

# SOCIETY TEXAS

## MEDIA KIT 2022

SOCIETY  
TEXAS



- *Society Texas* magazine is the five-star regional publication chronicling the upscale lives of Austin, Dallas, Fort Worth, Houston, San Antonio, and the Hill Country. We feature sophisticated and polished lifestyle content that provides an insider's view into the exclusive world of high society. And Texans beyond our state, too.
- Covering style, philanthropy, society, design, culture and people, *Society Texas* reflects the dynamic pulse of Texas and beyond. Utilizing the robust platforms of both print and digital media, *Society Texas* captures, portrays and chronicles our modern, sophisticated and vibrant region.
- Influential socialites, celebrities, business owners, and trend-setting influencers read our magazine that is distributed at high profile events, through strategic distribution partners, and a robust VIP subscription list. *Society Texas*, a bi-monthly print publication with daily digital content, is the ideal marketing and advertising alliance for top quality brands that wish to connect with a premium consumer audience and their strategic, regional media buy.

**MEDIA KIT**  
**2022**

# CELEBRATING & ELEVATING TEXANS SINCE 2011

*SOCIETY TEXAS* is a best-in-class bi-monthly luxury magazine with a **national focus** and a **Texas perspective**.



Lynn Wyatt, Houston

From the South Texas Charity Weekend at the King Ranch, to a philanthropic soirée for Notre Dame in Mexico City, **our content distinguishes us from the competition.**

# PEOPLE WANT TO READ... ABOUT *PEOPLE*

Our value proposition focuses on the powerful desire of many high net-worth individuals to **see** and **be seen**:

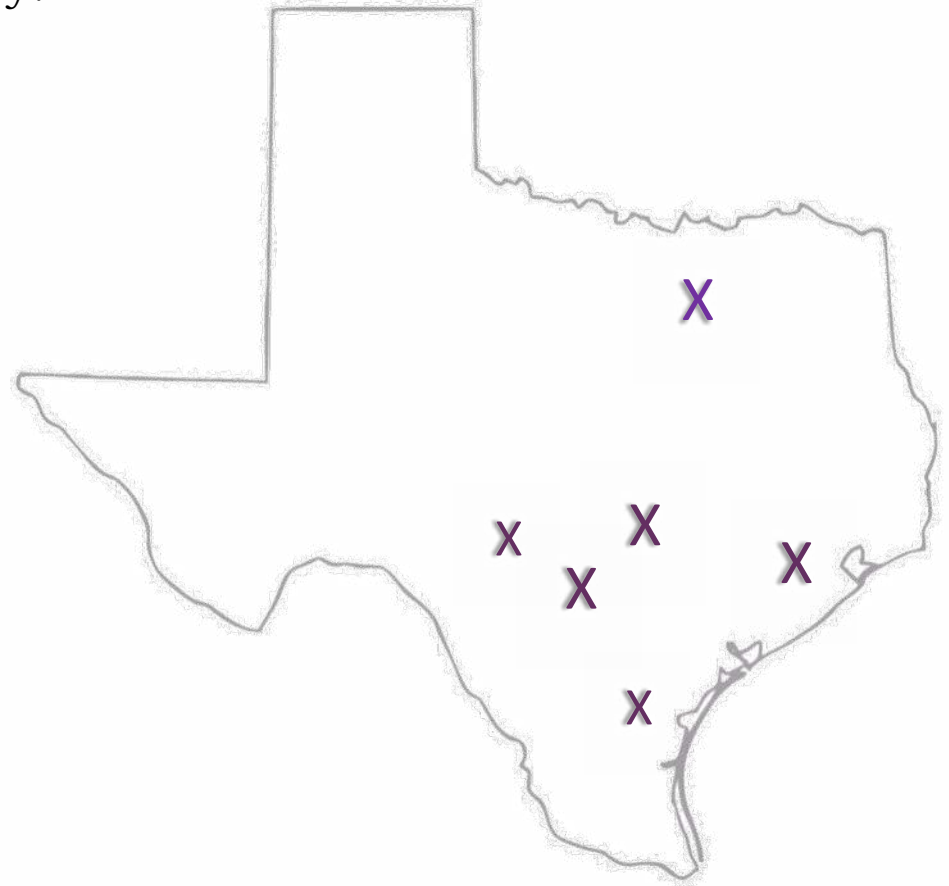




# ALL OUR X's LIVE IN TEXAS

SOCIETY TEXAS is distributed to over **4,000 households** and **650 high-end locales** throughout Austin, Dallas, Houston, San Antonio, South Texas, and the Hill Country.

