

Current/Recent Advertising



Print

Texas Highways Magazine

Run: September 2025

Printed Copies: 200k



Exceptional culinary selections, craft beer, Texas Hill Country landscapes, & boutique shopping are waiting for you in Boerne.

START PLANNING
visitboerne.org



Current/Recent Advertising

Print

Food & Travel Magazine

Run: Fall 2025

Printed Copies: 600k (+ digital access)



Food & Travel
FALL 2025
MAGAZINE

EXCLUSIVE INTERVIEW

GORDON RAMSAY
SHOOTING FOR THE STARS

HOLIDAY RECIPES
BY CELEBRITY CHEF ANTONIA LOFASO

BOERNE IN THE TEXAS HILL COUNTRY
Nestled in the heart of the Texas Hill Country, Boerne invites travelers with its small-town charm, vibrant culinary scene, and endless opportunities to explore. Just a short drive from San Antonio, this Hill Country gem is an ideal fall getaway. The cooler weather, golden-hued landscapes, and cozy dining patios create a welcoming backdrop for savoring both the flavors and spirit of the season.

AUTUMN CHARM
& Culinary Delights

IN BOERNE, TX

20 Food & Travel Magazine • FALL 2025



visit Boerne

Scan Now to Start Planning

BEYOND THE TABLE: OUTDOOR & CULTURAL ATTRACTIONS
Boerne's appeal goes well beyond its plates and glasses. Visitors can spend a crisp fall afternoon exploring the boutiques and art galleries of the Hill Country Mile, then wander through the trails of the Cibola Nature Center or watch the sunset at Boerne City Lake Park. Public art installations and seasonal markets add to the cultural mix, while nearby parks and preserves showcase the natural beauty that makes the Texas Hill Country so beloved.

A DESTINATION TO SAVOR
Boerne is more than a stop—it's a destination to savor. With its dynamic culinary offerings, walkable downtown, and outdoor adventures, this Hill Country town is the perfect place to spend a crisp autumn weekend. Extend your stay at boutique properties like The Knoll or The Boy Hotel or opt for a cozy bed-and-breakfast to experience genuine Hill Country hospitality. However you choose to spend your time, fall in Boerne promises flavors, charm, and memories that linger long after the trip ends.

CRAFT BREWERIES & WINE BARS
The Hill Country Mile isn't just about shopping—it's also the hub of Boerne's vibrant craft beverage scene. Free Room Brewing Co. draws locals and visitors alike with inventive brews and a lively schedule of community events. Just down the street, Lost Oak Cellars welcomes guests into a charming tasting room where curated wines take center stage. Richter Cork & Keg rounds out the trio, offering a stylish space to enjoy both wine and craft beer in the heart of downtown. Together, these spots make for the perfect fall "sip and stroll" through Boerne.

AN ELEVATED TEXAS HILL COUNTRY EXPERIENCE

Discover the enchanting charm of Boerne, Texas, where friendly faces and a warm small-town atmosphere await you. Savor unique and varied culinary delights, explore thriving craft breweries, and immerse yourself in the natural beauty that defines the picturesque historic downtown, known as the Hill Country Mile. Create unforgettable memories in a place where every corner tells a story.

22 Food & Travel Magazine • FALL 2025

Current/Recent Advertising



Digital & E-News

[TourTexas.com](#)

Half Page Banner Ad

November 2025- Impressions: 47.4k

[TexasHighways.com](#)

Double Med. Rectangle Banner Ad

September 2025- Impressions: 91k

November 2025- Impressions: 98.3k



[TourTexas.com](#)

