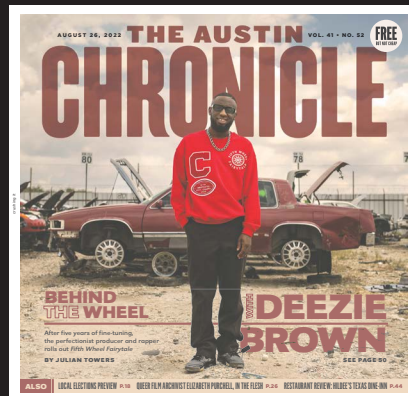
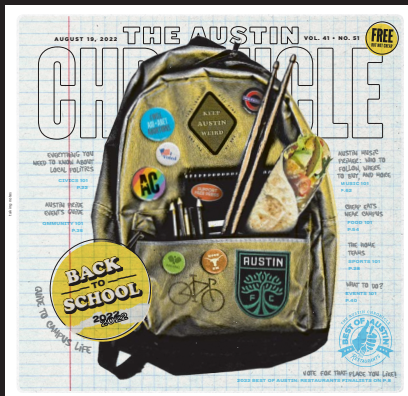


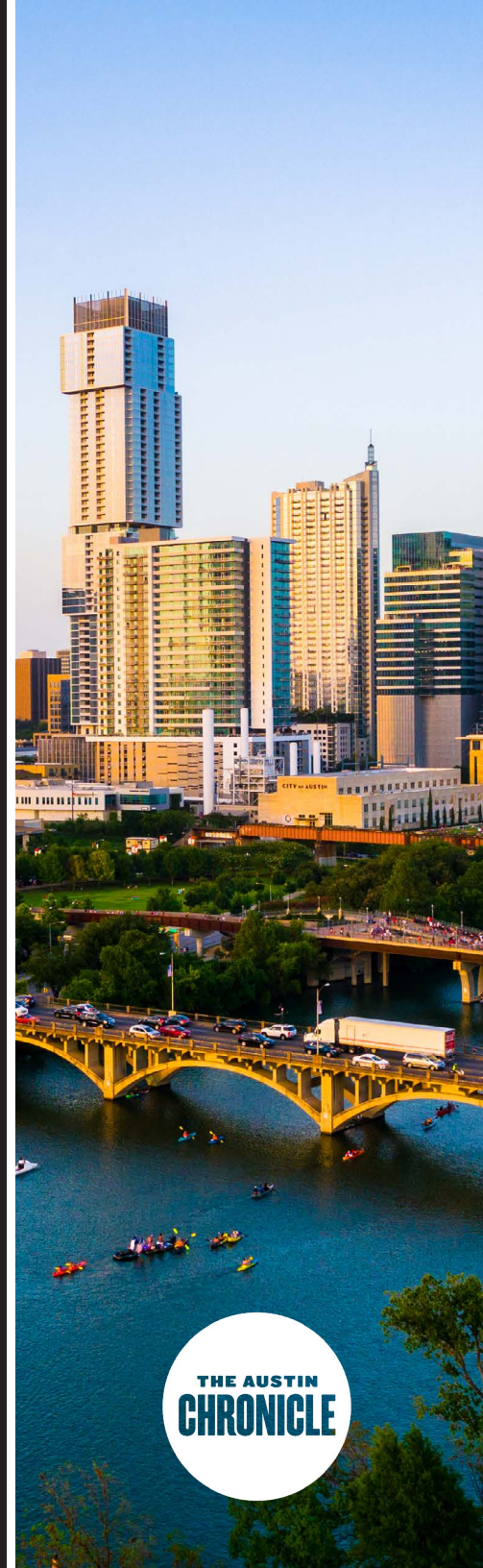
# THE AUSTIN CHRONICLE

## MEDIA KIT



CONTACT AUSTIN CHRONICLE SALES | [ADINFO@AUSTINCHRONICLE.COM](mailto:ADINFO@AUSTINCHRONICLE.COM) | 512.454.5766

THE AUSTIN  
CHRONICLE



# It's all about community.

For over 40 years, *The Austin Chronicle* has been the progressive voice of Austin. Locally owned and fiercely independent, we plug you into the heartbeat of the people and culture that make Austin such a vibrant and diverse place to live.