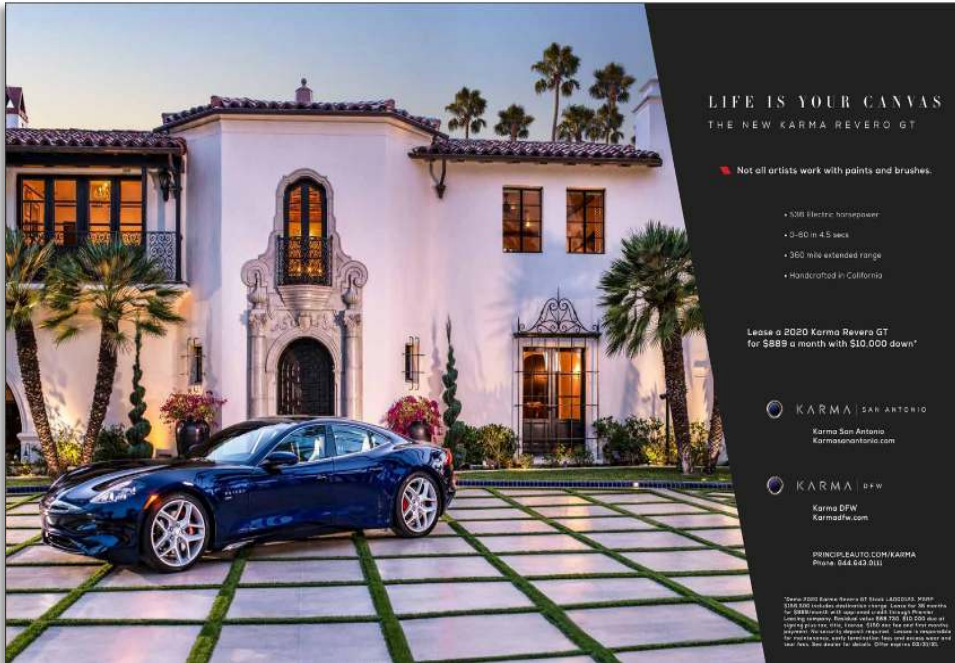
- **Female: 67%** / Male: 33%
- Age: 18-29 (20%), **30-49 (45%)**, 50+ (35%)
- **Median HHI: \$750,000**
- Readers Per Copy: 4
- **Total Readership: 110,000**
  - Print Readership: 60,000
  - Print Circulation: 15,000
  - Digital Readership: 50,000



Access to our cur  
have for premier  
**10% most afflu**



1. *Journal of the American Medical Association*, 1997; 277: 1001-1005.



# MEDIA KIT 2022

# EDITORIAL CALENDAR



## **JAN/FEB**

Weddings We Love

Artwork Due: 12/10 Release Date 1/1

## **MAR/APR**

Spring's Triumphant Return

Artwork Due: 2/10 Release Date 3/1

## **MAY/JUN**

Summertime's Spectacular

Artwork Due: 4/10 Release Date 5/1

## **JUL/AUG**

Wheels Up Travel

Artwork Due: 6/10 Release Date 7/1

## **SEPT/OCT**

Fall's Most Fashionable

Artwork Due: 8/10 Release Date 9/1

## **NOV/DEC**

Holidays To Celebrate

Artwork Due: 10/10 Release Date 11/1





# INSERTION ORDER

**Client:** \_\_\_\_\_

**Agency:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Insertion (Check all that apply)**

**Size**

- ☐ Full Page
- ☐ Two-Page Spread
- ☐ 1/2 Page Vertical
- ☐ Inside Back Cover
- ☐ Back Cover