Hot & Happening E-News

November 2025

100,000 Subscribers CTR 0.29%

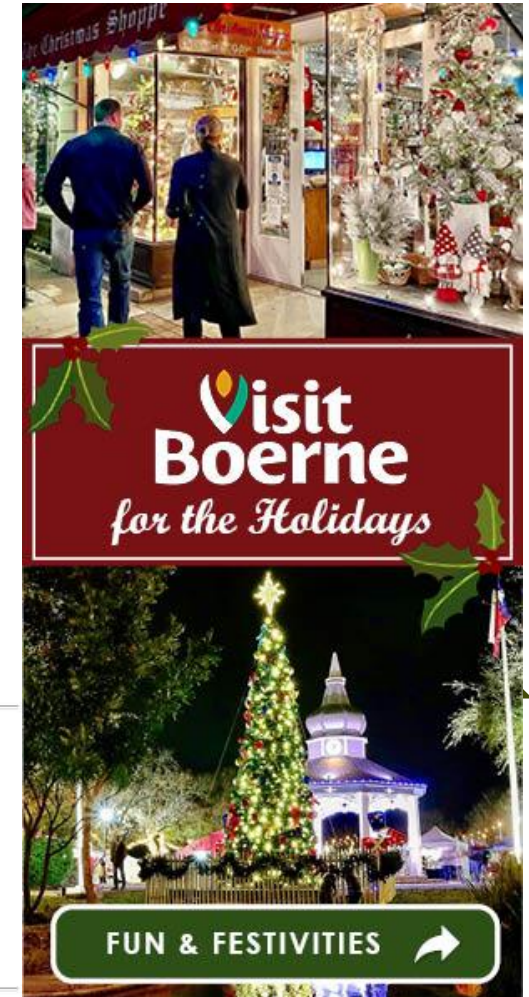


BOERNE: Dickens Magic in Boerne

NOV 28 - 30: Dickens on Main transforms Boerne's Hill Country Mile into a Victorian Christmas village this Thanksgiving Weekend! Enjoy festive entertainment, live music, ice-carving shows, a giant ice slide, and "snow" along Main Street. Explore boutique and market shopping, savor holiday treats, and soak in the magic of downtown Boerne, transformed into a whimsical holiday wonderland perfect for families and friends.

[DETAILS →](#)

[MORE INFO →](#)



Current/Recent Advertising

AJR Media Digital Campaigns

Search

Run: 7/1-9/30/25

Impressions: 18.7k

Average Cost Per Click: \$0.79

(\$1.50-\$2 (87-90% under benchmark))

