

2024 MEDIA KIT



ABOUT

LAKE GRANBURY LIVING MAGAZINE



Lake Granbury Living (LGL) is a quarterly magazine published in Granbury, Texas. It has been in publication since 2014 and is a lifestyle magazine that celebrates our community and shares our unique attributes. In 2024, the Texas legislature officially designated Granbury ***The Celebration Capital of Texas*** because our residents love to gather, rejoice, and share its spirit like no other place. Year-round, Granbury's citizens and visitors revel in the city's special events, history, arts, nature, and recreation opportunities. LGL aims to educate, entertain, and share the community's pride – reminding residents and visitors that life is ***“All Good in the Hood.”***

OUR QUALITY AND COMMITMENT

Every Lake Granbury Living issue is designed to be fun, engaging, entertaining, and informative. Our staff carefully creates and manages each issue's content, design, print, and distribution with journalistic integrity. In addition to staff writers, Lake Granbury Living welcomes guest writers, photographers, and input from the community to help ensure that we are relevant, engaging, and inclusive. Don't hesitate to contact the editor at editor@LGLmag.com to help contribute to this important community resource

CONTENT



To be engaging, relevant, and timely, Lake Granbury Living Magazine covers top-of-mind topics for most of Hood County's residents. In addition to covering local happenings, we also focus on

the people and commerce of our rural and urban populations. We explore neighboring communities and the greater state of Texas when they impact our community. Most of all, we are interested in making LGL fun and not taking ourselves too seriously. Our content will include:

HISTORY

SPECIAL EVENTS

ART AND MUSIC

OUTDOOR ADVENTURE & LAKE LIFE

NEIGHBORHOOD SPOTLIGHTS

FOOD & BEVERAGE

LOCAL BUSINESS

SPECIAL PERSON/S BIO

NON-PROFITS

HUMOR

"BEST-OF'S"

AND MORE...



READER PROFILE

DEMOGRAPHICS & LIFESTYLE

Lake Granbury Living readers are diverse. They utilize multiple media platforms, enabling advertisers to target readership into neighborhood communities and the Dallas/Fort Worth Metroplex.

READERS ARE:

TOWN & COUNTRY -

A blend of Granbury residents plus farmers, ranchers, and rural residents in Hood and Johnson, and Tarrant counties.

HEALTH & FITNESS-CONSCIOUS -

Dedicated to nurturing body, mind and soul through exercise, good eating, and healthy living.

FAMILY-FOCUSED -

A population that adores children, pets, hobbies, home improvement, and sports.

OUTDOORSY -

Residents and visitors who love being in a paradise where fishing, boating, hunting, camping, and RVs are abundant and a way of life.

COMMUNITY ENGAGED -

Hood County residents love exploring restaurants, community events, fashion, and quality of life.

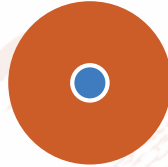
BUSINESS-DRIVEN -

Residents are entrepreneurs, tech-savvy, and connected to businesses beyond our borders. Farmers and ranchers use cutting-edge practices and technologies to maximize profits and achieve long-term sustainability.

POLITICALLY & RELIGIOUSLY INCLINED -

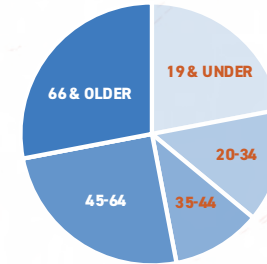
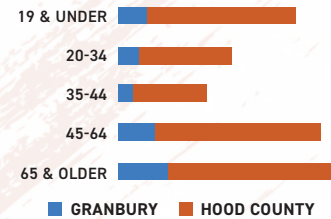
A population that is deeply involved in church, civic activities, and community well-being.

POPULATION:

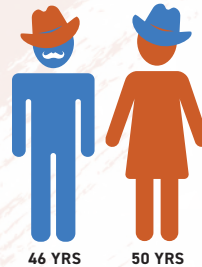


GRANBURY: 12,691
HOOD COUNTY: 67,593

POPULATION BY AGE

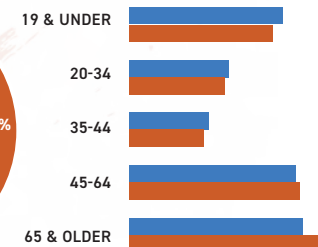
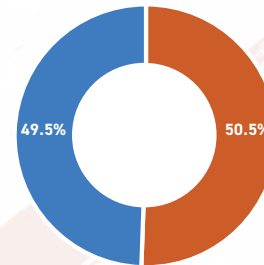