**2022 Issue**

- ☐ Jan/Feb
- ☐ Mar/Apr
- ☐ May/Jun
- ☐ Jul/Aug
- ☐ Sep/Oct
- ☐ Nov/Dec

**2023 Issue**

- ☐ Jan/Feb
- ☐ Mar/Apr
- ☐ May/Jun
- ☐ Jul/Aug
- ☐ Sep/Oct
- ☐ Nov/Dec

☐ **Pay By Check** *(Make checks payable to Society Texas)*

**TOTAL:** \_\_\_\_\_

**Client Signature:** \_\_\_\_\_

**Ad Representative Signature:** \_\_\_\_\_

Make check payable to: Society Texas , LLC.  
Rossana Leeper Phone: 210. 861.3324 Email: rossanaleeper@gmail.com  
Address: 1101 West 34th Street #262 Austin, TX 78705  
Phone 210.459.2227

# ADVERTISING CONTRACT

The terms and conditions set forth in this advertising contract shall govern the relationship between *Society Texas* and the advertiser and agency. Unless expressly agreed to in writing by *Society Texas*, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise will be binding on *Society Texas*. Except as otherwise noted, these terms and conditions will apply to advertising appearing in both *Society Texas* magazine and on its affiliated website, [www.SocietyTexas.com](http://www.SocietyTexas.com). The contract is effective upon sending and/or signing of a *Society Texas* insertion order.

All advertisements are accepted and published by *Society Texas* entirely on the representation that the agency or advertiser is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. In consideration of the publication of advertisements, the advertiser and agency, jointly and severally, will indemnify and save harmless *Society Texas* and its officers and employees, from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim, proceeding or suit for libel, violation of the right of privacy of publicity, plagiarism, copyright or trademark infringement and any other claim, proceeding or suit based on the contents or subject matter such advertisements.

*Society Texas* reserves the right to reject or cancel any advertising for any reason at any time, based on our magazine's creative standards. Prepayment may be required prior to acceptance of an advertisement for publication. Acceptance of an advertisement for publication in the magazine does not guarantee that it will be published in issues circulated in foreign countries and/or in any particular state. In consideration of *Society Texas* reviewing for acceptance, or acceptance, of any advertising for publication, the agency and/or advertiser agree not to make any promotional or merchandising reference to *Society Texas* in any way without the prior written consent of *Society Texas* in each instance. The liability of *Society Texas* for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the error. *Society Texas* will not, in any event, be liable for any consequential or special damages, including, but not limited to, lost income or profits. *Society Texas* specifically assumes no responsibility for errors in key numbers. *Society Texas* or its affiliates shall not be subject to any liability whatsoever for any failure to print, publish or circulate any issue or issues, or parts thereof, or to make available the websites, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages, system outages or other circumstances beyond *Society Texas*' control. Unintentional or inadvertent failure of *Society Texas* to print, publish or circulate, make available or fulfill advertising shall not operate as a breach of this advertising contract.

All restrictions in the placement of advertising, including but not limited to, positioning, separations, facings, editorial adjacencies or other stipulations, are at the sole discretion of *Society Texas*. With respect to the magazine, fixed page position orders are negotiable. With respect to the magazine, insertions made within 12 months from the date of the first insertion under the earliest applicable contract by affiliates, subsidiaries or co-owned companies may be counted together with those of the affiliate, parent company or co-owner for the purpose of determining discounts. Payment for advertising is due in full on the art submission date.

Checks should be made payable to *Society Texas*, LLC and mailed to: 1101 West 34th Street #262 Austin, TX 78705. Additionally, you may pay by credit card with American Express, Master Card or Visa. Payments are due the 10<sup>th</sup> of the month preceding publication. Cancellation of any portion of an advertising contract on behalf of the advertiser automatically nullifies any rate and/or position protection for the remainder. If a space discount has been deducted in paying for prior insertions on a canceled contract, the advertiser and/or agency shall reimburse *Society Texas* for any difference between the rate paid and the rate earned. Credits that are unused within six months of incurrence shall be forfeited. For the purpose of this advertising contract, "publication" shall mean any use, reproduction, display or transmission of any advertisement in any media now existing or hereafter developed. By placing advertising with *Society Texas*, advertiser and agency agree to be bound by the terms of this advertising contract. This advertising contract shall be governed by and construed in accordance with the substantive laws of the state of Texas. Any civil action or proceeding arising out of or related to this advertising contract shall be brought in the courts of record of the state of Texas. Advertiser and agency consent to the jurisdiction of such courts and waive any objection to the laying of venue of any such civil action or proceeding in such courts. Receiving reviewing this contract acknowledges all terms and conditions will be accepted.