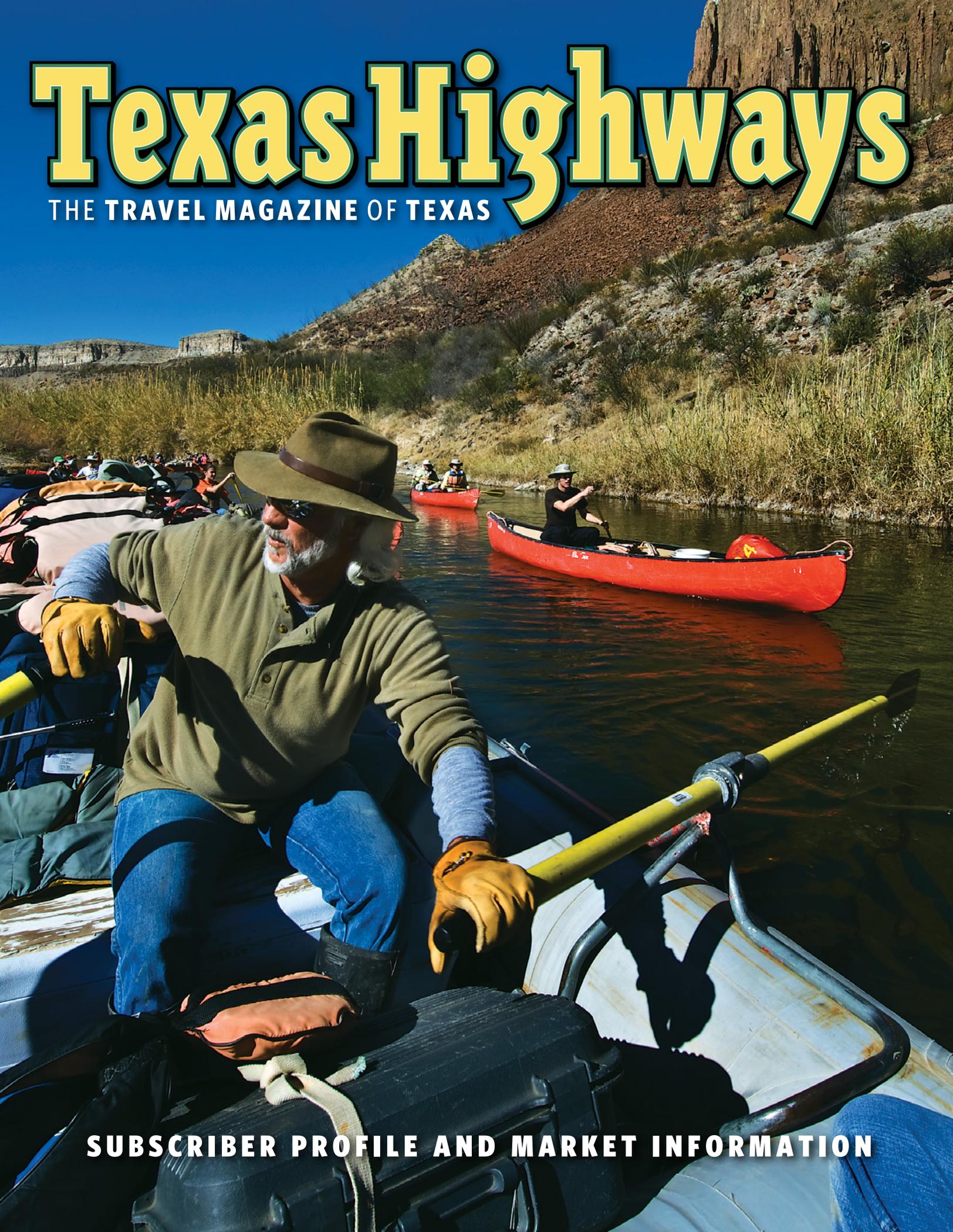


Texas Highways

THE TRAVEL MAGAZINE OF TEXAS



SUBSCRIBER PROFILE AND MARKET INFORMATION

Travel Texas WITH Highways

Texas: Too Much is Not Enough

LEGENDS COME TO LIFE IN TEXAS. No matter where you roam, you'll find wonderful landscapes and interesting people. And you'll always be able to start your trip with *Texas Highways* magazine.

