



New Braunfels CVB FY 2025 Media Calendar

| Months | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | |
|--------------|--|--|---|---|-----|---|--|-----|---|--|--|------------------|--|
| Themes/focus | Things to do: Lodging, shopping, culinary, live music Escape/Getaway: Fall festivals "German themed" dining, lodging and shopping | Things to do: Shopping, festivals, attractions Escape/Getaway: Escape before the holidays, culinary | Things to do: Boutique shopping, festivals, Holiday events Escape/Getaway: Escape for the holidays | Things to do: Trout fishing, live theatre shows, culinary, live music Escape/Getaway: Girls' Trips & Couples/Romantic getaways Spring Break: family focused - Itinerary with activities April Events & Season openings | | Things to do: Live music, April Events, Festivals, Culinary Escape/Getaway: Spring Break - last minute getaway | Things to do: Water recreation, Downtown, Gruene, live music Escape/Getaway Couples: Romantic summer getaway Escape/Getaway Family: Summer family fun | | Things to do: Summer activities continued Escape/Getaway: Last minute 4th of July and last trip before school starts | Things to do: Summer activities, Water recreation Escape Getaway: Last trip before school starts, Labor Day weekend | Things to do: Lodging, shopping, culinary, live music Escape/Getaway: Fall festivals "German themed" dining, lodging and shopping | | |
| Streaming | Houston | | | Houston | | | Houston | | | | | Houston | |
| | Dallas | | | Dallas | | | Dallas | | | | | Dallas | |
| | Ft.Worth | | | Ft.Worth | | | Ft.Worth | | | | | Ft.Worth | |
| | Austin | | | Austin | | | Austin | | | | | Austin | |
| | Harlingen | | | Harlingen | | | Harlingen | | | | | Harlingen | |
| Paid Social | Houston | | | Houston | | | Houston | | | | | Houston | |
| | Dallas | | | Dallas | | | Dallas | | | | | Dallas | |
| | Ft.Worth | | | Ft.Worth | | | Ft.Worth | | | | | Ft.Worth | |
| | San Antonio | | | San Antonio | | | San Antonio | | | | | San Antonio | |
| | Austin | | | Austin | | | Austin | | | | | Austin | |
| | Harlingen | | | Harlingen | | | Harlingen | | | | | Harlingen | |
| | | | | Corpus | | | Midland | | | | | | |
| Search | All Markets - DMA's | | | | | | | | | | | All Mkts - DMA's | |
| YouTube | | | | Houston | | | | | | | | | |
| | | | | Dallas | | | | | | | | | |
| | | | | Ft.Worth | | | | | | | | | |
| Airport | | | | | | Austin | | | | | | | |
| Print | | | | | | | NB Monthly | | | San Antonio | | | |
| | | | | | | | | | | Austin | | | |
| Tour Texas | Content remains on Tour Texas site all year | | | | | | | | | | | | |