

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

*Note: Houston, Dallas and Austin are targeted by zip code (excluding NB from San Antonio)

Harlingen, Corpus and Midland are targeted by DMA

All Markets are targeted by DMA for Search - excluding NB from San Antonio

Date updated: 1/13/26

Target Zip Codes

Houston:	77494, 77573, 77386, 77382, 77459, 77546, 77379, 77450, 77007, 77008, 77005, 77493, 77584, 77433, 77429, 77407, 77077, 77511, 77406, 77057, 77377, 77018, 77079, 77521, 77081, 77539, 77345, 77059, 77580, 77479, 77441, 77094, 77401, 77010
DFW:	75034, 76012, 76051, 75002, 76063, 75087, 75126, 76028, 75232, 75035, 75071, 75019, 75068, 75243, 76179, 76137, 75056, 76065, 75211, 75072, 75206, 75230, 75214, 75204, 75218, 76092, 75022, 76049, 76244, 76108, 76227, 75154, 76131, 75075, 76107, 76005, 76401, 75070, 75032, 76645, 76017, 75214, 75209, 76034, 75244
Austin:	78613, 78665, 78664, 78681, 78660, 78748, 78703, 78730, 78731, 78738, 78751, 78732, 78735, 78726, 78739, 78640, 78610, 78644, 78629, 78641, 78745, 78613, 78665, 78664, 78681, 78704, 78648, 78620, 78741, 78744, 78723, 78758, 78727, 78602, 78749, 78738, 78759, 78753, 78702, 78734, 78606, 78653, 78628, 78754, 78634