A Traveling Tradition

WHETHER IT'S A WEEKEND JAUNT to a quiet bed and breakfast in the Hill Country or an excursion to the big ranch country on the High Plains, there's always a new journey to explore.

No Brag. Just Fact.

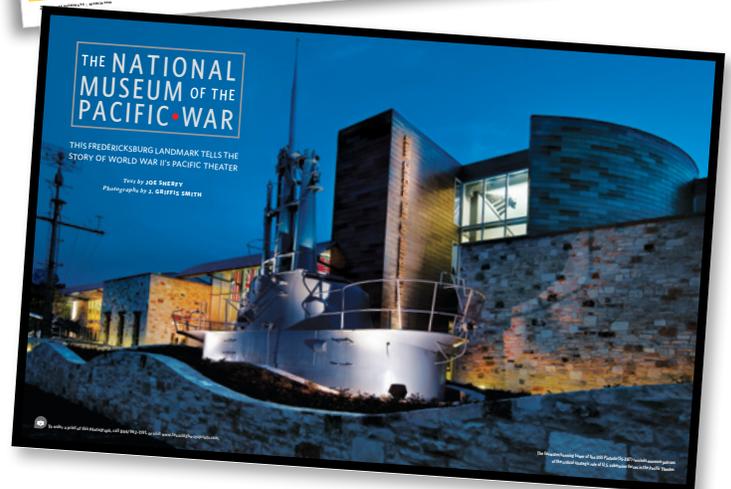
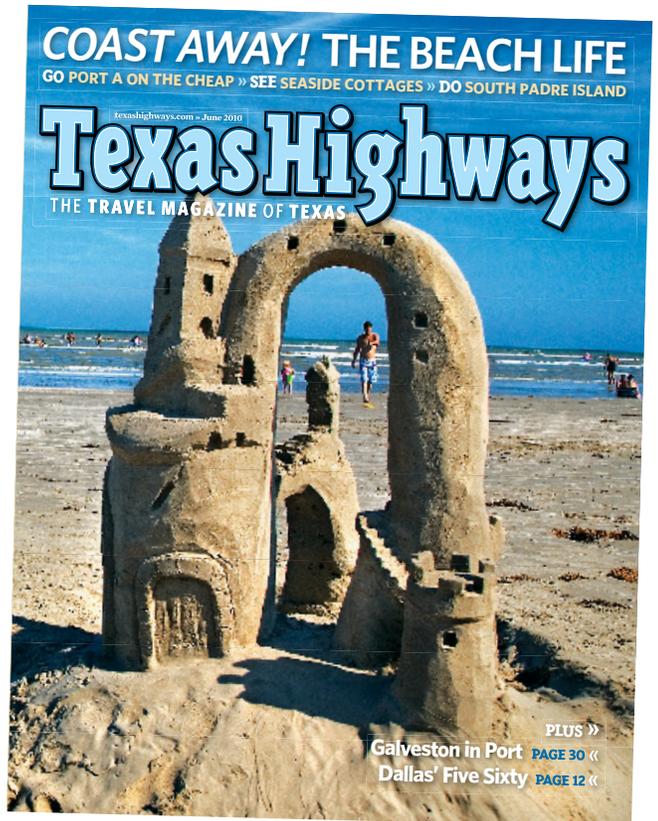
WE DON'T LIKE TO BRAG, but sometimes it's hard to keep quiet about all the fabulous things to do and see in Texas, and you'll read about most of these destinations and activities in the pages of *Texas Highways*. If we don't have it in this month's issue, it will be in the magazine—or on the website—soon!

The More the Merrier

AND DON'T THINK TEXAS IS JUST COWBOYS and open range. You'll find world-class museums, nightlife and restaurants in Houston, Dallas, Austin and Fort Worth. And no one can resist the lure of San Antonio's River Walk. At least not for long.