More than 350,000 readers each week trust our responsible editorial reporting and our proven mission to help similar small businesses with our high-impact, multi-channel advertising solutions and annual community-driven events.

Your message will stand out, connect, and build brand loyalty with our energetic, engaged readers – all while supporting independent, free press.

**If it's important to Austin,  
it's in *The Austin Chronicle*.**



THE AUSTIN  
CHRONICLE

# Why advertise with the *Chronicle*?

## UNIQUE AUDIENCE

Our readers are loyal. Whether they visit us online, follow us on social, subscribe to our newsletters, or pick up an issue, our readers engage with us **every.single.week.**

## NO PAYWALL

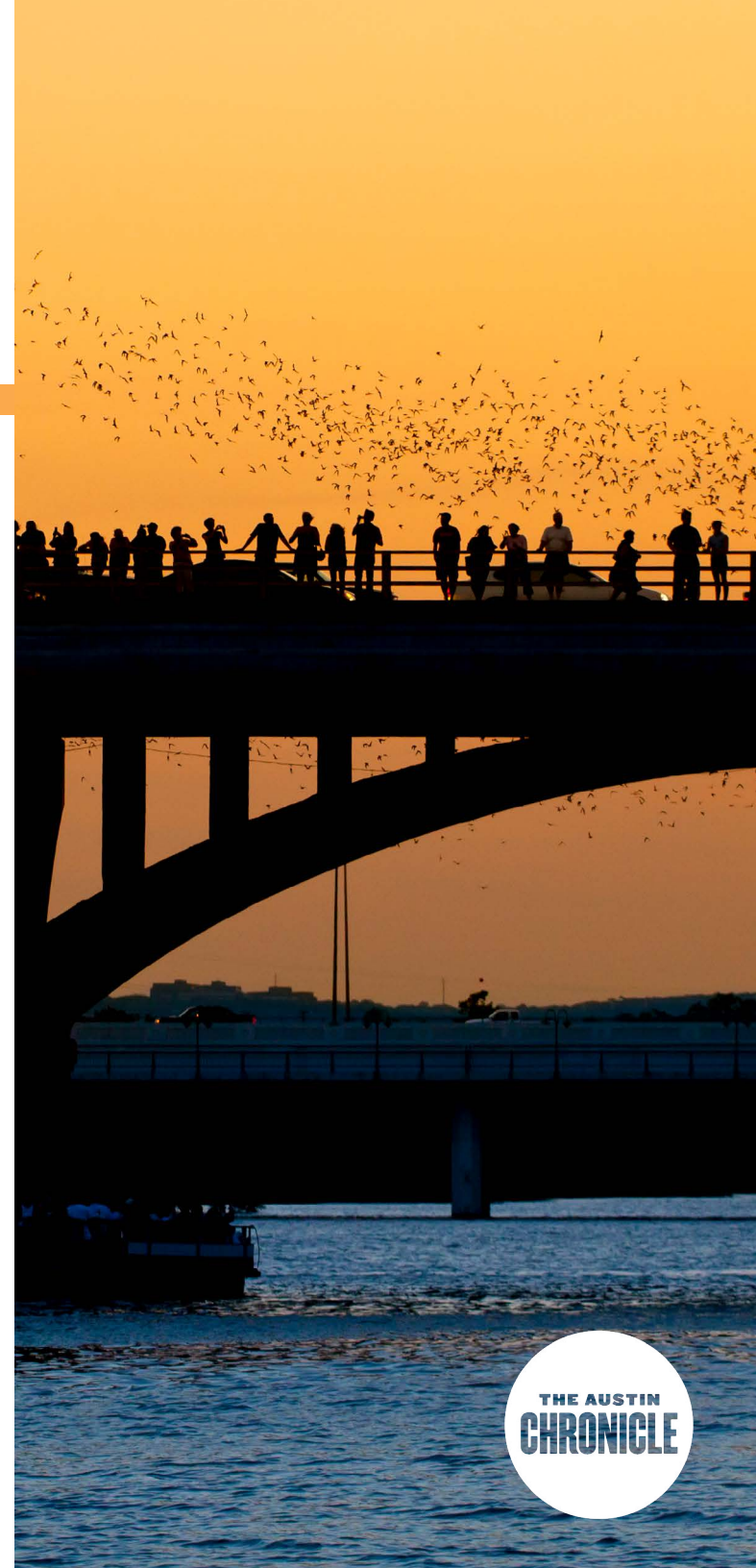
52,000 copies are delivered every Thursday to more than 1000 local restaurants, bars, clubs, businesses, and retail locations - all free.

