing subscribers.
- Promoted as a premium in direct mail efforts.
- Dedicated landing pages on TH.com
- Promoted in print ads, banner ads, and in newsletters throughout the year.



Other Marketing Programs

Various promotions reaching realtors, *Texas Parks & Wildlife* magazine subscribers, and more throughout the year.