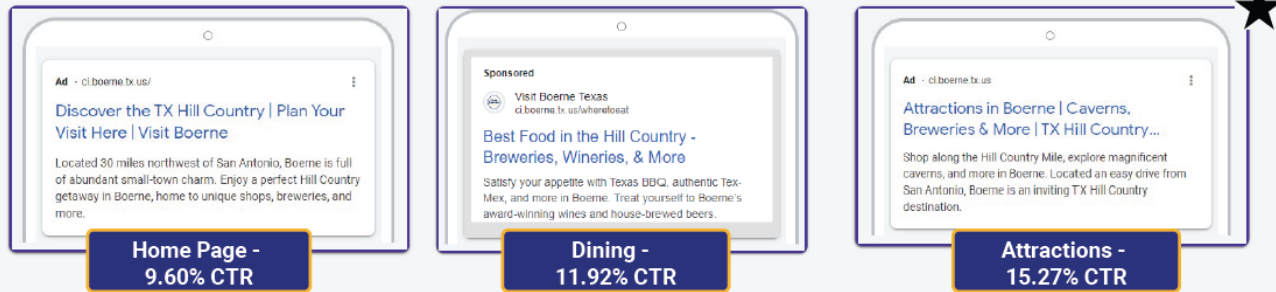
Google Display Network

Run: 8/15-9/30/25

Impressions: 1.8M

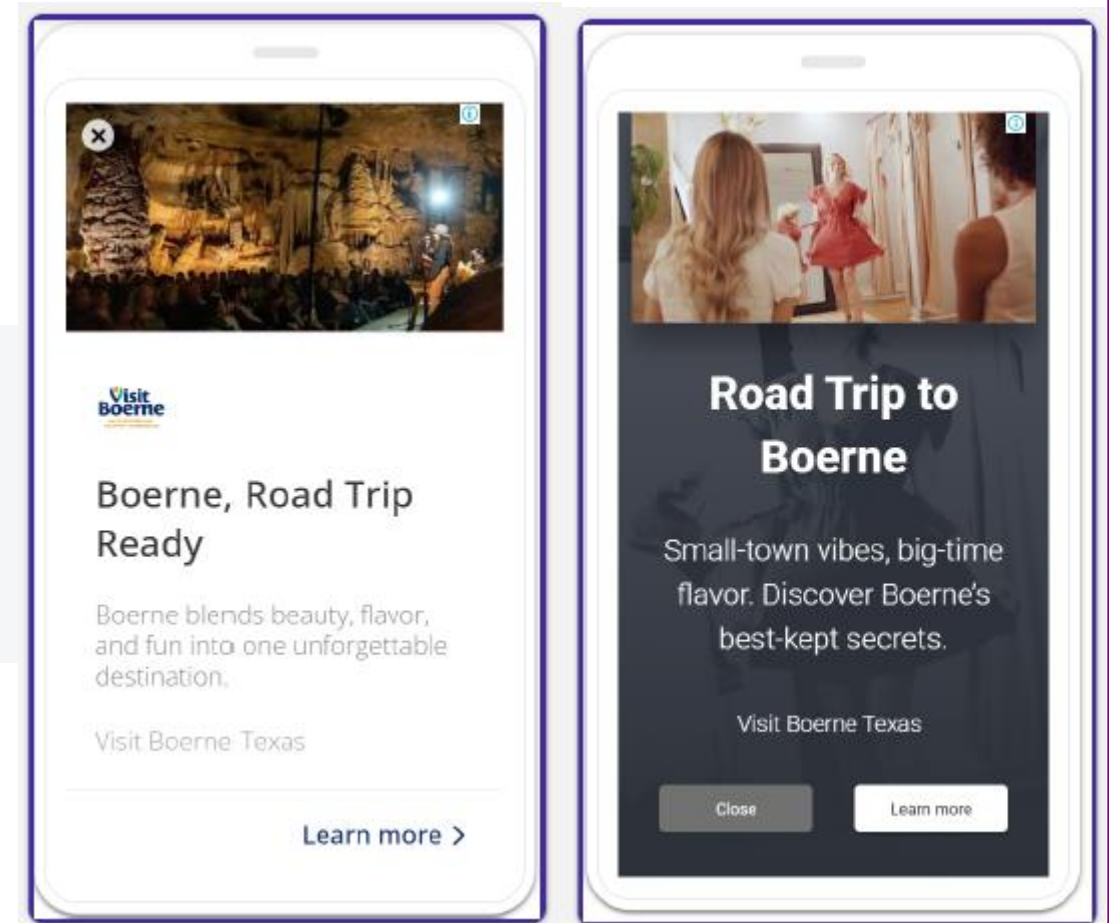
Average Cost Per Click: \$0.09

(\$.44 (80% under benchmark))



Shifting Toward Google Display Network

- GDN helps **create demand earlier**
- **Lower cost per impression** than search
- Stronger for **branding, inspiration, and destination marketing**
- Keeps brands **top of mind**, so they're searched later
- Higher variety and optimized visuals.
- AI search response is presented above paid search advertising.



Current/Recent Advertising

Digital

Native Texan Fall Campaign

August 2025 Launch
Article Views: 11k

4 Unique Reasons Fall is the Perfect Time to Take a Road Trip to Boerne, TX

by Hunter Lanier

Summer in Texas is like that friend who overstays their welcome—fun at first, but by September, you're ready to change the locks. Thankfully, fall arrives in Boerne like a breath of fresh air, literally and figuratively.

Located just 30 minutes northwest of San Antonio, Boerne takes full advantage of Texas' unbeatable fall weather. Whether you're into classic cars, outdoor adventures, or getting an early start on the holidays, Boerne's fall lineup has something that'll make you forget why you ever complained about pumpkin spice taking over the world.



Car Show Season in Boerne

Not only is fall the beginning of the holiday season in Boerne; it's also car show season! The cooler temperatures make it pleasantly possible to admire vintage automobiles without sweating into a puddle of your former self.

Is it a car show or a gun show? Because [The Hill Country Mile Rod Run](#) is all about flexing classic American muscle. All along Main Street, you'll find perfectly restored hot rods and custom classics that'll have you fantasizing about

Native Texan Winter Campaign

October 2025 Launch
Article Views: 15k



Boerne for the Holidays: A Winter Wonderland in the Texas Hill Country

by Hunter Lanier

When you think of winter getaways, your mind probably drifts to snow globes, log cabins, and cocoa mugs the size of bathtubs. While Boerne, Texas, may not offer snowdrifts up to your knees—unless you count the snow machines downtown during Dickens on Main—it does serve up something arguably better: a season-long celebration of Christmas that doesn't require you to scrape ice off your windshield.

This Hill Country gem transforms into the kind of place that reminds you what the holidays are actually about: gathering with people you love, laughing uncontrollably, and indulging in those Christmas treats you've been waiting for all year.

Let's take a closer look at how Boerne rolls out the red—and green—carpet for Christmastime.

