

# Texas Market Penetration



Texas Journey delivers more Texas households than all major travel and lifestyle magazines!

Total Texas Households = 8,269,046 (Source: U.S. Census Bureau)

	<u>Texas Circulation*</u>	<u>Texas Penetration</u>
<b>Texas Journey</b>	<b>878,048</b>	<b>10.6%</b>
Better Homes & Gardens	515,962	6.2%
Southern Living	355,965	4.3%
Texas Monthly	277,529	3.3%
Good Housekeeping	247,762	2.9%
People	221,478	2.6%
Texas Highways	186,032	2.2%
Cooking Light	102,018	1.2%
Travel + Leisure	62,254	0.7%
Condé Nast Traveler	47,431	0.5%
National Geographic Traveler	43,768	0.5%
Arthur Frommer's Budget Travel	41,828	0.5%

Source: Audit Bureau of Circulations, December 2010 and June 2011 Publishers Statements

\*Circulation includes subscription and newsstand sales