Room to Roam

WHETHER YOU CHOOSE THE STARK, rugged beauty of Big Bend in far West Texas, or the pineywoods that typify the East Texas Big Thicket, it's easy to see that a lot of the tall tales are actually true! Welcome to Texas and *Texas Highways*, the Official Travel Magazine for this Lone Star State.





06 10 **Postcards**

INSIDE: DINING IN THE COOLS, WALKABLE, UP-HUNGERED STREET BEARS SAN ANGELO, TX



All the Right Notes

The Texas Museum's Museum (texasmuseum.org) is a vibrant celebration of the state's musical heritage. Located in the heart of San Antonio, the museum is a must-visit for anyone who loves music. It features a variety of exhibits, including a collection of vintage instruments and a live performance space. The museum is also a great place to learn about the history of Texas music and the role of musicians in the state's culture.

TH Taste



Triple Delight

Point to the rich and indulgent chocolate cake.

Weekender



Artful Escape

It's a good bet that the former residents of the historic site of San Antonio's Children's Farm Art Center (artcenter.org) would be proud to see the new sculpture. The sculpture is a large, stylized wooden rooster, a symbol of the center's history. It stands in a park-like setting, surrounded by trees and other art installations. The center is a great place to learn about the history of art in San Antonio and to enjoy a day of outdoor activities.

Each monthly issue includes:

- Stories about exciting destinations
- Ideas for fun with the family
- Timely travel tips
- History, culture and Texana
- Award-winning photography
- The most reliable events calendar available

TH Traveler

Texas, Our Texas

JOIN THE LEGENDS CELEBRATING Texas Independence Day on August 31st with a variety of events across the state. From parades to fireworks, there's something for everyone. Celebrate the state's rich history and culture with a day of fun and festivities.

March Events

BIG BEND COUNTRY
 Celebrate the state's rich history and culture with a day of fun and festivities. The Big Bend National Park is a great place to learn about the history of the region and to enjoy a day of outdoor activities.

SALEMIER
 Celebrate the state's rich history and culture with a day of fun and festivities. The Salemier National Park is a great place to learn about the history of the region and to enjoy a day of outdoor activities.

SALEMIER
 Celebrate the state's rich history and culture with a day of fun and festivities. The Salemier National Park is a great place to learn about the history of the region and to enjoy a day of outdoor activities.

SALEMIER
 Celebrate the state's rich history and culture with a day of fun and festivities. The Salemier National Park is a great place to learn about the history of the region and to enjoy a day of outdoor activities.

SALEMIER
 Celebrate the state's rich history and culture with a day of fun and festivities. The Salemier National Park is a great place to learn about the history of the region and to enjoy a day of outdoor activities.

RESPONSIVE READERS

62% traveled to a destination in Texas that was advertised/written about

68% used *Texas Highways* as the source for vacation information

86% say they read *Texas Highways* to learn about different Texas cities/towns

52% attended an event in Texas that was advertised/written about

ENGAGED READERS

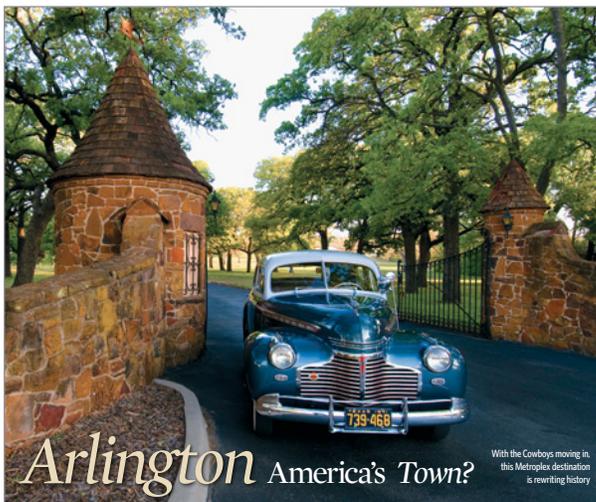
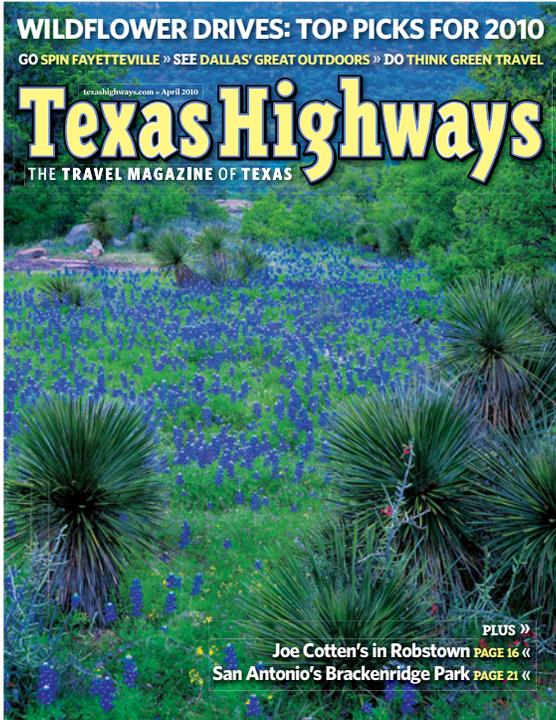
86% have read 4 of the last 4 issues