## TARGETED MARKETING

Looking to reach live music fans? festival-goers? art lovers? With our dedicated emails, sponsored posts, and placement options, reach who you want, when you want.

## MULTI-PLATFORM REACH

The Chronicle is on the ground, online, in inboxes, and out at events, covering all the bases in Austin.





# 2025 EDITORIAL CALENDAR

## JANUARY

Music Poll  
Summer Camps

## FEBRUARY

Austin Music Awards

## MARCH

SXSW

## MAY

Summer Events

## JUNE

Best of Austin

## AUGUST

PRIDE

## SEPTEMBER

Hot Sauce Festival  
Fall Events

## OCTOBER

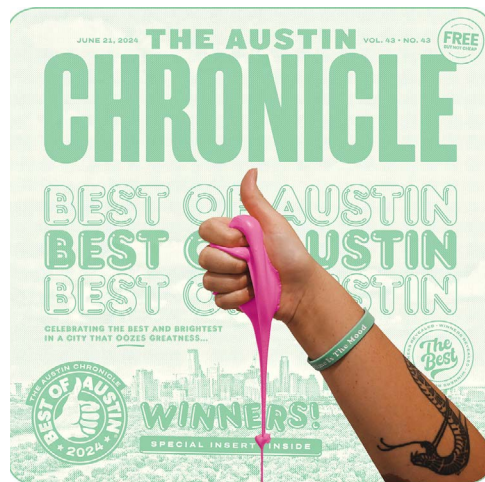
Drinks Issue

## NOVEMBER

Halloween Mask

## DECEMBER

Gift Guide



**VISIT OUR ARCHIVES AT [AUSTINCHRONICLE.COM/ISSUES](https://austinchronicle.com/issues)**



# DISTRIBUTION

**EVERY THURSDAY**  
**52,000 AUSTIN CHRONICLES**  
**ARE DISTRIBUTED AT MORE THAN 1,400 LOCATIONS**



ZIP	AREA	# OF PAPERS
78704	South Austin	4,635
78751	North Central	4,810
78701	Downtown	3,715
78745	Far South	2,490
78705	UT Area	1,570
78723	East Central/Mueller	1,760
78759	Northeast	2,285
78702	East Austin	1,970
78749	Southwest Austin	2,110
78757	Central NW	1,710

## **CITIES WHERE WE DISTRIBUTE PAPERS:**

**Austin, Round Rock, Cedar Park, Leander,  
Lockhart, Pflugerville, Buda, Kyle, San Marcos,  
Dripping Springs, Spicewood**



# PRINT AD SIZES

## Print: Still considered the most trusted source of information

Print advertising is the most powerful way for your business to reach our highly engaged, loyal audience. With our trusted, established media platform, print ads provide credibility and visibility within the community. Print advertising still commands attention, making it an ideal choice to showcase your products, services, and promotions. Plus, local readers are more likely to support businesses in their area, helping you drive foot traffic, boost brand awareness, and build lasting relationships with customers. Make your business stand out where it matters most—locally!

$\frac{3}{4}V$	$\frac{1}{12}V$	HALF VERT	$\frac{1}{4}V$
	$\frac{1}{6}V$		$\frac{1}{8}V$
$\frac{1}{3}H$	$\frac{1}{3}V$	$\frac{3}{8}V$	
		$\frac{1}{4}H$	
$\frac{1}{4}S$	$\frac{1}{6}S$	$\frac{1}{8}H$	$\frac{1}{12}H$
HALF HORIZONTAL		$\frac{3}{4}H$	



## BACKPAGE DISPLAY ADS

Maximize your brand's visibility by advertising on our coveted backpage. This **prime real estate** guarantees your ad is the last thing readers see, ensuring your message leaves a **lasting impression**. High-impact with either line ads or display, backpage advertising offers **unparalleled exposure** to a targeted, engaged audience.

