Since 1973, Texas Monthly has been the indispensable authority on being Texan, reaching millions each month across print, digital, and live events. Audiences in Texas and beyond trust the magazine for coverage and perspective that only Texas Monthly can provide.
Texas is the #2 consumer market in the United States.
No One Reaches Texans Like Texas Monthly

Most magazines significantly under-deliver the Texas market. With a readership of almost 2.5 million of the most affluent, engaged and influential Texans, Texas Monthly is an essential part of any national media buy. Texas Monthly delivers more Texans than Vanity Fair, Travel + Leisure, Harper’s Bazaar, and Esquire combined.

Source: GFK MRI Spring 2018, Print+Digital Readership
Credit: Nick Simonite
Engaging Texans Across Platforms

With an impressive total audience of 13.1 million people, *Texas Monthly* charges into 2019 with expanded cross-platform brand extensions that provide readers with more of what they want: amazing stories, videos, podcasts, live experiences, and the hard-to-capture feeling of being Texan—a feeling only *Texas Monthly* can provide.
If Texas were a country, it would have the 10th largest economy in the world.
Texas Monthly audiences are diverse across platforms, enabling brands to target Texans across the state.

<table>
<thead>
<tr>
<th></th>
<th>READERS</th>
<th>SITE</th>
<th>SOCIAL</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCOPE</strong></td>
<td>2,537,000</td>
<td>1.5 Million</td>
<td>8.7 Million</td>
<td>12,500</td>
</tr>
<tr>
<td><strong>MEDIAN HHI</strong></td>
<td>$102,551</td>
<td>$82,353</td>
<td>$176k / $94k</td>
<td>$143,000</td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td>52% / 48%</td>
<td>57% / 43%</td>
<td>40% / 60%</td>
<td>53% / 47%</td>
</tr>
<tr>
<td><strong>TOP MARKETS</strong></td>
<td>HOUSTON DFW</td>
<td>HOUSTON DFW</td>
<td>HOUSTON AUSTIN</td>
<td>AUSTIN DFW</td>
</tr>
</tbody>
</table>

**Source:** GFK MRI Spring 2018 Print+Digital Readership; Website Users: Mar - May ’19; Facebook Organic + Paid Reach: Mar - May ’19; Instagram Followers: May ’19; Twitter Impressions: Mar - May ’19; Quantcast; Apple News
Indisputable Truth

Half of Texas Monthly’s online traffic is from out of state.
Editorial Coverage

*Texas Monthly* chronicles the state of Texas across print, digital, and live platforms. Align messaging near any of these seven verticals to create meaningful, natural ways to target audiences.

**TRAVEL & OUTDOORS**
Destinations, Hospitality, Road Trips, Outdoor Adventure, Family

**FOOD & DRINK**
Fine Dining, Cooking, Barbecue, Tacos, Bars, Beer/Wine/Spirits

**STYLE & DESIGN**

**THE CULTURE**
Music, Letters, Screen, Visual Arts, Sports, Religion

**NEWS & POLITICS**

**BEING TEXAN**
The Texanist’s Fine Advice, Texas History, Texas Traditions

**LONGFORM STORYTELLING**
Narrative Nonfiction, Investigative Reporting, Personal Essays

**CREDITS, CLOCKWISE FROM TOP RIGHT:**
THE VOORHEES; MARY KANG; NICK CABRERA; LEANN MUeller
## 2019 Edit Calendar

### ONGOING EDITORIAL VIDEO SERIES
- BBQ
- Sound Check: live performance with Texas musicians
- Little Known Facts with The Texanist
- TM Tastemakers

### ONGOING EDITORIAL PODCASTS
- The National Podcast of Texas: Weekly News
- Fire & Smoke, BBQ Podcast
- Talk Like a Texan with John Lomax

