



90%
retention of
our advertisers



92%
of our readers are
31-70—in their prime
earning stage of life



36%
of our readers have a
net worth of \$1+ million;
50% have \$750K+



73%
of our readers have
yearly income over \$100K



96%
of our readers went to
or graduated college

AD DOLLARS ARE TIGHT THIS YEAR

...so spend them smarter

Legendary golf pro Harvey Penick told his students to 'take dead aim' at their target.

Why aim in the vicinity of your target when you can aim straight at it? In advertising, why use a shotgun approach when you can reach your audience with a laser beam?

By advertising in *Texas Links* magazines, your business can reach **112,500** of the most loyal readers and prime consumers in Texas. What's more, you can achieve **2.9 million** additional impressions each year through our e-mail newsletter that links our readers directly to your website.

TEXAS LINKS MAGAZINES

713-823-2805

www.texaslinksmagazines.com
www.houstonlinksmagazine.com
www.dfwlinksmagazine.com



89%
of our readers are male
head of households



76%
of our readers have
purchased based on
reading *Houston Links*



2.9M
annual impressions is
what we offer with our
magazines and newsletter



675K
is how many rounds our
readers play in a year



\$711M
is how much our readers
spend each year on golf

