Houston Economic Development Guide
Publishes once, in April 2020
2,000 targeted circulation

The annual Houston Economic Development Guide showcases the regional marketplace through descriptive and statistical overviews of the economy and workforce. The guide highlights the region’s pro-business culture, world-class work force, superb educational institutions, and major employers. Filled with eye-catching, easy-to-use maps and graphs.

Readership:
- corporate execs relocating a business to Houston
- other top corporate decision-makers
- site selectors
- business relocation consultants
- anyone starting or expanding operations in Houston, or moving his or her business to Houston

Distribution:
- upon reader request, through Greater Houston Partnership
- upon reader request, through economic development organizations in the 11-county region
- at economic development trade missions and trade conferences — regionally, nationally or around the world
- at any other events where the Greater Houston Partnership is pitching Houston to businesses

‘Here Is Houston’ Relocation Guides
Publishes twice, in April and October 2020
7,500 targeted circulation

The Here Is Houston guides are the primary source for new and soon-to-be Houstonians as they relocate to our dynamic region. Reach “Newstonians” and help them access your business, as they begin to form their first impressions and make new brand loyalties. Topics include how and where to buy a house, renting and leasing, education options, healthcare and lifestyle matters such as dining and the arts within the 11-county region.

Readership:
- high-income executives relocating to the area, and their families
- top-tier professionals researching their move to Houston
- any dynamic business people seriously considering making Houston home

Distribution:
- upon reader request, through Houston.org
- upon reader request, through the Greater Houston Partnership and its members
- through the HR departments of Fortune 500 companies throughout the region
- through recruiters at major universities and in the public sector
- through economic development organizations in the 11-county region
- through multiple top realtors facilitating their clients’ relocations to Houston
- at dozens of Greater Houston Partnership events year-round

Digital editions presented at Houston.org and HoustonCityBook.com
NEW!
‘WELCOME TO HOUSTON’ MARKETPLACE

The ‘Welcome to Houston’ Marketplace is an affordable, effective way to reach Houston’s newest residents and businesses. Get yourself in front of fully engaged “Newstonians” as they explore and begin forming new brand loyalties!

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NEW!
DINING GUIDE

The Dining Guide, available only in the Relocation Guide, introduces Houston’s curious, excitable new residents to the best and most acclaimed restaurants in the region. Your ad also guarantees highlighted inclusion in the Dining Guide.

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PROFILES OF SUCCESS

Let us help you tell your business’ story in a more editorial style. It looks like an article! You provide your logo and photos, and our editors will work with you to write the copy and create the pages.

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Dear members and partners,

We are pleased to announce the Greater Houston Partnership has partnered with Houston CityBook to produce the Houston Economic Development Guide and the Here Is Houston relocation and newcomer guides starting in 2020. These publications have long been important tools in our efforts to recruit both individuals and companies to the Houston region. Now, we are excited to work with the team at CityBook to bring a bold, modern look to these guides.

Both as a journalistic enterprise and a locally owned and operated small business, Houston CityBook has always been uniquely focused on our fascinating, fast-growing city. We’re proud to have them join us in helping to create these sought-after publications — truly the go-to guides for those looking to make the Houston area their personal or corporate home.

Over the last decade, Greater Houston’s population expanded by more than 1 million residents. Ours is one of the fastest growing regions in the nation, and the people who are moving here from across the country and around the world need information on how best to settle into this community. The Here is Houston relocation guide provides them with inside knowledge on neighborhoods, schools, activities and much more. Meanwhile, our Economic Development Guide gives our corporate prospects a valuable overview of what it means to do business in the region, from labor force and infrastructure to incentives and industry profiles.

Together, these two publications are introducing Houston to the rest of the world. We hope you will take advantage of the opportunity to have your message included and be among the first to reach our newest neighbors.

Sincerely,

Clint Pasche
Senior Vice President, Marketing and Communications
PLEASE SEND ADVERTISEMENTS IN PDF FORMAT (.pdf). Materials should be sent to your account manager via email. All spot/PMS colors must be converted to CMYK by the advertiser; if not, TMCP will do so and bears no responsibility for color shifts. Do not exceed 300% of all four colors in any area. CityBook does not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail you a confirming screenshot JPEG or PDF. Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted after the closing date. If, by the materials deadline, CityBook has not received copy deemed acceptable for publication, CityBook may either repeat the advertiser’s most recent ad that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. CityBook reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.