Dickens on Main: A Texan-Victorian Christmas



If Charles Dickens had ever wandered through Texas, he probably would have stopped in Boerne, stayed for a spell, and changed the name in *A Christmas Carol* to *Tiny Tex*.

[Dickens on Main](#), the Hill Country's premier two-day holiday extravaganza, transforms downtown Boerne into a

Current/Recent Advertising



Digital

Standard Display + Datafy Attribution

3/1-4/15/25

Impressions: 239,695

CTR: .23%

5/15-6/30/25

Impressions: 239,600

CTR: .32%

(CTR Benchmark: .12%-.18%)

Campaign Impact

We calculated an estimated impact of \$279K based on 1,759 trips and \$158.83 spend per visitor.

EST. CAMPAIGN IMPACT

\$279,382

EST. ROAS

\$55.89: \$1

COST/VISITOR DAY

\$1.46

Overall, audiences were **1.97x more likely** to visit than a similar control group who was not served ads from this campaign.

Top DMAs ▾ ?

For Destination
DMA

Est. Impact ▲

Houston	\$124,920
Dallas-Ft. Worth	\$71,148
Austin	\$61,380
Waco-Temple-Bryan	\$2,730
Odessa-Midland	\$1,458
Corpus Christi	\$1,170



Creative Sample

Integrity · Collaboration · Respect · Excellence · Service

Current/Recent Advertising



Digital

Food & Travel Magazine

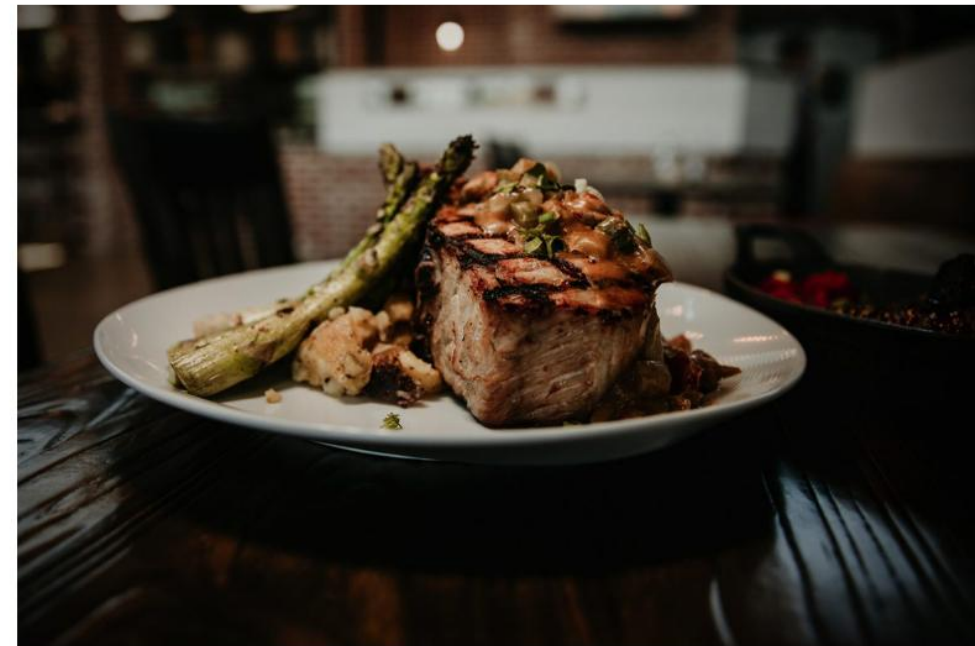
Run: Fall 2025

Printed Copies: 270k Page Views



Autumn Charm and Culinary Delights in Boerne, TX

October 28, 2025



Boerne in the Texas Hill Country

Nestled in the heart of the Texas Hill Country, Boerne invites travelers with its small-town charm, vibrant culinary scene, and endless opportunities to explore. Just a short drive from San Antonio, this Hill Country gem is an ideal fall getaway. The cooler weather, golden-hued landscapes, and cozy dining

Current/Recent Advertising

Media Wire Update

newsworthy.ai[™]

The News Marketing Platform

- Distribution: Texas Focused Media
- Cost: \$166 ea.
- Reporting Metrics: Pick Up, Total Engagement, Cost Per Click
- Content Lives Online in Perpetuity for Longterm SEO
- Distribution Process. Beyond Traditional Media:

Newsramp Boostify[™] Circuit

Extended distribution network amplifying your message across specialized platforms

