



## Regional Magazine Comparison

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

	Southern Living	Texas Monthly	Texas JOURNEY
<b>TOTAL CIRCULATION</b>	2,830,179	314,089	<b>917,708</b>
<b>TEXAS CIRCULATION</b>	<b>373,688</b>	<b>277,529</b>	<b>903,984</b>
<b>DEMOGRAPHICS</b>			
Median Age	56 years	50 years	<b>55 years</b>
Mean Age	54 years	51 years	<b>53 years</b>
Median HHI	\$77,800	\$86,000	<b>\$89,700</b>
Bachelor's Degree +	38%	53%	<b>40%</b>
Married	68%	72%	<b>71%</b>
<b>LEISURE ACTIVITIES – past year</b>			
Attend art galleries or shows	14%	19%	<b>16%</b>
Dining out	64%	66%	<b>65%</b>
Go to museums	19%	24%	<b>25%</b>
Go to live theater	22%	21%	<b>17%</b>
Go to the zoo	12%	17%	<b>15%</b>
<b>TRAVEL – past year</b>			
Took a domestic trip	71%	77%	<b>77%</b>
Took 3+ vacation trips	31%	29%	<b>37%</b>
Stayed in a hotel/motel	58%	59%	<b>70%</b>
Spent 3+ nights in a hotel/motel	44%	47%	<b>54%</b>
<b>REAL ESTATE</b>			
Own home	90%	88%	<b>91%</b>
Own investment property	7%	2%	<b>7%</b>
Own a vacation/weekend home	7%	3%	<b>6%</b>

Sources: 2011 Doublebase, GfK MRI; Base: US Adults  
 ABC Publisher Statement, June 2011  
 USPS 3541 Verification, Nov/Dec 2011