POPULATION BY SEX

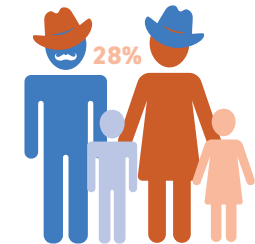


46 YRS 50 YRS

MEDIAN AGE



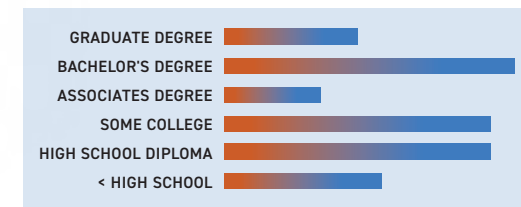
FAMILIES



AVERAGE HOUSEHOLD INCOME



EDUCATION



Sources: U.S. Census, NTCOG, ESRI, EMSI, 2022

LARGEST INDUSTRIES



RETAIL



HEALTHCARE



CONSTRUCTION



MANUFACTURING

Source: WEBSITE - 2022 data: <https://datausa.io/profile/geo/hood-county>

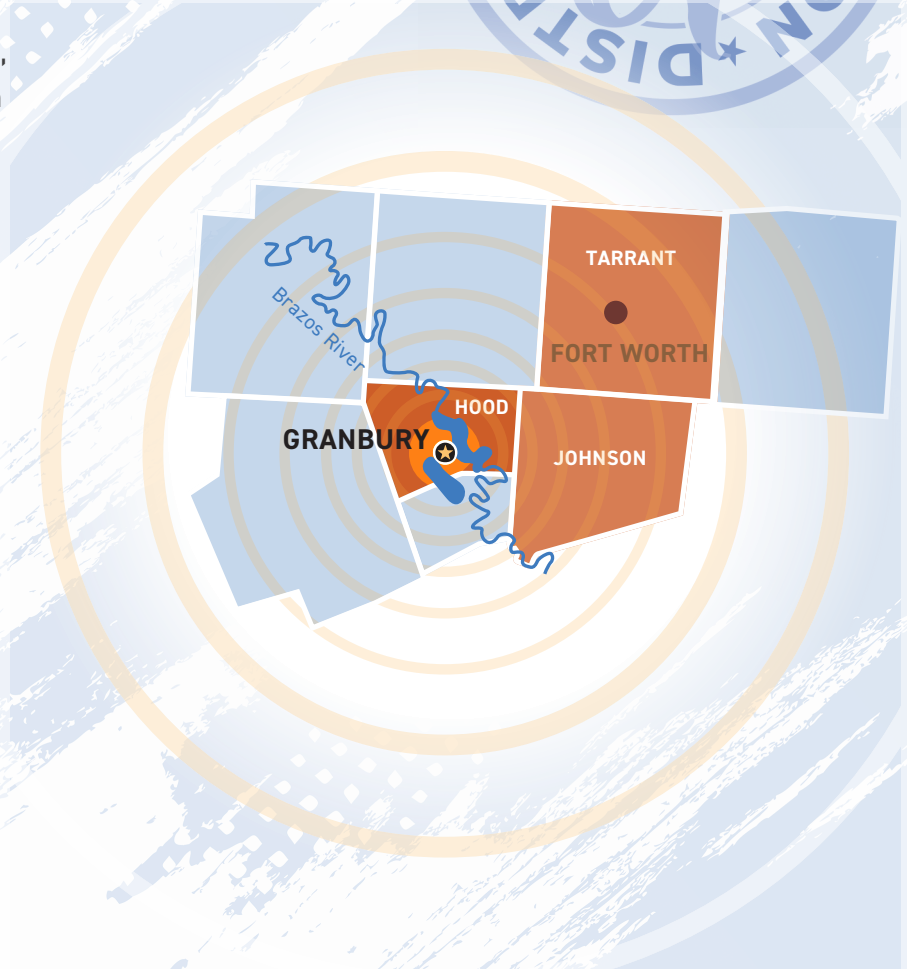
CIRCULATION

8,000 Lake Granbury Living magazines are printed each quarter.

The magazines are distributed in Granbury as well as Hood and Johnson Counties through magazine stands, businesses, luxury hotels, Visit Granbury, and events in Granbury and surrounding areas. Pass-along readership is high, which means LGL has a considerable reach and a long shelf life. Collaboration with the Chamber of Commerce, Visit Granbury, and local businesses ensures that our issues are in the hands of thousands of visitors and residents, keeping our advertisers' messages front and center to a large population. Latest surveys suggest that pass-along readership is 40,000 to 50,000 readers per issue.

LGL Magazine has a digital version on **LGLmag.com**. Our staff is working to increase the magazine's social media presence, including an e-newsletter, phone and tablet apps, and other information resources that benefit readers, sponsors, and advertisers alike.

Please contact our LGL staff to find out how to best participate in these additional distribution and messaging opportunities.





ADDITIONAL PLATFORMS & SPONSORSHIP OPPORTUNITIES

While LGL magazine has mainly been experienced as a print and web magazine, we will utilize additional platforms to satisfy the diverse needs of LGL's readership. Future opportunities will enable advertisers and sponsors to grow their brands further. We are developing applications highlighting restaurants, local resources, breaking news, and community networks. We will continue increasing our social media presence on Facebook, Instagram, and other platforms.

Our mobile website will grow to reach populations across the planet, including our larger neighboring communities that enjoy visiting and learning about Granbury.

