

Circulation: 1,040,000 | Audience: 2,808,000

Audience Profile

***Texas Journey* readers spend more, travel more often and live more active lifestyles than the average Texas adult.**

Readers are engaged with *Texas Journey*



69.0% read 3 or 4 out of 4 issues received



78.7% spend at least 15 minutes reading an average issue of *Texas Journey*



70.9% took action as a result of reading *Texas Journey*



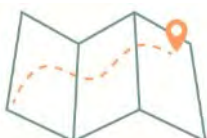
Readers trust and are inspired by *Texas Journey*



85.0% are inspired to travel to destinations featured in *Texas Journey*



77.7% feel encouraged to visit businesses advertised in *Texas Journey*



61.2% took actions related to travel planning as a result of reading *Texas Journey*

Demographics

Men	48.3%
Women	51.7%
Married/Couples	63.8%
Children at home	16.4%
Median Age	58.3
Age <55	40.0%
Median HHI	\$73,928
HHI \$100,000+	36.4%
Own home	75.2%
Median value of owned home	\$212,140
Attended/graduated college	90.1%
Bachelor's Degree+	58.3%