



**Texas**  
JOURNEY

## Regional Magazine Comparison

**Texas Journey delivers more Texas households than Southern Living and Texas Monthly combined!**

	Southern Living	Texas Monthly	Texas JOURNEY
<b>TOTAL CIRCULATION</b>	2,840,241	293,680	<b>820,212</b>
<b>TEXAS CIRCULATION</b>	352,442	257,282	<b>811,282</b>
<b>DEMOGRAPHICS</b>			
Median Age	51 years	47 years	<b>47 years</b>
Median HHI	\$67,700	\$91,900	<b>\$82,700</b>
Bachelor's Degree +	32%	45%	<b>43%</b>
Married	66%	66%	<b>65%</b>
<b>LEISURE ACTIVITIES – past year</b>			
Attend art galleries or shows	12%	11%	<b>15%</b>
Go to museums	16%	19%	<b>21%</b>
Go to live theater	17%	15%	<b>18%</b>
Internet – use more than once a day (past 30 days)	77%	88%	<b>83%</b>
<b>TRAVEL – past year</b>			
Took a domestic trip	63%	72%	<b>78%</b>
Took 3+ vacation trips	19%	19%	<b>26%</b>
Stayed in a hotel/motel	48%	54%	<b>65%</b>
Spent 3+ nights in a hotel/motel	38%	46%	<b>55%</b>
<b>REAL ESTATE</b>			
Own home	83%	78%	<b>80%</b>
Own investment property	3%	6%	<b>5%</b>
Own a vacation/weekend home	4%	4%	<b>3%</b>

Source: 2009 Doublebase, Mediamark Research & Intelligence  
ABC Publisher Statement, June 2009

