

Bay Area Houston

MAGAZINE

MEDIA KIT

www.BayAreaHoustonMag.com



Bay Area Houston's Premier Community Magazine



Reach Our Affluent, Passionate and Engaged Audience

A special place deserves special attention. We take pride in our community and we know you do too. Every month, Bay Area Houston Magazine covers all that makes our region great and condenses it all into one high quality publication for your reading pleasure.

The Bay Area Houston region is a global leader in aerospace technology, healthcare, commerce, education, waterfront recreation and on top of all of that, a grand place to call home.

We want the whole world to know what we know. Our publications are available online at no charge to the entire planet. This ensures that our advertisers, articles and content receive the greatest exposure possible.

A meticulous distribution team keeps our magazines in high traffic locations all across the region, all month long.

Bay Area Houston Magazine is proud to support non-profits and local organizations by giving by back to the community in any way possible.

Why We Target Today's Active Professional Men and Women

- Today's women are the #1 starters of small businesses.
- Over 75% of male Bay Area Houston residents have a college education or higher.
- 65% of our readers are educated women between the ages of 28 - 55 years old.
- A majority of the local white collar, high paying positions are held by men ages 35-62 years old.
- Women make 95% of all medical or health decisions in a household.
- 49% of Bay Area Houston men and women receive an income of \$60,000 - \$100,000.
- Women make 91% of all entertainment decisions and 94% of all household purchasing decisions.
- 93% of local professionals spend 15 minutes or more reading our publications.
- 64% pass our publications along to two or three additional people.
- Certified distribution with an estimated readership of 60,000.

Cities Served



Baytown
Clear Lake
Deer Park
Dickinson

Friendswood
Galveston
Kemah
La Porte

La Marque
Nassau Bay
League City
Pasadena

Pearland
San Leon
Seabrook
Texas City
Webster



From BAHM Editor
MARY ALYS CHERRY

"Many years ago I dreamed of putting out a magazine focusing on the Bay Area and its people. I'm delighted that my dream has come true and I look forward to working with the magazine's great staff and continuing to cover our wonderful area."

WHO ADVERTISES WITH US?



and many more!

Join these elite businesses
 and advertise today.

281-474-5875

r.clapp@baygroupmedia.com

www.bayareahoustonmag.com

10 Reasons to Advertise With Our Award Winning Publication

Bay Area Houston Magazine:

-Has over 20 years of experience in the Bay Area and can help you reach your target within this lucrative market.

-Reaches approximately 60,000 Bay Area readers with each issue. Our readership is further enhanced by www.BayAreaHoustonMag.com, where content and advertising are reproduced as online articles and in an interactive magazine flip book. Strategic use of Facebook, Constant Contact and other social media complete our comprehensive web presence.

-Is delivered to a huge number of upscale businesses in the Bay Area. It is also widely distributed to area restaurants, doctors and office complexes throughout the region - over 600 FREE pick-up spots!

-Reaches the upscale Bay Area work force. 53% are considered in the "professional" category, 42% have either a bachelor's or post graduate degree; 32% of the households in our coverage area have an income of \$90,000+ annually.

-Features professional writers that Bay Area residents enjoy. From Mary Alys Cherry, Rod Evans, Betha Merit, Don Armstrong, Michael Gos and many more, *Bay Area Houston Magazine* offers thought-provoking and entertaining articles that continue to attract new readers.

-Is designed to be reader-friendly. High gloss paper and world class graphic design combine to create eye-pleasing layouts that lead the reader to important information and advertising. Our design team is second to none in the Bay Area.

-Is committed to enhancing the quality of life for all Bay Area residents from Pearland and Pasadena, to Clear Lake and all the way down to Galveston Island. We pride ourselves on our non-profit coverage.

-Creates advertising campaigns that **work!** Just ask any of our fine advertisers: J. Derek Teiken, D.D.S., Star Toyota, UTMB, MD Anderson Cancer Center, Fiat, Boeing, BBVA Compass Bank, Kemah Boardwalk or South Shore Harbour Resort just to name a few.

-Has a professional and knowledgeable sales/marketing staff that will work with you to maximize the efficiency of your advertising dollar.