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ISSUE</th>
<th>EVENTS</th>
<th>SPECIAL SECTIONS</th>
<th>SPECIAL SECTION</th>
<th>RUN OF BOOK</th>
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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>New Texans</td>
<td>City Guide: Houston • Rodeo</td>
<td>Faces of Dallas • Innovations in Education</td>
<td>NOV 5 2018</td>
<td>NOV 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 1/19</td>
<td></td>
<td></td>
<td>NOV 21 2018</td>
<td>NOV 23 2018</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Collector’s Edition Love Letters to Texas</td>
<td>Faces of Austin • Florida</td>
<td></td>
<td>DEC 5 2018</td>
<td>DEC 14 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 1/24/19</td>
<td></td>
<td></td>
<td>DEC 21 2018</td>
<td>DEC 21 2018</td>
</tr>
<tr>
<td>MARCH</td>
<td>Texas’ 10 Best Restaurants</td>
<td>TM SXSW Kickoff (Austin)</td>
<td>Spring Travel</td>
<td>JAN 4 2018</td>
<td>JAN 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 2/21</td>
<td></td>
<td></td>
<td>JAN 23 2018</td>
<td>JAN 25 2018</td>
</tr>
<tr>
<td>APRIL</td>
<td>Fishing the High Seas of Texas</td>
<td>Texas Monthly LIVE (Austin)</td>
<td>New Mexico • Super Lawyers</td>
<td>FEB 5 2018</td>
<td>FEB 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 3/21</td>
<td></td>
<td>State of Health: Cancer Awareness</td>
<td>FEB 22 2018</td>
<td>FEB 25 2018</td>
</tr>
<tr>
<td>MAY</td>
<td>Midterm BBQ Report</td>
<td>Texas Monthly LIVE (Austin)</td>
<td>Arkansas • Florida • Summer Travel</td>
<td>MAR 5 2018</td>
<td>MAR 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 4/19</td>
<td></td>
<td></td>
<td>MAR 22 2018</td>
<td>MAR 25 2018</td>
</tr>
<tr>
<td>JUNE</td>
<td>Escapes! Where to Stay Now</td>
<td>Texas Monthly LIVE (Houston)</td>
<td>City Guide: Austin/Hillcountry</td>
<td>APR 5 2018</td>
<td>APR 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 5/20</td>
<td></td>
<td>Learning Curve • Colorado • Texas Coast</td>
<td>MAY 6 2018</td>
<td>MAY 15 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Five Star, Real Estate • State of Health: MedCenter</td>
<td>JUN 3 2018</td>
<td>JUN 4 2018</td>
</tr>
<tr>
<td>JULY</td>
<td>Collector’s Edition NASA</td>
<td>Texas Monthly LIVE (Brownsville)</td>
<td>Best Game in Town</td>
<td>MAY 5 2018</td>
<td>MAY 15 2018</td>
</tr>
<tr>
<td>AUGUST</td>
<td>TBD</td>
<td>City Guide: Dallas &amp; The Metroplex</td>
<td>Five Star, Wealth Managers</td>
<td>JUN 5 2018</td>
<td>JUN 14 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 7/25</td>
<td></td>
<td>State of Health: Men’s Health</td>
<td>JUN 21 2018</td>
<td>JUN 25 2018</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Best Honky Tonks in Texas</td>
<td>Fall Travel • Louisiana</td>
<td></td>
<td>JUL 5 2018</td>
<td>JUL 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 8/22</td>
<td></td>
<td></td>
<td>JUL 23 2018</td>
<td>JUL 25 2018</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Texas History</td>
<td>City Guide: San Antonio</td>
<td></td>
<td>AUG 5 2018</td>
<td>AUG 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 9/19</td>
<td></td>
<td>New Mexico • Super Lawyers</td>
<td>AUG 23 2018</td>
<td>AUG 23 2018</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Texas Whiskey</td>
<td>TM BBQ Fest (Austin)</td>
<td>City Guide: Waco • Winter Travel</td>
<td>SEP 5 2018</td>
<td>SEP 16 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 10/17</td>
<td></td>
<td></td>
<td>SEP 23 2018</td>
<td>SEP 25 2018</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Boots</td>
<td>Texas Monthly LIVE (San Antonio)</td>
<td>City Guide: Santa Fe • Faces of Houston</td>
<td>OCT 4 2018</td>
<td>OCT 15 2018</td>
</tr>
<tr>
<td></td>
<td>On Sale 11/21</td>
<td></td>
<td>Super Dentists AD CLOSE 9/6</td>
<td>OCT 23 2018</td>
<td>OCT 25 2018</td>
</tr>
</tbody>
</table>

* INFORMATION IS SUBJECT TO CHANGE

REV. 07/19
Texas Monthly’s print solutions range from brand advertising to native storytelling with turnkey execution by the TM Studio. Texas Monthly’s subscriber base, in addition to custom book titles, guarantees access to a broad audience of Texans.

