

MEDIA KIT

► HOUSTON

ARE YOU PART OF THE HOUSTON ECONOMY?

- ✿ Houstonians consume more than 85 Billion Dollars
- ✿ with a per capita buying power of \$29,850
- ✿ and a median household of \$55,584



ARE YOU INTERESTING IN ADVERTISING WITH US?

Write to sales@thegoodluck.com and tell us in what city you are, our advisors will contact you immediately.



WHY THE GOOD LUCK?



THE GOOD LUCK

More than 30 years of experience in the Houston Market helping businesses to increase the sales

We track results in Print, Online, Social Media to get your best return on your investment (ROI)

We are the only channel that can reach the majority of Houstonians through our bilingual platform



DEMOGRAPHICS

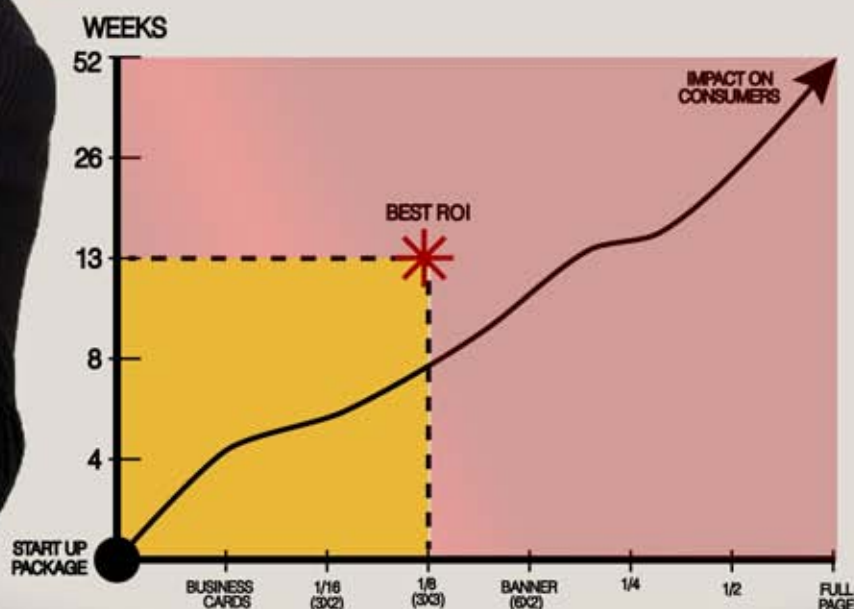
— BLACK OR AFRICAN AMERICAN ALONE	19.7%
— AMERICAN INDIAN AND ALASKA NATIVE ALONE	1.1%
— ASIAN ALONE	7.3%
— NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER ALONE	0.1%
— TWO OR MORE RACES	1.9%
— HISPANIC OR LATINO	43.0%
— WHITE ALONE, NOT HISPANIC OR LATINO	29.7%





ADVERTISING INFO

SIZE, GROSS IMPRESSIONS, FREQUENCY



DEADLINE: FRIDAY AT 2:00PM


DISTRIBUTION

- TUESDAY: NE AREA
- WEDNESDAY: SE AREA
- THURSDAY: NW AREA
- FRIDAY: SW AREA





READERSHIP

- PRINT COPIES: 20,000
- DISTRIBUTIONS POINT: 1,000
- FOLLOWERS BY CATEGORY GROUPS    : 40K
- WEBSITE VIEWS BY CATEGORY
- CITYWIDE DISTRIBUTION