50% have subscribed to *Texas Highways* for 10+ years

45% pass their magazine to at least one additional person

22% pass their magazine to at least two other people

88% read about half or more of each issue



Tour by CHARLES LOHNMANN
Photographs by KEVIN STILLMAN

IT'S A COOL AND SUNNY SPRING morning, and I'm standing on the highest point in Tarrant County—a hill overlooking the western sweep of Arlington—noting that overgrown trees hide the suburban development that fills the land below, just north of Texas 180. I'm happy to miss the recent construction, because I'm imagining the perspective this same view offered 75 years ago. In those days, on a particularly festive evening, I might have heard the music of Tommy Dorsey's band and acknowledged the celebratory clink of revelers' champagne glasses. Then, if I turned around to survey the rest of the rock-walled garden where I now stand, I might have seen Ginger Rogers dancing

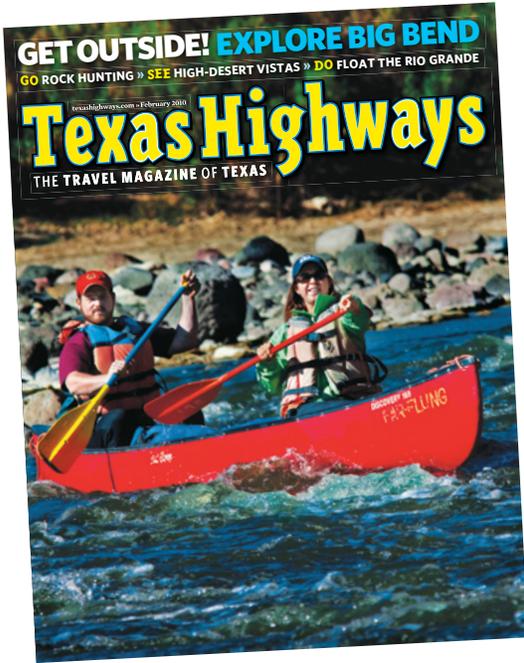
LEFT: The photo is by Tim O'Neil, on Texas 180. Middle: Photo by David H. Jones. Right: Photo by David H. Jones. The image is a composite of two photos of the same Cowboy Stadium in Arlington, taken in 2010 and 2011. Images are not for sale.



Photo by David H. Jones. Images are not for sale.

C.C. & me
A Corpus Christi Native Goes Tourist

Tour by KATHRYN JONES Photographs by JOEL SALCIDO



“You people have really outdone yourselves with the July issue: Palacios, Blessing Hotel, Longhorns; it’s like dying and going to magazine heaven. You are enjoyed and appreciated very much and a real asset to this great state of ours.”

—Ed Coale, Rosebud

“Texas is always in our hearts. Thanks TH, for keeping the Lone Star State in our minds, too.”