Subscription Research Databases

Your content is indexed in premium research and analytics platforms

Search & News Portals

Your press release is discoverable across major search engines and news aggregators



- Distribution: National Media
- Cost: \$571 ea.
- Reporting Metrics: Potential Reach
- Limited Visibility Lifetime

Podcasts



Current/Recent Advertising

Media Wires- Monthly



Celebrate the Season in Boerne with Holiday Festivities and Cheer

December 2, 2025 • Boerne, Texas

Celebrate the holidays in Boerne, Texas, with events like Dickens on Main and the Weihnachts Parade. Enjoy musical performances, unique shopping, and festive activities that highlight Boerne's commitment to community and tradition. Join us for a season of joy and connection.

Pick up: 112 media outlets **Engagement:** 1,198 **CPC:** \$0.10



Boerne's Dickens on Main Kicks Off a Season of Holiday Events

November 11, 2025 • Boerne, Texas

It's a season-long celebration in Boerne, and it all kicks off at Dickens on Main this Thanksgiving weekend, November 28 & 29 as Boerne's Hill Country Mile transforms into a vintage Christmas wonderland, complete with four "villages," filled with unique treats, kids' activities a...

Pick up: 115 media outlets **Engagement:** 728 **CPC:** \$0.17



Third Annual Hill Country Mile Rod Run in Boerne, Texas Fires Up Classic Car Enthusiasm

September 15, 2025 • Boerne, Texas

Boerne's Third Annual Hill Country Mile Rod Run returns Oct 10–12, 2025, with hundreds of classic cars, live music, fun, and a Sunday cruise. Registration \$40 includes T-shirt and swag. Awards Saturday; entries expanded to 1985 & race cars.

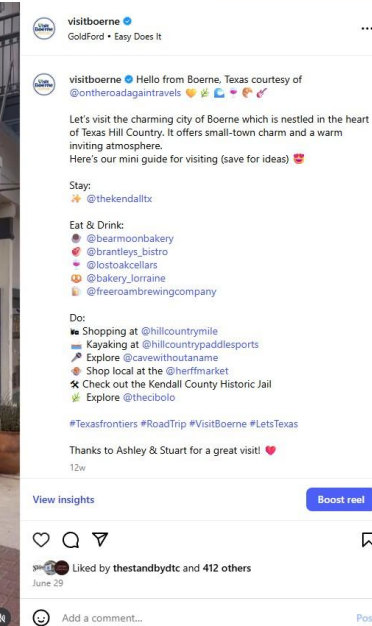
Pick up: 116 media outlets **Engagement:** 1,246 **CPC:** \$0.10

Current/Recent Advertising



Travel Texas International Campaign

- 6-Week Campaign > 23 million collective impressions
- Other participating Texas Hill Country destinations include San Marcos, Bandera, and Fredericksburg.
- Content collected via the **Travel Texas** team during a spring influencer visit with **@ontheroadagaintravels**.
- Photo and video materials were used in digital advertising campaigns in European markets.

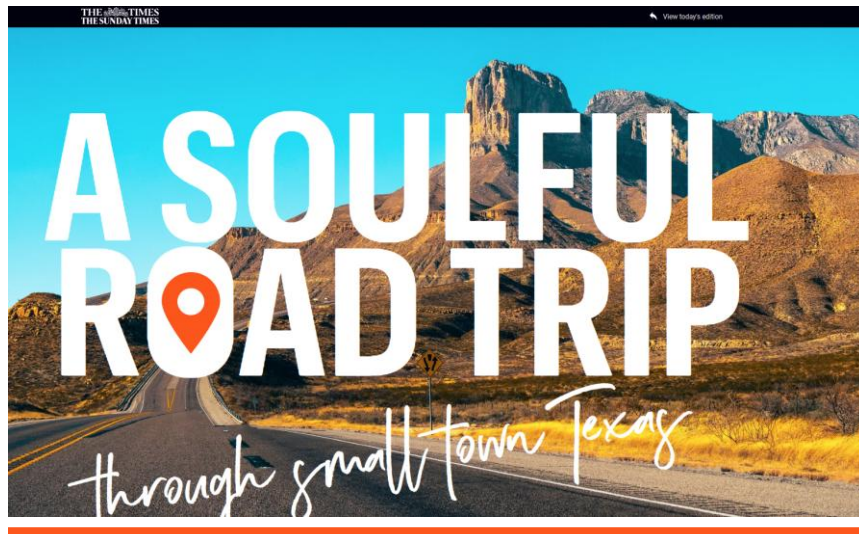


Digital Ad Sample



Current/Recent Advertising

Travel Texas International Campaign



Boerne

Balancing Old World elegance with Hill Country soul, Boerne has a European feel. The 1870s limestone Kendall County Courthouse stands like a sentinel on the corner of Main Plaza, where the pecan trees drip with life and the sunbaked adobe buildings glow with warmth throughout the year.