## RACK CARDS

Rack cards are **mini billboards** that put your message in front of both dedicated readers and the general public. An option on **600 Austin Chronicle distribution racks** throughout the city, this limited placement creates a big impact.

## INSERTS

Our **controlled-circulation distribution** system enables advertisers to target locations throughout the Austin metro with pre-printed inserts. Our full **52,000** circulation maximizes exposure.



## Policies

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# We started with print, now we're so much more.

Online pageviews **14 million a year**. Newsletter subscribers **120,000+**.  
Social media followers **400,000**. Event Attendance **10,000+**.

Across all of our platforms, our content is independent, informative,  
and intriguing. Most importantly, we are a trusted source of news  
and culture in Austin, Texas.

## TOTAL MONTHLY REACH: 1.1 MILLION

Weekly print: **52,000 copies**

Distribution locations: **1,400**

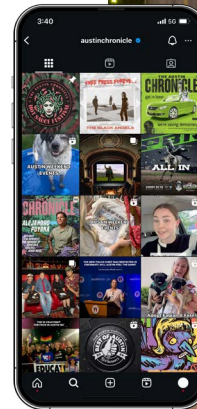
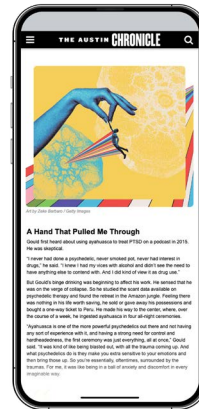
Avg. website monthly users: **521,000**