—Mike and Kathy Wright,
California City, CA



Text by BARBARA RODRIGUEZ. Photography by J. GRIFFIN SMITH
After driving the many miles required to reach Alpine from just about anywhere, a lot of folks see this town as if it's the last stop on the roaring open road to Big Bend National Park. But here's my best advice: any time you get close enough to feel Alpine's gravitational pull, just give in. Failing to stop and explore the biggest little town in the Texas Outback is like trying to huff up Mount Everest without spending any time acclimating at base camp.
In other words, it's not a good idea for anyone to travel straight into the big-sky country of Far West Texas without slowing down, taking a few deep breaths, and coming to an understanding of all you

Published on the pages of this magazine, Alpine is on a real journey to Big Bend, Texas, with a special mission: bringing the spirit of the state to the heart of the state.



flowers of observation

Rick Tolar's close-ups reveal the secret life of wildflowers

THE CASUAL WILDFLOWER OBSERVER might subscribe to the notion that "if you've seen one bluebonnet, you've seen them all." Not so for Austin-based photographer Rick Tolar, who also makes no such assumptions about Indian paintbrush and blackbills, passion flowers and poppies, sunflowers and spider lilies, and his many other beloved subjects. Unlike most Texas wildflower watchers, who search for blooms in abundance along the state's roadsides, Tolar seeks to capture the singular glory of that one-in-a-million blossom—spring's perfect specimen. To him, the season's beauty is not only field deep.

Rosebud, Texas County, the wildflower capital of the state.

ACTIVE READERS

* **72% of Texas Highways readers have traveled in Texas**

OF THESE TRAVELERS:

89% traveled by car to a Texas destination

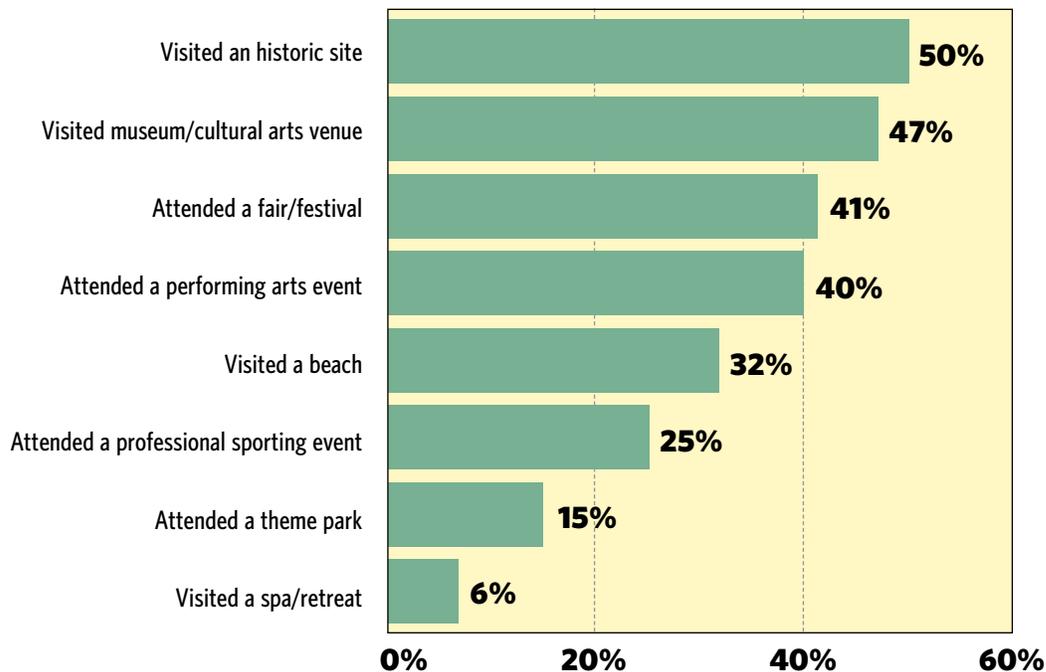
78% stayed in a hotel/motel when traveling within Texas

