

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
	Midland			Midland			Midland					Midland
							Waco					Waco
NFL Streaming (Oct.)	Houston				Houston							
Olympics Streaming (Feb.)	Dallas				Dallas							
	Ft. Worth				Ft. Worth							
Paid Social	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
	Midland			Midland			Midland					Midland
							Waco					Waco
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, Austin, and Harlingen are targeted by zip code (excluding NB from San Antonio)

Waco, Corpus and Midland are targeted by DMA

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

Date updated: 5/18/26

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
Harlingen	78526, 78550, 78504, 78501, 78580, 78577, 78542, 78527, 78539, 78596, 78520, 78552