-Is a cost-effective publication. Our rates are affordable and reflect the market. At no added cost, your ad appears online each month.



OUR DIVERSE, STRONG ECONOMY AND COMMUNITY

Bay Area Houston is a region that surrounds the Galveston Bay estuary of Southeast Texas in the United States. Residents of Houston and surrounding areas typically call it simply the "Bay Area." The Bay Area has a diverse economy with much of it built around aerospace, petrochemicals, healthcare and high tech industries. The region's economy is closely tied to the rest of the Houston area though the mix of local businesses. The tourism industry draws millions of visitors each year with attractions ranging from Space Center Houston, Kemah Boardwalk to the bay itself. Ecotourism, in particular, is a growing sector with destinations such as the Armand Bayou Nature Center.



NASA

For more than four decades, NASA's Johnson Space Center has led our nation and the world on a continuing adventure of human exploration, discovery and achievement. Although Houston is referred to as "Space City," JSC is actually located near Clear Lake in Bay Area Houston. The JSC civil service workforce consists of about 3,000 employees, the majority of whom are professional engineers and scientists. Of these, approximately 110 are astronauts. About 50 companies provide contractor personnel to JSC. More than 12,000 contractors work onsite or in nearby office buildings and other facilities.

HEALTHCARE

The healthcare industry makes up a significant portion of Bay Area Houston's economy. A multitude of hospitals, private practices, multi-specialty clinics, specialty doctors and emergency care centers serve the region. Some of the major healthcare providers include, CHRISTUS St. John Hospital, Houston Physicians' Hospital, M.D. Anderson Clinical Care Center in the Bay Area, Kindred Healthcare, Memorial Hermann Southeast Hospital, Houston Methodist San Jacinto Hospital and The University of Texas Medical Branch, which has over 40 Bay Area locations.



AEROSPACE TECHNOLOGY

Houston is home to more than 450 companies with a connection to the space industry and more than 120 that are involved in aviation. From 2009 to 2010, Houston's total trade in aircraft, spacecraft and parts grew 14% to \$1.54 billion. NASA's close proximity has cultivated an impressive presence of research, engineering and technology firms. Notable companies include Boeing, Lockheed Martin, Space X, Jacobs Engineering and the Sierra Nevada Corporation.

BOATING

Bay Area Houston is at home on the water. Thousands of miles of coastline offer residents ample opportunity to enjoy the water through recreational boating and fishing, and in turn have created economic opportunity for industries that cater to this lifestyle. The region is host to several prestigious, long-standing yachting/sailing organizations and marinas such as Lakewood Yacht Club in Seabrook, Houston Yacht Club in Shoreacres, Texas Corinthian Yacht Club and Waterford Yacht Club in Kemah.



PETRO/CHEM REFINING

Bay Area Houston is one of the world's largest manufacturing centers for petrochemicals, and the \$15 billion petrochemical complex at the Houston Ship Channel is the largest in the country. Supporting the industry is a complex of several thousand miles of pipeline connecting 200 chemical plants, refinery, salt domes and fractionation plants along the Texas Gulf Coast. Houston has more than 400 chemical manufacturing establishments with more than 35,000 employees. Houston has two of the four largest U.S. refineries.

PORT OF HOUSTON

The Port of Houston is a 25-mile-long complex of diversified public and private facilities located just a few hours by ship from the Gulf of Mexico. The port is consistently ranked 1st in the United States in foreign waterborne tonnage; 1st in U.S. imports; 2nd in U.S. export tonnage and 2nd in the U.S. in total tonnage. It is also the nation's leading breakbulk post, handling 65 percent of all major U.S. project cargo. As one of the world's busiest ports, the Port of Houston is a large and vibrant component of the regional economy.



Bay Area Houston

MAGAZINE



WE ACCEPT THESE MAJOR CREDIT CARDS

AD DIMENSIONS

*Advertising rates on a per month basis

AD SIZE	12 Month*	6 Month	OPEN RATE
Full	\$1900	\$2560	\$3200
Half	\$995	\$1592	\$1990
Third	\$685	\$1000	\$1250
Quarter	\$550	\$800	\$1000
Sixth	\$450	\$720	\$900
Eighth	\$395	\$600	\$750

*Ask about our special seasonal rates

AD DESIGN: Half/Full \$350, All other sizes \$250

COVER PACKAGES AVAILABLE FOR \$7500:

This includes professional photography for the cover shots and centerspread. We will provide a professional writer for your article but you also have the option of using your own story (Limited to 1,000 words). Call or e-mail for pricing on two page spreads alone.