360° ADVERTISING SOLUTIONS

Print

See edit calendar for monthly topics.

Special Sections

See edit calendar for schedule.

Native Content

Advertorial Native Story

High Impact Units

Bellyband • Barn Door
Die Cut • Booklet Gatefold & More!

CUSTOM TITLES

PUBLISHED BY TEXAS MONTHLY

• Alcalde
• Best Companies
• College Guide
• HEB
• Here is Houston
• Houston ED Guide
• Outdoor Annual
• Texas Sports Facility Guide
• Texas Tour & Meeting Guide
• Visit Arlington
• VisitDallas
• Visit San Antonio
Whether utilizing TexasMonthly.com to amplify brand messaging or as a way to achieve trackable goals, our advertising solutions can be hyper-targeted and customized to any marketing plan.

Display Advertising

- Behavioral Targeting
- Geo or Content Targeting
- Programmatic
- Vertical Takeovers
- Homepage Takeovers
- Editorial Feature Sponsorships

Videos & Podcasts

See edit calendar for ongoing digital editorial products.

Custom Content Integration

- Native Content & Video
- Sponsored Content Series
- Visual Storytelling Features
- Custom Lists
- Sponsored Social

EDITORIAL NEWSLETTERS

- STATE OF TEXAS
  - Daily
- EDITOR’S DESK
  - Monthly
- FOOD & DRINK
  - Bi-Weekly

STYLE & DESIGN

- POLITICS: ARMADILLO
  - Weekly
- TRAVEL: TRIP PLANNER
  - Weekly * Sponsor Content listings available

SPONSOR NEWSLETTERS

- TRAVELING TEXAN
  - Weekly
- FROM OUR PARTNERS
  - Weekly
**Experiential**

*Texas Monthly* special events bring the magazine to life through curated travel experiences, food festivals, storytelling events, and more. Advertiser solutions include sponsorships, brand integration, and custom events.

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**Confirmed 2019 Events**

- TM SXSW Kickoff
- *Texas Monthly* LIVE, Austin
- *Texas Monthly* LIVE, Houston
- *Texas Monthly* LIVE, Brownsville
- BBQ Fest
- The Edge of Texas
- *Texas Monthly* LIVE, San Antonio

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**Advertiser-Dependent Events**

- Behind The Pit
- Fire & Smoke
- Issue Launch Parties
- TexPat Parties
- Custom Events
In-Book

MATERIALS DEADLINES

Run-of-book advertising materials are due to the Texas Monthly Production department by the 25th of the second month preceding issue date. Special advertising section materials are due by the 15th of the second month preceding issue date. When the materials due date falls on a non-business day, materials are due the preceding business day. Texas Monthly is not responsible for reproduction quality if materials are received after materials deadline.

UPLOADING YOUR AD

Upload a PDF of your file(s) to us via		
texasmonthly.com/upload-ad.

For detailed information about print specifications, visit		
texasmonthly.com/about/media-kit/ad-production-specifications

Digital Display

DIGITAL DISPLAY MATERIALS DEADLINES

Standard display ad materials deadline is 2 weeks prior to run date. If materials are not received by deadline, TexasMonthly.com may either repeat the advertiser’s most recent advertisement or publish nothing, charging advertiser and/or advertising agency for any reserved space. Special and/or custom programs may require more lead time.

SUBMIT MATERIALS TO
digital@texasmonthly.com

CAMPAIGNS LINKED TO THE PRINT MAGAZINE

Advertisers who have a digital campaign running in concert with a monthly print issue of Texas Monthly must provide digital materials two weeks prior to the issue live date as indicated below.

DISPLAY AD SPECIFICATIONS

All TexasMonthly.com display ads are IAB-standard ad units. For more information, please visit iab.net/guidelines. Please provide both normal and high-density screen versions (i.e. 1.5x size) for all image-based creatives.

BILLBOARD

1280x250, JPEG, GIF, or HTML5; 65kb max file size
15X SIZE
1920x375, 75kb max file size
URL required; rich media permitted; animation time 30 seconds max; may be host initiated; user initiated on click only; video delivery must be progressive or streaming; must contain toggles for play, pause and audio on/off.