Email uniques: **92,989**

Instagram followers: **105,946**

Facebook followers: **81,169**

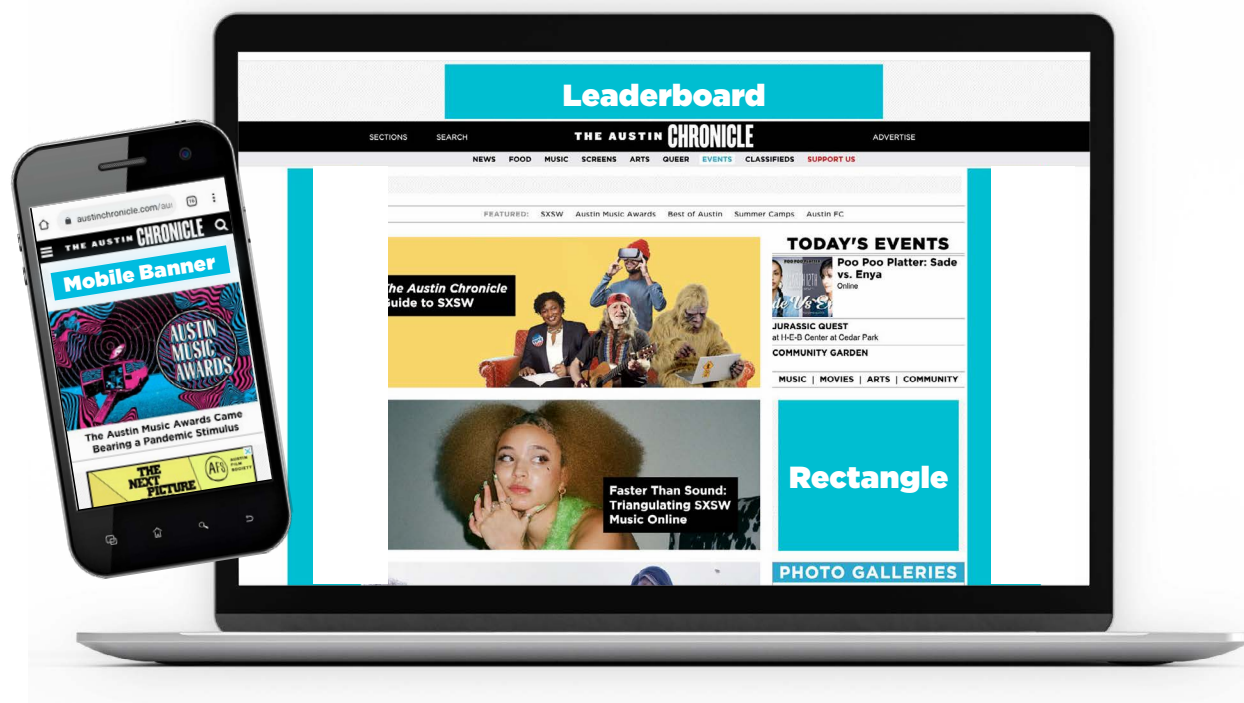
X (Twitter) followers: **212,936**



THE AUSTIN  
CHRONICLE

## READERS ARE MULTI-PLATFORM. YOUR ADVERTISING SHOULD BE TOO.

Build frequency and reach a larger audience  
when combining print, online desktop, and mobile.



Contact us for roadblocks, dedicated placements & other options!

### AVAILABLE PLACEMENTS

**LEADERBOARD** 728 X 90 PIXELS

**RECTANGLE** 300 X 250 PIXELS

**MOBILE BANNER** 320 X 50 PIXELS

### AD SUBMISSION INFORMATION

The Austin Chronicle can build your online ad **at no additional cost**. Logo and any additional art or fonts to be used must be provided by advertiser.

Deadline for art submission to build your online ad is **one week prior** to the scheduled run.

### ACCEPTABLE FILE TYPES

**GIF, PNG, JPG, HTML**

### MAXIMUM FILE SIZE

**600KB**



# BRANDED CONTENT

**In today's fast-paced digital world, consumers crave content that is not only informative but also engaging and relevant to their lives.**

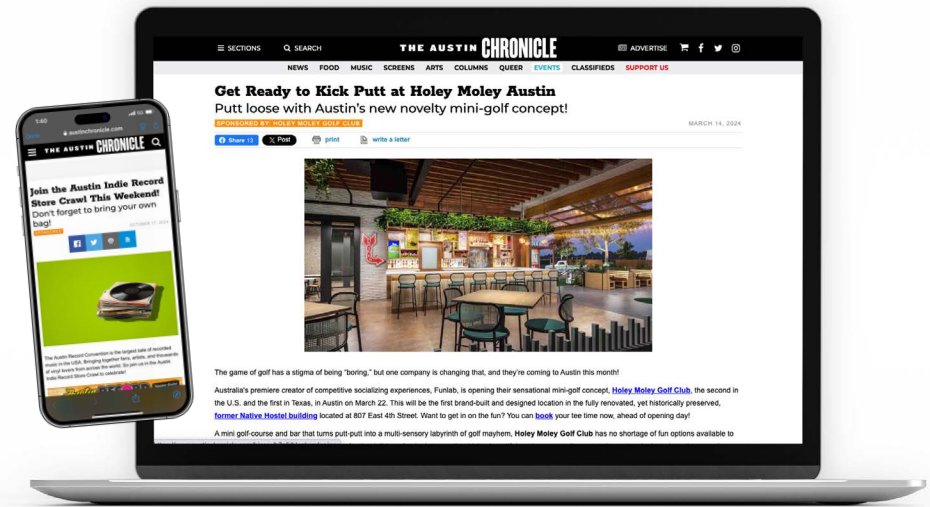
Branded Content offers local businesses the opportunity to connect with our highly engaged readership through authentic, story-driven content that resonates.

This option is a way for our readers to engage with your businesses in a unique way. Content that you pay for and supply, creating a means to tell your story. Custom-written by you, aligning with your brand's message, and posted on The Austin Chronicle's website.

Advertisers can also purchase discounted supplemental print advertising with a QR code or newsletter advertising with links to further content engagement. Social media posts are also available depending on content.

Ready to create something amazing together? Contact us to discuss how we can help your brand reach new heights.

