

SPRING TOUR OF HOMES

The *Spring Tour of Homes* special section in the *San Antonio Express-News* highlights stunning new construction homes from San Antonio's most sought-after communities, tailored for middle to upper-class homebuyers. This feature reaches an engaged audience actively exploring their next dream home, offering advertisers an ideal platform to connect with potential customers in a prime buying mindset. Showcase your brand to a diverse and motivated readership, driving awareness and engagement within the growing new-home market.



CLICK THE IMAGE TO VIEW THE 2024 SECTION.

AUDIENCE INSIGHTS

- 182,400 San Antonio DMA adults have a second home or real estate investment property.
- 82,000 (3.6%) of San Antonio DMA Adults have a home value of \$750K or more.
- 41,800 San Antonio DMA adults say they plan to buy or lease a new luxury vehicle in the next 12 months.
- 51,800 of our weekly print and digital readers have a second home or real estate investment property.
- 30,200 (4.2%) of our weekly print and digital readers Adults have a home value of \$750K or more.
- Committed Buyers: 76% of our weekly print and digital readers who shopped local furniture stores made a purchase.
- 90,400 Of our weekly print and digital readers adults plan to purchase furniture in the 12 months.
- 573,300 (80%) Of our weekly print and digital readers adults have shopped at a hardware, paint, lawn & garden store in the past 12 months.

Source: Scarborough Research, R2 2024

IMPORTANT DATES & INFO

San Antonio Express-News

Section Type: Tabloid

Publish Date: 3/23/25
Sales Deadline: 3/13/25
Artwork Deadline: 3/19/25 2pm

ADVERTISING OPPORTUNITIES

FULL PAGE
\$3,275

FULL PAGE PRINT AD
TARGETED ONLINE DISPLAY (100K IMP)

HALF PAGE
\$2,121

HALF PAGE PRINT AD
TARGETED ONLINE DISPLAY (62.5K IMP)

QUARTER PAGE
\$1,516

HALF PAGE PRINT AD
TARGETED ONLINE DISPLAY (62.5K IMP)

