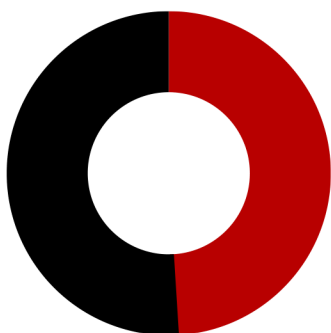


AUDIENCE BY THE NUMBERS

GENDER



M 51% F 49%

AGE

18-24	16%
25-34	21%
35-44	25%
45-54	18%
55+.	20%

INCOME

-\$25K	7%
\$25K - \$59K	23%
\$60K - \$74K	15%
\$75 - \$100K	20%
\$100K+	35%

EDUCATION

No College	25%
Some College	18%
College	35%
Graduate School	18%

21,008
Weekly Print
Circulation

659,000
Monthly
Social Reach

190,674
Total Email
Audience*

84,000
Monthly
Website Visitors

*City of Houston: 144,568, Harris County: 160,054, Fort Bend County: 30,622

PERSONA SEGMENTATION

THE FUTURE FORCE

Generation Z is taking the world by storm. With their new found independence, they are making a change and forging a brighter future for themselves and everyone around them. Staying abreast of cultural and social trends means everything, and their favorite way to do so is with social media. **Age 18-24**



MOVERS & SHAKERS

Generation X was once a powerful young voice. But as they have gotten older, they have settled down. They are still passionate about making a difference, but find ways to do so in their daily lives. Family and community are vital to them, and they are committed to contributing to political and social causes. **Age 39-54**



STRIVING MILLENNIALS

Millennials live and breathe social media as their primary source of connectivity to the world. They are starting to age up, meaning career success, social and political awareness, keeping up with pop culture, and quality of life are the critical factors of their everyday existence. **Age 24 -39**



THE OLDER CORE

Empty nesters are rediscovering their social lives. With kids out of the home and starting their own families, they are refocusing on connecting with the community and staying involved politically. While they didn't grow up on social media, it's increasingly becoming a part of everyday life. **Ages 55+**