*\*Content will be marked SPONSORED. The Austin Chronicle has the right to refuse any content, as well as a right to review and approve any language. Other restrictions also apply.*



## ACCEPTABLE FILE TYPES

**JPEG**

## MAXIMUM FILE SIZE

**180KB**

## PREFERRED DIMENSIONS

**SQUARE:** 1080 X 1080px

**LANDSCAPE RECTANGLE:**

1200 x 630-900px

## PREFERRED STYLE

**LIVE PHOTOS:** People, places, images with minimal-to-no text (Best performing)

**OPTIONAL:** Graphic design/digital flyer/advertising material

## POSTING LIMITS

**MAX 2 PER WEEK**



# EMAIL MARKETING

## NEWSLETTER BANNER ADVERTISING

Our newsletters deliver breaking news, recommended events, and targeted content to our most engaged and loyal opt-in audiences.

**DAILY** DELIVERED DAILY WITH TOP HEADLINES AND BREAKING NEWS

**EVENTS** DELIVERED EVERY THURSDAY WITH THE WEEK'S "MUST-DO" EVENTS

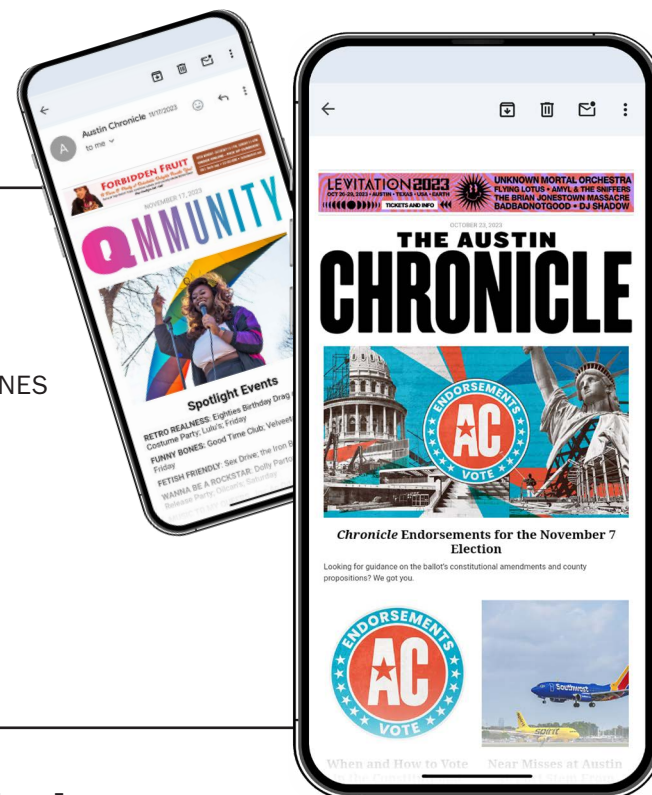
**CHRONFIDENTIAL** DELIVERED MONTHLY WITH A FOCUS ON B2B & CHRONICLE BEHIND THE SCENES

**QMMUNITY** DELIVERED EVERY FRIDAY HIGHLIGHTING LGBTQ+ EVENTS AND HAPPENINGS

**VERDE REPORT** DELIVERED IN-SEASON FOR ALL THINGS AUSTIN FC

**LUV DOC** DELIVERED EVERY TUESDAY WITH ADVICE STRAIGHT FROM THE LUVDOC HIMSELF

**AUSTIN CHRONIC** DELIVERED BI-MONTHLY COVERING ALL THINGS CANNABIS CULTURE



### Guaranteed Listing in Chronicle Events Newsletter

Every Thursday, over 106,337 readers refer to the events newsletter for their guide to Austin's must-do events. From live music to festivals and fundraisers to grand openings, the *Chronicle* Events newsletter has fun covered. Highlight your event and maximize your exposure.

### Sponsored Newsletter to Chronicle Events Subscribers

Promote your event or giveaway with a fully customizable e-blast to our targeted list of over 106,337 events newsletter subscribers. Our subscribers are engaged in Austin's music, film, food, and party scenes, and want the scoop on the latest announcements and giveaways. This exclusive e-blast is limited in availability, so your message to fans stands out.



