



WHAT'S UP HOUSTON!

MEDIA KIT 2025



70k | 3.7m

WEEKLY READERS
(AVERAGE)

IMPRESSIONS
PER YEAR

Source: Reddit Analytics, Google Analytics, Kit.com Delivery.



**WHAT'S UP
HOUSTON!**

CORE READER BASE

21-55

Ages

- College Educated
- Inner loop dwellers

55% 45%

female

male

- "The event planner", socialite, planning dates, always out and about.

30%

OF READERS **ARE NOT** ON
META (IG/FB) OR X/TWITTER

WUH is used to decide what couples, families,
individuals are doing in their upcoming weekend.
A cornerstone in reader event planning.



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USER QUOTES

"Thank you for doing this every week! It's a great way to start the weekend. Thanks!"

Bryan H.

"I appreciate your emails and look forward to them every week 😊"

Jen M.



"Thank you! Enjoyed your newsletter for years and I appreciate the work y'all put in. Regards."

Brendan W.



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