22% traveled by plane to a Texas destination

14% stayed in a bed & breakfast when traveling within Texas

EVENTS ATTENDED/VISITED

In the last 12 months



DEMOGRAPHICS OF THE TEXAS HIGHWAYS SUBSCRIBER

50% male/**48%** female

93% are age 46+

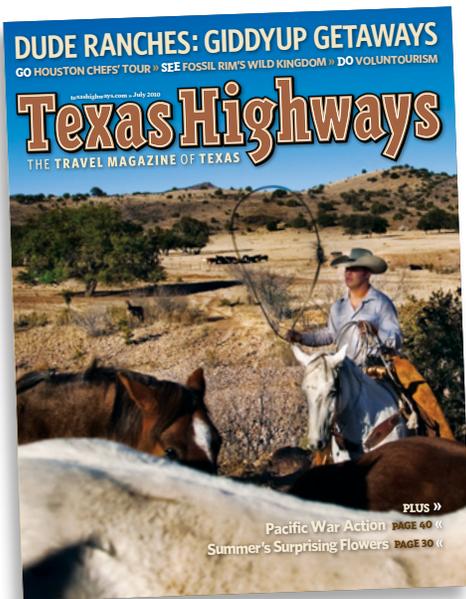
\$111,000 average HHI

52% are college graduates

24% have some college

83% own their own homes

56% own a primary residence valued over \$150,000

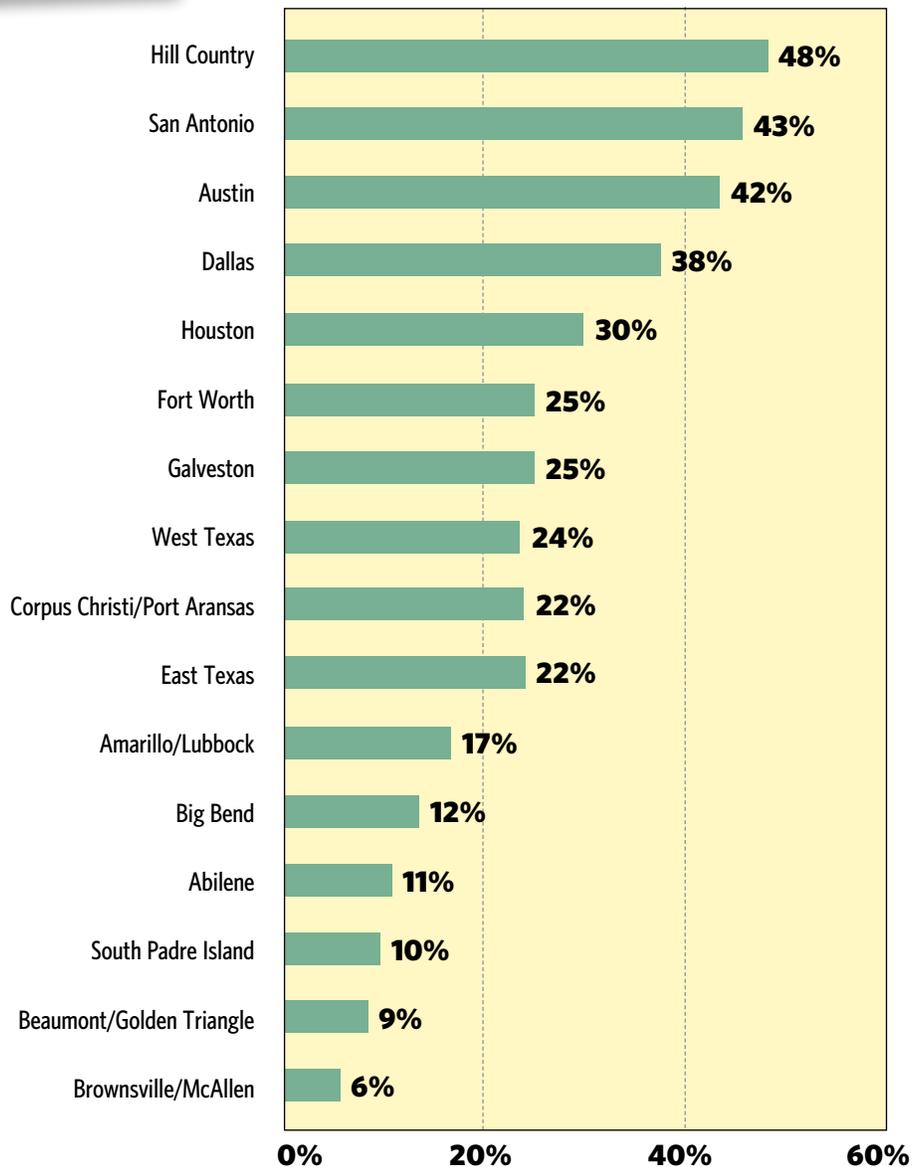


* The average reader took **3.9 leisure trips/vacations in Texas**