# EMAIL DEMOGRAPHICS

## DAILY NEWSLETTER

**Subscribers: 61,309**

Open rate: 29%  
Click rate: 1.2%  
Clicks per unique opens: 4.4%

51.5% Women, 39.1% Men,  
<1% Another identity, 9.4% Unknown

Age:

18-34	21.2%
35-54	50.8%
55+	18.6%
Unknown	9.4%

## EVENTS NEWSLETTER

**Subscribers: 105,123**

Open rate: 32%  
Click rate: 2%  
Clicks per unique opens: 1.7%

51.1% Women, 39.2% Men,  
<1% Another identity, 6.5% Unknown

Age:

18-34	27.8%
35-54	50.2%
55+	15.3%
Unknown	6.7%

## CHRONFIDENTIAL

**Subscribers: 11,664**

Open rate: 29%  
Click rate: 3%  
Clicks per unique opens: 1.8%

43.6% Women, 43.1% Men,  
<1% Another identity, 13.3% Unknown

Age:

18-34	6%
35-54	53.3%
55+	27.2%
Unknown	13.5%



## COMMUNITY

**Subscribers: 6,235**

Open rate: 17%  
Click rate: 0.6%  
Clicks per unique opens: 3.1%

51.4% Women, 32.7% Men,  
<1% Another identity, 15.7% Unknown

Age:

18-34	14.8%
35-54	53.2%
55+	16.2%
Unknown	15.8%

## VERDE REPORT

**Subscribers: 6,828**

Open rate: 22%  
Click rate: 1.3%  
Clicks per unique opens: 6.2%

51.3% Women, 33.9% Men,  
<1% Another identity, 15.7% Unknown

Age:

18-34	13.4%
35-54	55.1%
55+	15.8%
Unknown	15.7%

## LUV DOC

**Subscribers: 5,372**

Open rate: 11.9%  
Click rate: .7%  
Clicks per unique opens: 5.6%

50.2% Women, 37.5% Men,  
<1% Another identity, 12.1% Unknown

Age:

18-34	12.8%
35-54	56.6%
55+	18.3%
Unknown	12.3%

## AUSTIN CHRONIC

**Subscribers: 4,311**

Open rate: 31%  
Click rate: 2%  
Clicks per unique opens: 9.4%

36.2% Women, 36.2% Men,  
27.6% Unknown

Age:

18-34	15.1%
35-54	34.9%
55+	22.4%
Unknown	27.6%

# TOTAL EMAIL REACH: OVER 123,000 SUBSCRIBERS



# SOCIAL MEDIA DEMOGRAPHICS

## Tap into the *Chronicle's* DIGITAL AUDIENCE while expanding your own.

Sponsored posts on **Facebook**, **X**, and **Instagram** can help you reach new users and promote your brand, events, or special promotions.

Advertising on the *Austin Chronicle's* social media channels offers **targeted access** to a highly engaged, local audience that values community, culture, and the arts. With its **strong local influence**, your brand can connect with our dedicated readers who trust and frequently interact with the *Chronicle's* social channels.

