

GET DISCOVERED. GIVE READERS A REASON TO VISIT.

ADVERTISING & MEDIA KIT · OCTOBER 2026 · REVIEW EDITION

Put your business in front of Hill Country residents and visitors exploring where to eat, shop, go and whom to call.

BE FOUND

Magazine advertising, website placements and local listings.

BE CONSIDERED

Show what makes your business worth the stop.

MAKE ACTION EASY

Give readers a direct path to call, visit, book or learn more.

[Plan your campaign](#)

APPROXIMATELY 55,000 COMBINED MONTHLY REACH

NEWSLETTER + WEBSITE TRAFFIC + SOCIAL MEDIA

Our publisher estimates a combined monthly reach of approximately 55,000 across these channels. For a local advertiser, the value is the combination: more than one way for people to encounter the magazine and discover a relevant business.

NEWSLETTER

Readers staying connected – a direct line to an engaged local audience.

WEBSITE

Local stories and discovery – where visitors and residents search for what to do.

SOCIAL MEDIA

Another way to encounter the brand – extending reach into everyday feeds.



❏ Publisher estimate supplied October 2026. Reporting month, per-channel totals and common measurement definition have not been independently verified. People may appear across multiple channels. This is not a unique-reader count, subscriber count, page-view total, ad impression figure or audited circulation. No channel percentages or growth claims are made.

LOCAL PEOPLE. VISITING CUSTOMERS. DECISIONS YOUR BUSINESS CAN BE PART OF.

RESIDENTS

Discovering a restaurant, choosing a local service, finding something to do and supporting nearby businesses.

VISITORS

Planning a trip, looking for a memorable meal and deciding which shops and attractions to explore.

The publisher describes the audience as predominantly older, with both residents and visitors. This is a qualitative description, not a measured age or resident/visitor split.

The commercial opportunity: introduce a useful local business in the context of places and experiences people are exploring.

Regional coverage includes **Kerrville, Ingram, Boerne, Fredericksburg, San Antonio, Austin** and the wider Texas Hill Country.

[Explore our city guides](#)

CHOOSE THE VISIBILITY YOUR BUSINESS NEEDS

Rates and availability are confirmed in a written proposal. Paid placements are labeled; advertising does not purchase independent editorial endorsement.

Opportunity	Business Benefit	Details to Agree
Magazine Ad	Room to tell your story and present a clear offer	Issue, size, position and destinations
Homepage Ad	A prominent introduction near the site's front door	Slot, run dates and creative
In-Article Ad	A relevant message alongside local reading	Topic/context, position and duration
Website Campaign	Visibility across agreed pages	Locations, dates and artwork
Restaurant Listing	Make your dining experience easier to discover	Photos, visit details and listing scope
Contractor Listing	Show what you do and where you work	Services, coverage and contact information

Explore the magazine

Explore Hill Country Table

FROM SEEING YOUR BUSINESS TO TAKING THE NEXT STEP

Make each action easy with the right contact details and one primary call to action. This illustrates the intended customer journey, not measured conversion rates or guaranteed outcomes.

1

DISCOVER

Encounter your ad or listing in an agreed placement.

2

CONSIDER

See your photography, difference and offer.

3

ACT

Call, get directions, visit your website or reserve through your own destination.

4

MEASURE

Review the response measures agreed for the campaign.

SHOW WHAT MAKES YOU WORTH CHOOSING

RESTAURANT

A distinctive dining experience, a compelling real photo and a clear booking or directions link.

CONTRACTOR

The service you provide, the communities you serve and a direct phone number.

SHOP OR ATTRACTION

The reason to stop, practical visit details and the next step.

CREATIVE CHECKLIST

- 1** One clear headline.
- 2** Authentic business photography.
- 3** One primary action.
- 4** Readable offer conditions, when applicable.
- 5** Correct phone, website, address and social destinations.

Supply a QR image and its destination if needed. Keep digital links clickable; do not make the QR code the only route.

THREE CAMPAIGN IDEAS TO START THE CONVERSATION

□ Illustrative concepts – not customer testimonials or reported successes.

THE NEXT TABLE

Combine a restaurant listing with a magazine advertisement.

Goal: help readers decide where to dine.

Possible response measure: reservations using a dedicated source question.

THE LOCAL SERVICE CALL

Combine a contractor listing with a suitable website placement.

Goal: explain your service and encourage relevant inquiries.

Possible response measure: an inquiry form asking how the prospect found you.

THE WEEKEND STOP

Combine a homepage placement with a magazine advertisement.

Goal: give people a reason to plan a visit.

Possible response measure: an offer-specific code recorded in-store.

Combinations, placement availability and measurement arrangements are agreed before launch. No promised sales or return on spend.

MEASURE THE RESPONSE THAT MATTERS TO YOUR BUSINESS

Choose measurement before booking. Review what ran and what was observed before deciding on a renewal. These are planning options, not a claim that an automated reporting platform is installed.

Business Goal	Possible Evidence	What to Agree
Be Noticed	Placement delivery and any available view data	Metric definition, date range and reporting availability
Generate Inquiries	Attributed calls, form inquiries or destination-link activity	Collection method and attribution limits
Encourage Visits	Recorded campaign-code uses or reservation-source responses	Staff process, dates and eligible location

Channel engagement figures, click rates and past campaign results are not yet provided for this kit.

A CLEAR PROPOSAL. A STRAIGHTFORWARD START.

FIVE STEPS TO LAUNCH

01

Tell us your business, city/service area, goal and timing.

02

Choose the placement and confirm a written price.

03

Supply your logo, authorized images, copy and exact links.

04

Approve the creative and agreed schedule.

05

Confirm launch and review the agreed response measures.

YOUR PROPOSAL SHOULD SPECIFY

- Placement and dates
- Price and billing terms
- Artwork size and deadline
- Included services
- Change/cancellation terms
- Available reporting

Ask about a focused single placement or a combined magazine-and-website campaign.

Current rates are supplied on request. No verified current rate card was available for this review edition.

Request rates and availability

YOUR BUSINESS. THEIR NEXT HILL COUNTRY STOP.

Let's choose the right place for your message.

MARVIN WILLIS

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Call ...

Email your ca...

Request an advertising pro...

HILL COUNTRY VISITOR MAGAZINE

Your Local Guide to the Hill Country

hcvmagazine.online

Review edition · October 2026. Approximately 55,000 combined monthly reach is a publisher estimate across newsletters, website traffic and social media, not a unique-person count or promised campaign delivery. Stock photos are illustrative. Confirm current rates, placement availability and reporting scope in your proposal.