BILLBOARD FLUID

4:1 size ratio; HTML5 only; 350kb max file size, initial load must be less than 120kb. Must be responsive: min size 768x192 max size 1800x450
SPECIAL LEADER
970x90; JPEG, GIF, or HTML5; 50KB initial max file size
15X SIZE
1445x135, 60kb max file size; URL required.

LEADERBOARD
728x90; JPEG, GIF, or HTML5; 40KB max file size
15X SIZE
1092x135, 50kb max file size; URL required.

MOBILE
320x60 JPEG, max file size 40KB
15X SIZE
480x75, max file size 55KB

FILM STRIP

300x600; JPEG, GIF, or HTML5; file format; rich media permitted; max of five 300x600 cells to create a 300x3000 container; 60K max file size or 100K initial max file size with rich media; 500K total (100K per panel); animation time 15 seconds max; audio must be user-initiated (on click: mute/unmute), Must contain 1-pixel border. If using video: may be hosted initiated; user initiated on click only video delivery must be progressive or streaming; 30 seconds max; must contain toggles for play, pause and audio on/off.

PREMIUM BOX

300x250 (1.5x size 450x375); JPEG or GIF file format; rich media permitted; 40KB max file size; 60KB initial max file size with rich media; 110KB total; 2.2MB for user initiated content. Video must include play, pause, mute (volume control to zero [0] output may be included instead of or in addition to mute control). Slide shows may auto-advance but should include user controls for play, pause, etc. Audio must be user-initiated (on click: mute/unmute); default state is muted. 24fps maximum frame rate for video; H.264 encoding (mp4) preferred; 30 seconds max animation/video length; URL required.
Rich Media

RICH MEDIA REQUIREMENT

The advertiser or agency producing the rich media creative needs to be Double-Click Studio certified. If not certified, there may be an additional charge. The Billboard, Premium Box, and Film Strip ad units can include video, audio, and slideshows; see individual descriptions for specs.

BRANDING

All ads must include advertiser branding in the form of advertiser name and/or logo. Ads that do not include advertiser branding must be pre-approved by Texas Monthly. Texas Monthly does not provide click-through information for ads served through third parties. Texas Monthly reserves the right to review and approve images, copy, and click-through destinations of all ads featured on TexasMonthly.com. TexasMonthly.com uses ad server reporting from Doubleclick, and considers this to be the official reporting for all display and related ad campaigns where applicable.

Billing, unless agreed upon otherwise, will be based upon Texas Monthly's DoubleClick for Publishers Report.

ADDITIONAL REQUIREMENTS AND INFORMATION

Advertiser is responsible for testing ads in all major browsers before submitting. Please add transparent background if banner corners are rounded. Ads with a clear background or a background the same color as the website page must have a one-pixel border. Linking URL and alt text are required for each ad unit. All ads (including third party ads) must be tested for approval. Advertiser must resolve all problems with submitted files. A banner may not certified, there may be an additional charge. All banners and other advertising, when clicked, must launch the linked site in a new browser window.

Print & Digital Specifications

Newsletters

NEWSLETTER MATERIALS DEADLINES

Newsletter materials are due 2 weeks prior to the run date entered on the advertising insertion order.

If materials are not received by deadline, Texas Monthly may either repeat the advertiser’s most recent advertisement or publish nothing, charging advertiser and/or advertising agency for any reserved space. Special and/or custom programs may require more lead time.

BRANDING

All ads must include advertiser branding in the form of advertiser name and/or logo. Ads that do not include advertiser branding must be pre-approved by Texas Monthly. Texas Monthly reserves the right to review and approve images, copy, and click-through destinations of all ads featured on TexasMonthly.com. TexasMonthly.com uses newsletter reporting from Campaign Monitor, and considers this to be the official reporting for all newsletter and related ad campaigns where applicable.

ADDITIONAL REQUIREMENTS AND INFORMATION

Please add transparent background if banner corners are rounded. Ads with a clear background or a background the same color as the website page must have a one-pixel border. Linking URL and alt text are required for each ad unit. All ads (including third-party ads) must be tested for approval. Ads should not include fake form elements or other graphic symbols that mimic functionality which does not exist. All banners and other advertising, when clicked, must launch the linked site in a new browser window.