* The average length of **leisure travel was 4 days**

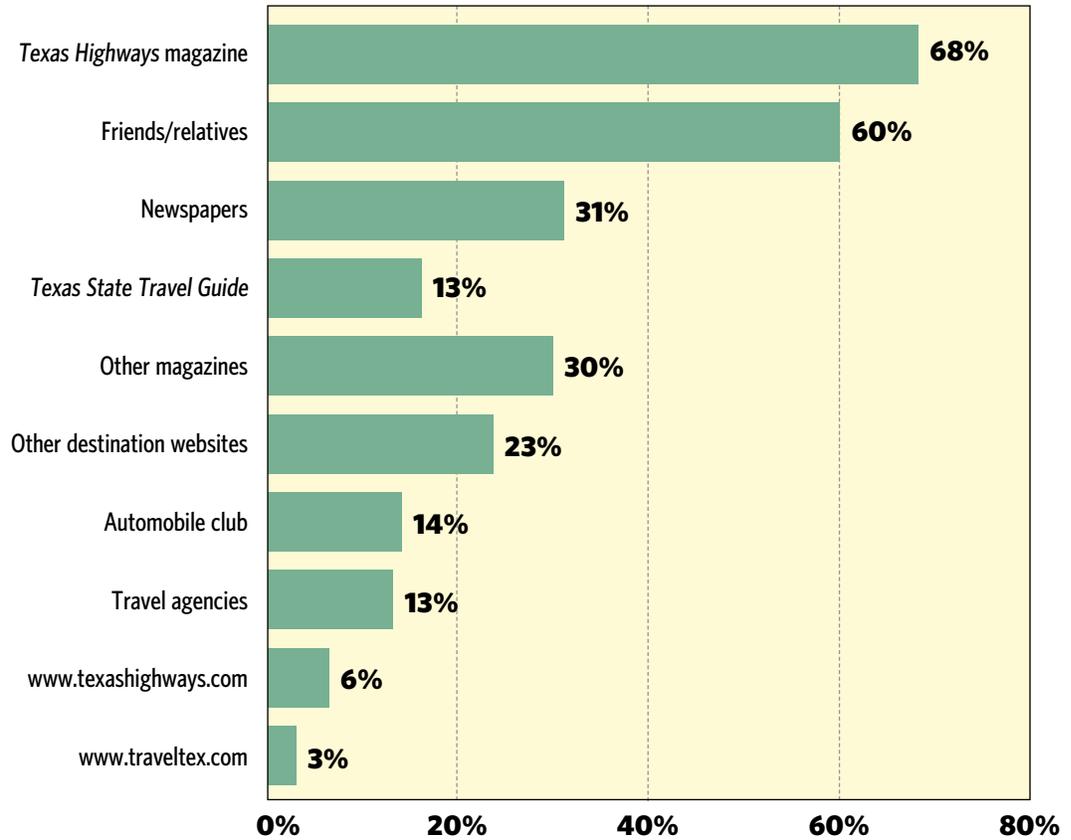
CITIES/AREAS TRAVELED TO

In the last 12 months



SOURCES USED TO OBTAIN LEISURE TRIP/VACATION INFORMATION

for travel within Texas



* All information in this profile based on Texas Highways Profile Survey © 2010 Readex Inc.

Contact for advertising:

AJR Media Group

25132 Oakhurst Drive, Suite 201

Spring, Texas 77386

Phone (800) 383-7677

Fax (713) 942-0277

www.ajrmediagroup.com

Contact your representative: