



**MEDIA KIT**

**2021**

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[TrophyClubMedia.com](http://TrophyClubMedia.com) 702-328-5828

**TROPHY CLUB**  
**MEDIA**™

# ABOUT TROPHY CLUB MEDIA

Trophy Club Media offers multi-channel distribution including website, social media and direct mail products for residents of Trophy Club, TX.

We deliver via direct mail to all residents of Trophy Club (quarterly) as well as allow pick up prints in local business waiting rooms. In addition, all advertisers receive complementary advertisements on our website and social media.

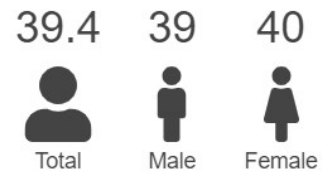
Circulation: (Quarterly)  
 Social Media: 5000 Monthly readers  
 Web: 4000 Monthly readers  
 Print: 4000 Direct Mail  
 + Offices / Waiting Rm's

# TROPHY CLUB DEMOGRAPHICS

**Total Households: 3,911    Size: 3.01    Owned: 91.3%**

Name	Median	Mean
Households	\$142,483	\$160,623
Families	\$150,365	\$168,868
Married Families	\$163,125	-
Non Families	\$65,726	\$96,278

### Trophy Club Median Age

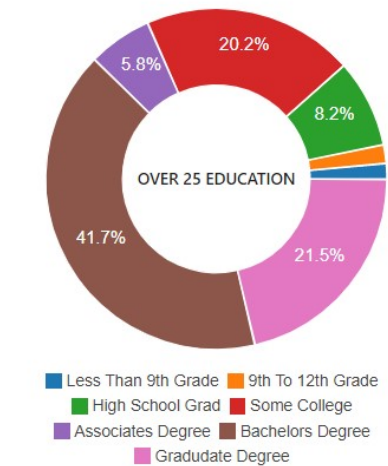


### Trophy Club Adults

There are 8,237 adults, (1,339 of whom are seniors) in Trophy Club.

### Trophy Club Sex Ratio

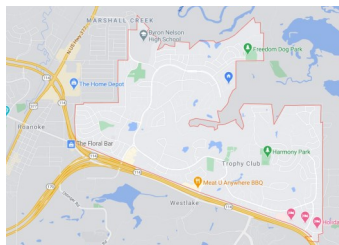
Female 5,975 50.68%  
 Male 5,815 49.32%



Race	Population	Percentage
White	10,520	89.23%
Asian	518	4.39%
Black or African American	309	2.62%
Two or More Races	236	2.00%
Some Other Race	207	1.76%



Republican 65%



Democrat 33%

# 2021 EDITORIAL CALENDAR

PRINT EDITIONS OF THE TROPHY CLUB JOURNAL MAGAZINE. CIRCULATION 4,000+

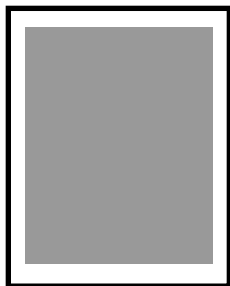
Edition	Theme	Space Deadline	Art Deadline	Delivered
Spring	Spring / Love & Friendship / Home Improvement	01 / 15 / 2021	02 / 01 / 2021	03 / 15 / 2021
Summer	Summer / Outdoor Fun / Bar-B-Que	04 / 15 / 2021	05 / 01 / 2021	06 / 15 / 2021
Fall	Fall / Independence Day / Family & Vacation	07 / 15 / 2021	08 / 01 / 2021	09 / 15 / 2021
Winter	Winter / Holiday / Family / Faith	10 / 15 / 2021	11 / 01 / 2021	12 / 15 / 2021

Trophy Club Media does not provide ad production at this time. All advertisement must be submitted to Trophy Club Media print ready. Images shall be 300 dpi, and submitted in color .jpg format to actual size of selected advertisement.

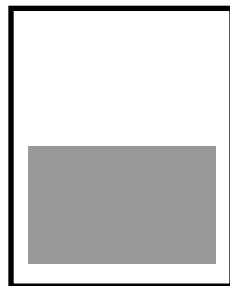
Filename of the advertisement shall include the company name, ad size, edition and year.

Ad block must be paid in full prior to **Space Deadline**. Each advertisement is specific to each edition. No refunds will be provided after space deadline. Art deadline is firm. If artwork is not received by deadline, newspaper will be printed without advertisement and no refund will be provided. Reference advertising agreement for additional terms, conditions and requirements.

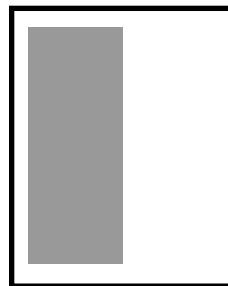
## PRINT SPECIFICATIONS



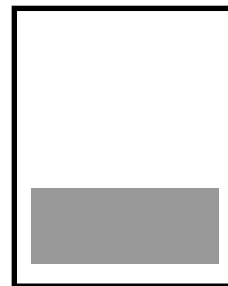
Full Page—No bleed  
7.5" x 10.0"



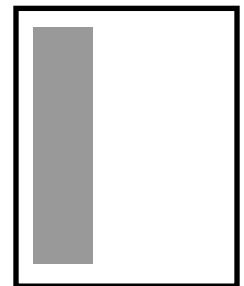
Half Page—Horiz.  
7.5" x 4.9"



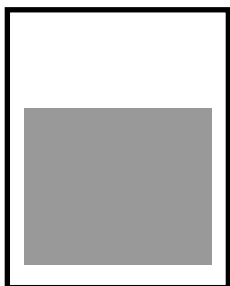
Half Page—Column  
3.6" x 10.0"



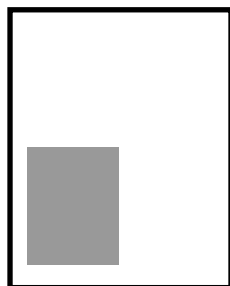
1/3—Horizontal  
7.5" x 3.0"



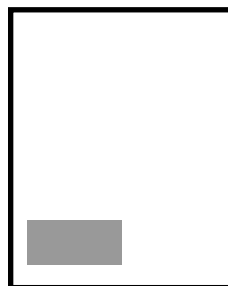
1/3—Skyscraper  
2.5" x 10.0"



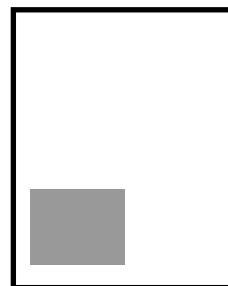
3/4 Page  
7.5" x 6.5"



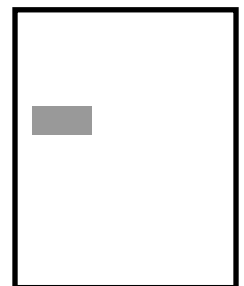
1/4 Page  
3.6" x 4.9"



2" —Column  
3.6" x 2.0"



3" - Column  
7.5" x 3.0"



Content Bullet  
3.0" x 1.0"

# 2021 RATES (UPDATED 09/12/2020)

## PRINT EDITION

Ad Size / Location	X1 Edition	X4 Editions
Full Page, Standard	\$800	\$2880
Full Page, Inside back cover	\$1300	\$4680
Three Quarter Page, on back cover	\$1500	\$5400
Half Page Horizontal, Inside front cover	\$700	\$2880
Half Page Horizontal, Standard	\$500	\$1800
Half Page Column, Standard	\$500	\$1800
Half Page Column, Contributors Page 4	\$600	\$2160
Half Page Column, Centerfold	\$800	\$2880
One Third, Horizontal	\$400	\$1440
One Third Column Skyscraper	\$300	\$1080
One Quarter Page, Standard	\$250	\$900
One Quarter Page, Inside front cover	\$450	\$1620
One Quarter Page, Centerfold	\$600	\$2100
3" Column	\$350	\$1260
2" Column	\$150	\$540
1" Content bullet (Must be contextually relevant to content.)	\$75	\$270

## WEBSITE & SOCIAL MEDIA

Included with any paid advertisement is one matching ad served on our website during print edition run from time of delivery to the next edition delivery. Ads will be scaled to fit web content at discretion of webmaster. Placement at discretion of webmaster. There is no guarantee of the number of impressions. There is no exclusivity. Also included will be one matching ad post on our Facebook feed in either the Home Page or Group. Post will read as a "Thank you to our Sponsor" and will have a hyperlink to the advertisers web page if provided. Advertisers are not permitted to post independently on our social media sites.