### FACEBOOK

Followers:  
**81,272**

Monthly Impressions:  
**237,800**

Monthly Engagement:  
**14,700**

### INSTAGRAM

Followers:  
**103,502**

Monthly Impressions:  
**228,400**

Monthly Engagement:  
**32,300**

### X/TWITTER

Followers:  
**216,500**

Monthly Impressions:  
**215,800**

Monthly Engagement:  
**1.8%**



Check us out!  
**@AustinChronicle**



# ADDITIONAL DIGITAL PLACEMENTS

## GUARANTEED NEWSLETTER INCLUSION

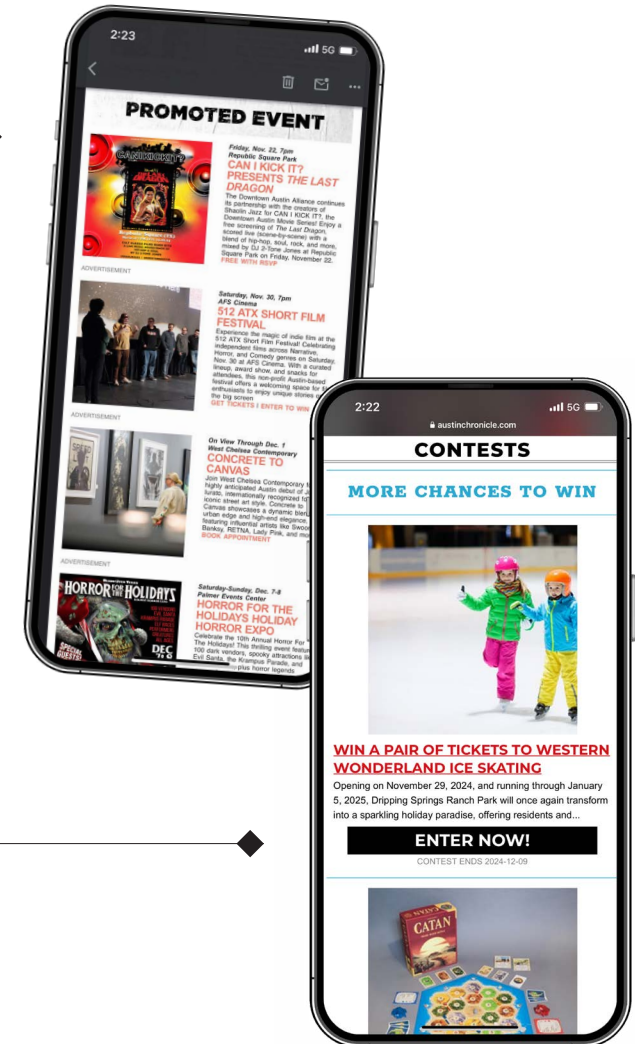
Available as branded content in our weekly Events Newsletter emailed every Thursday, this special ad placement gets your event in the inbox of more than 100K subscribers. With this targeted audience of engaged readers who are eager for the latest local, Austin must-dos, you can increase your event visibility, drive ticket sales, and boost engagement. Don't miss out on this powerful opportunity to connect with this exclusive audience.

## PROMOTED EVENTS

Unlock the power of our Calendar/Events section online with a **Promoted Event**. Showcase your special event and build awareness by reaching our online audience of more than 250,000 avg. monthly page views. With a prime spot in a highly visible, easy-to-navigate calendar section, your listing will be seen by thousands of potential attendees and customers.

## CONTESTS/GIVEAWAYS

Partner with us and create excitement, increase customer interaction and drive traffic to your business with a contest or giveaway. A cost-effective way to attract new customers, reward loyal ones, and generate buzz around your products or services. Work with your Account Executive to customize a memorable promotion that gets people talking and keeps them coming back for more.



## Policies

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## AUSTIN MUSIC AWARDS

For over four decades, the Austin Music Awards have honored the city's live music community each year by recognizing and celebrating the musicians, music creatives, industry masterminds, and entities that have made a significant impact on Austin's local music scene. This yearly celebration includes award presentations, winner and special guest performances, and kicks off the music-filled month of March for Austin.



## HAIR OF THE 3-LEGGED DOG DAY PARTY

Originally created for Chronicle readers to skip work and party with locals during SXSW, the Hair of the 3-Legged Dog Day Party has become a decade-long tradition of discovering the best new Austin bands over tacos and Bloody Marys. Named in honor of Hank, the Chronicle's tripaw office mascot, the Hair of the 3-Legged Dog draws over 600 partygoers each year and gives back to local animal rescue Austin Pets Alive! Totally free to attend, it's common to see a line around the block to enter the Day Party (and to catch a glimpse of Hank as he greets his guests).



## AUSTIN CHRONICLE ANNUAL HOT SAUCE FESTIVAL

What began as a small hot sauce contest in 1990 has grown into one of Austin's best-known food events, drawing over 10,000 and 350 entries in peak years. Hundreds of hot sauces have been consumed testing the bravest of pepper heads and chili-loving festival goers with beverages on hand to cool off the overheated. In addition to hot sauce, this truly Austin food event features local food truck options, sauces for sale, cookbooks, peppers, and of course live music every year! Past performers at the fest include Joe King Carasco, Dale Watson, Money Chicha, Shinyribs, and many more.

Serving as a major fundraiser for the Central Texas Food Bank, The Austin Chronicle Hot Sauce Festival has raised over 1 million meals! One of the most beloved Austin Chronicle events and a celebration of all things spicy!



**THANK YOU!**

EMAIL OUR TEAM AT

**ADINFO@AUSTINCHRONICLE.COM**

**THE AUSTIN  
CHRONICLE**