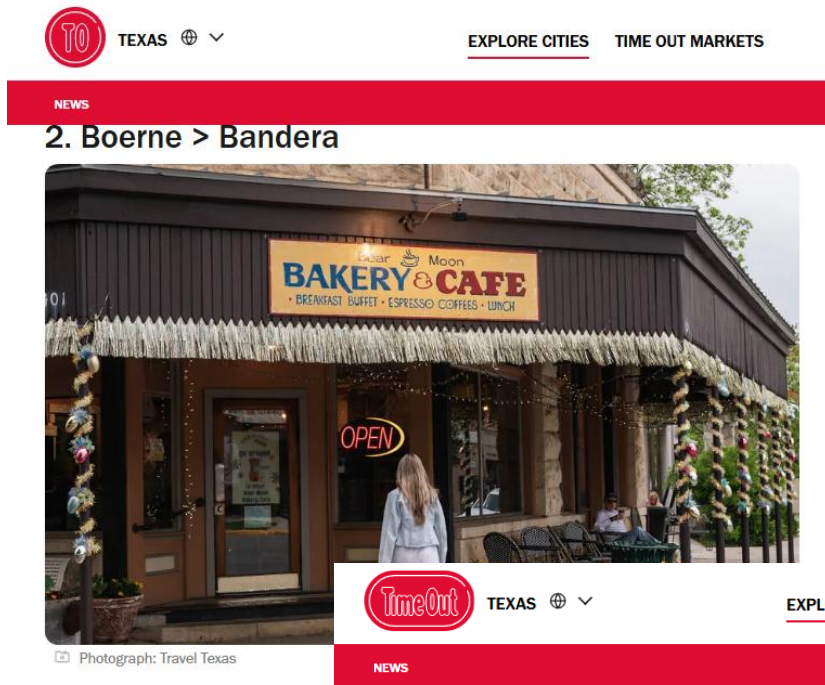
THE SUNDAY TIMES
THE SUNDAY TIMES

Beyond the polished storefronts of the Hill Country Mile, Boerne loosens its

A screenshot of a travel article from 'The Sun' UK Edition. The article is titled 'Boerne' and features a photograph of a live music performance in a limestone cave. The photo shows a crowd of people seated in the foreground, looking towards a stage where musicians are performing. The cave walls are illuminated, showing the natural rock formations. The article text describes the unique experience of live music in a limestone cave, 90 feet below ground. The 'The Sun' logo is visible in the top left corner of the article, and the 'UK Edition' logo is in the bottom right corner. The article is set against an orange background.

Current/Recent Advertising

Travel Texas International Campaign



Don't go too large on brekkie be and English heritage, baked tree head when you try an array of in Bakery and The Dienger Trading wonder of the Cave Without a N along Boerne's Hill Country Mile day with charcuterie and a local heading to Bandera and spending the night at the authentic Dixie Dude Ranch.

How to have an epic road trip across Texas

Hit the highways and explore the vast and varied Lone Star State

A photograph of the 'Flash Back Funtiques' storefront, which is a vintage-style building with various neon signs and decorations, including a large orange tiger and a green dinosaur.

The BBC Top Gear logo, featuring the letters 'BBC' in a black box and 'Top Gear' in a stylized, italicized font.

Travel Texas

Less than an hour's drive south is Boerne, another city that proudly bears its German roots, as it's named after the author and satirist Ludwig Börne. Let's just say you'll never go hungry here.

Grab a bite... at Cibolo Creek Brewing Co. This family-friendly joint offers flights of craft beers to wash down everything from delicious fried chicken sandwiches and sliders to blackened shrimp tacos.

Get a move on... at Cibolo Nature Center. This conservation area is the ideal place to reach out and touch the stunning natural landscapes, whether you're hiking through the native prairie or wading in the creek. The neighbouring Herff Farm also boasts a quaint farmer's market packed with local produce, as well as a variety of kids' activities.