Editorial Newsletters

State of Texas, Editor’s Desk, Food & Drink, Armadillo, Style & Design

MATERIALS REQUIRED FOR DAILY AND WEEKLY AD PLACEMENTS

- Top Banner Ad 560x100
- Two (2) Premium Box Ads 300x250
- GIF or JPEG image formats only. 40K max file size for all banners. URL required. Flash, rotating and rich media not available.

MATERIALS REQUIRED FOR JPEPG-ONLY NEWSLETTER

- Image 560x660; GIF or JPEG formats only. 100K max file size.
- Subject line (50 characters maximum)
- Advertiser name
- Scheduled date of delivery
- URL

A zip or stuffed file containing materials is preferred; fixed newsletter size is 560x660 pixels. Flash, rotating and rich media not available.

Single Sponsored Newsletters

From Our Partners, Traveling Texan

MATERIALS REQUIRED FOR JPEPG-ONLY NEWSLETTER

- Image 560x660; GIF or JPEG formats only. 100K max file size.
- Subject line (50 characters maximum)
- Advertiser name
- Scheduled date of delivery
- URL

A zip or stuffed file containing materials is preferred; maximum newsletter dimensions: 560x660 pixels. Flash, rotating and rich media not available.

MATERIALS REQUIRED FOR HTML NEWSLETTER

- Valid HTML or text file with standard HTML coding compatible with Internet Explorer 8.0 and up, and versions of Firefox, Chrome, Safari, and Outlook from 2007 on.
- We strongly recommend you test your HTML with a service such as Litmus (litmus.com) to ensure maximum compatibility. <HTML>, <HEAD>, or <BODY> tags should not be included. Please remember to use a CLOSE FORM tag when using forms in .html (i.e., </form>). No CSS, no external or embedded style sheets, and no Javascript.

- Copies of all images used in HTML GIF or JPEG formats only. 40K maximum file size. Images must be named exactly as they appear in the HTML.
- Subject line (50 characters maximum)
- Advertiser name
- Scheduled date of delivery
- URL(s)

All materials for HTML newsletters must be provided 2 weeks before deploy date; any materials delivered later will be subject to a rescheduled deploy date.

Advertisers wanting an HTML newsletter must notify Texas Monthly at time of closing so that we can provide a zipped file containing our official newsletter header/footer materials.

A zip or stuffed file containing materials is preferred; fixed newsletter size is 560x660. NOTE: IF UPON TESTING CLIENT-SUBMITTED HTML HAS PROBLEMS, IT WILL BE RETURNED TO THE ADVERTISER TO BE CORRECTED.

Formatted Newsletters

Traveling Texan Trip Planner, Marketplace

MATERIALS REQUIRED FOR JPEPG-ONLY NEWSLETTER

- Image 265x175; GIF or JPEG formats only; 20K max file size. Flash, rotating and rich media not available.
- 45 words of copy and a 10-word headline
- Copy supplied in excess of 45 words will be edited by Texas Monthly.
- URL

Submit materials to digital@texasmonthly.com
AUSTIN OFFICE

CAITLYN PERRY, VP OF SALES
cperry@texasmonthly.com
512-320-6982

CATHERINE CODY
ccody@texasmonthly.com
512.320.6932

DAVID DUNHAM
ddunham@texasmonthly.com
512.320.6925

ELDA ARELLANO
earellano@texasmonthly.com
512.320.6917

KIM TODD
ktodd@texasmonthly.com
512.320.6942

Mary Payne
mpayne@texasmonthly.com
214.871.7702

CINDY KERLEY
ckerley@texasmonthly.com
713.871.1762

GINNY ELLSWORTH
gellsworth@texasmonthly.com
713-871-1554

MIDWEST REGION

CHERYL SCHULDT
cschuldt@csmediainc.com
847.251.3483

NORTHEAST REGION

CYNTHIA DONAHER
cynthia@donahermedia.com
917.679.5506

WEST COAST REGION

SCOT BONDLOW
sbondlow@texasmonthly.com
415.706.0749

SOUTH EAST REGION

WHITNEY DICK
wdick@texasmonthly.com
954.493.7311

DETROIT

JAMES MCNULTY
jamesmcnulty@fuel-media.net
248.568.9390