As more opportunities become available, advertisers and partners can extend their brand to the world beyond our borders.

SPONSORSHIPS & SPECIAL ENGAGEMENT OPPORTUNITIES

LGL plans to coordinate community events to showcase *The Celebration Capital of Texas*. We actively seek sponsors to partner with us to help amplify our events and increase their impact on our community.

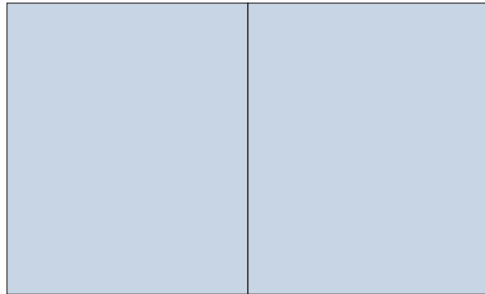
We can create custom opportunities to showcase your brand through advertorials and innovative promotions. We are happy to collaborate with you to envision how we can reach your audience with a targeted approach.

Please get in touch with sales@LGLmag.com or publisher@LGLmag.com to begin to explore new ideas.



AD SPECS & RATES

AD SIZES

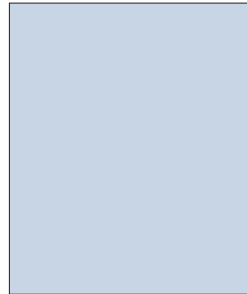


DOUBLE PAGE Spread w/Bleeds

Bleed: 18.25"x11.125"

Trim: 18"x10.875"

Safety: 17.5"x10.375"

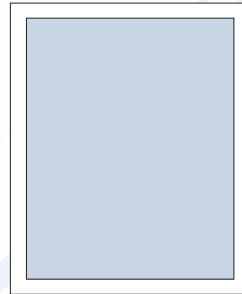


1 PAGE w/Bleeds

Bleed: 9.25"x11.125"

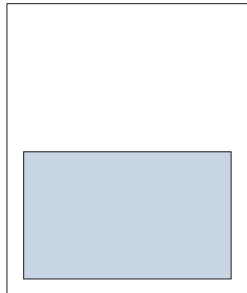
Trim: 9"x10.875"

Safety: 8.5"x10.375"



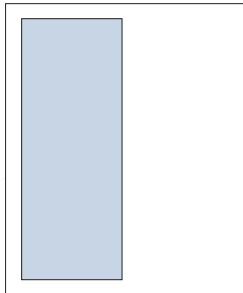
1 PAGE

7.75"x9.75" (no bleed)



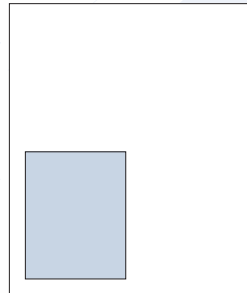
1/2 PAGE Horizontal

7.75"x4.75"



1/2 PAGE Vertical

3.75"x9.75"



1/4 PAGE

3.75"x4.75" (no bleed)



AD ARTWORK REQUIREMENTS:

Preferred format for press-ready ads is a high-resolution PDF. Ad artwork and images must be 300 ppi resolution to be accepted. Acceptable file formats are PSD, TIF, EPS, PDF, and JPG. Other electronic art needs to be in vector created formats.

CREATIVE SERVICES

Lake Granbury Living design staff will provide ad design assistance, layout, limited copywriting, and electronic file preparation to advertisers at no cost for the first hour of production. Ads requiring more than one hour of work or more than three proofs are subject to additional fees.

2024-25 AD RATES

1/4 PAGE	\$650.00
HALF PAGE	\$900.00
FULL PAGE	\$1,500.00
INSIDE FRONT	\$3,500.00
INSIDE BACK	\$3,500.00
BACK COVER	\$4,500.00
2 PAGE SPREAD	\$3,500.00
ADVERTORIAL	Call for a Quote



QUESTIONS? Call 1-817-776-7858 or
email sales@LGLmag.com.

IT'S ALL GOOD IN THE HOOD.

LGL Magazine is at its best when our community participates in our ongoing success. Guest writers, photographers, involved citizens, and businesses are essential for helping us inform, entertain, and build a stronger community.

Advertisers and sponsors are essential for our ongoing success, and the benefits of your investment will pay dividends in increased awareness, business growth, and community recognition.

LGL Magazine is proud to be part of this community. We celebrate it by amplifying its spirit through this publication. Whether you are a reader, a writer, an advertiser, or simply a well-wisher, we are thrilled that you are along for the ride.

CONTACT US AT:

publisher@LGLmag.com – for feedback, collaborations, concerns or compliments.

sales@LGLmag.com – for advertising opportunities, specs and publishing dates.

editor@LGLmag.com – for writing and photography ideas, article submissions, and general questions.

art@LGLmag.com - for ad specs, artwork submission, help with putting together your ads a copy.

GENERAL QUESTIONS? Email publisher@lglmag.com or call 1-817-776-7858.



LGLmag.com



**LAKE GRANBURY LIVING
MAGAZINE ★ LLC**