SPECIAL POSITIONING: \$50 monthly surcharge. Available on a reservation basis only. Non-cancelable. Non-commissionable.

CANCELLATION: Cancellations must be submitted in writing and received by the publisher on or before the 15th of the prior month. Cancellation of any portion voids all rate and position protection. Cancellation of a contract before contract has expired will include a \$500 surcharge.

ESTIMATED READERSHIP: 60,000

SPECIFICATIONS AND REQUIREMENTS:

Bay Area Houston Magazine is designed using the Adobe Creative Suite. We accept the following formats for camera ready ads:

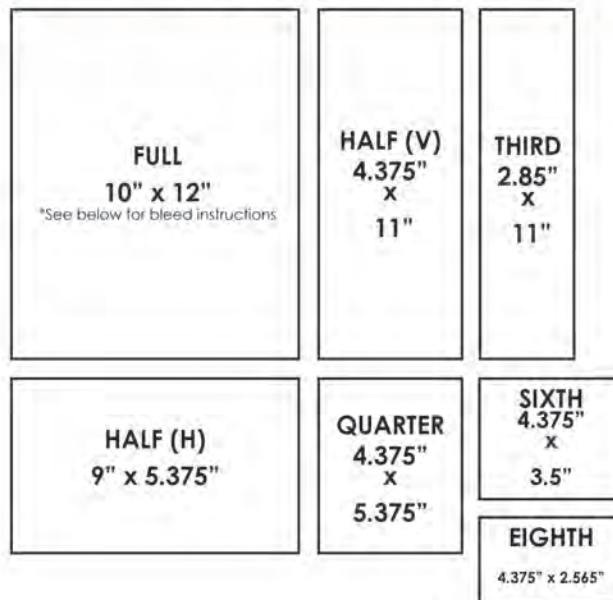
- High Quality PDF, EPS and TIF files are preferred
- Files created in Publisher, Word or Powerpoint are not accepted

DESIGNING CAMERA READY ADVERTISEMENTS:

- Convert all exotic and unusual fonts to outlines
- All images must be saved as CMYK, NOT RGB
- Photos should be at a resolution of 300dpi
- Final file must be 300dpi
- Above all make certain your file is the correct size!

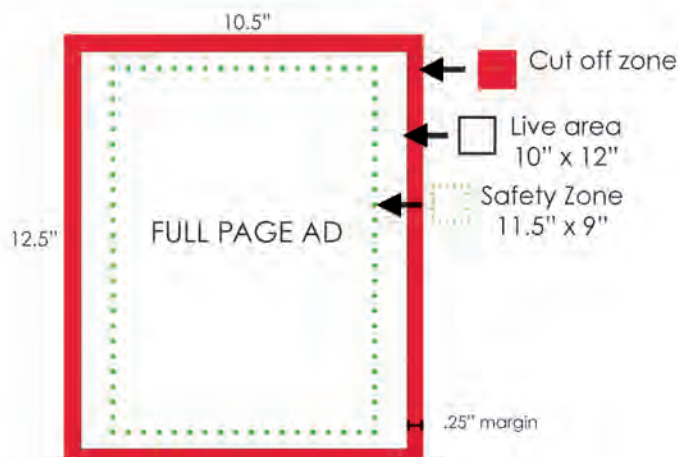
Camera ready artwork should be given to your representative or e-mailed to:

Art@Baygroupmedia.com



FULL PAGE ADS REQUIRE A 1/4" BLEED

Our magazine prints on high gloss 10" x 12" paper. If you would like your advertisement to fill the entire page then we **require** a .25" bleed around all edges. We also ask that you keep all important text at least .5" away from the edge of the page or it may get lost in the binding. If you want a white border around your full page advertisement then the dimensions are 9.5" x 11.5"



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