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.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Monthly</td>
<td>2,214,000</td>
</tr>
<tr>
<td>Vanity Fair</td>
<td>602,000</td>
</tr>
<tr>
<td>Travel + Leisure</td>
<td>525,000</td>
</tr>
<tr>
<td>Harper’s Bazaar</td>
<td>306,000</td>
</tr>
<tr>
<td>Esquire</td>
<td>266,000</td>
</tr>
</tbody>
</table>

*Source: MRI-Simmons DoubleBase 2020, Print+Digital Readership*
Engaging Texans Across Platforms

With an impressive total audience of 20.2 million people, *Texas Monthly* charges into 2021 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.

**Total Monthly Audience**

20.2 Million*

**Readership Print/Digital Replica**

2.543 Million

**TexasMonthly.com Monthly Unique Visitors**

1.7 Million

**Facebook Monthly Reach**

5.3 Million

**Instagram Monthly Impressions**

2.7 Million

**Twitter Monthly Impressions**

4.4 Million

**Newsletter Total Signups**

281,342

**Apple News Reach**

3.1 Million

**30% Growth in Total Monthly Web Visitors in the Past Year.**

*Source: MRI-Simmons Doublebase 2020, Print+Digital, Website Users Jul - Sep '20; Facebook Organic+Paid Reach: Jul - Sep '20; Instagram Impressions: Jul - Sep '20; Twitter Impressions: Jul-Sept '20; Mailchimp; Apple News*
Indisputable Truth 

If Texas were a country, it would have the 10th largest economy in the world.
**Total Audience Demographics**

*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>SCOPE</td>
<td>2,543,000</td>
<td>1.7 Million</td>
<td>8.9 Million</td>
<td>12,500</td>
</tr>
<tr>
<td>readers</td>
<td>2,543,000</td>
<td>1.7 Million</td>
<td>8.9 Million</td>
<td>12,500</td>
</tr>
<tr>
<td>monthly visitors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>monthly audience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>annual attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN AGE</td>
<td>45–64</td>
<td>25–44</td>
<td>25-44 / 35-49</td>
<td>35–44</td>
</tr>
<tr>
<td>MEDIAN HHI</td>
<td>$94,373</td>
<td>$84,848</td>
<td>N/A</td>
<td>$143,000</td>
</tr>
<tr>
<td>GENDER</td>
<td>53% / 47%</td>
<td>53% / 47%</td>
<td>42% / 58%</td>
<td>53% / 47%</td>
</tr>
<tr>
<td></td>
<td>male</td>
<td>female</td>
<td>male</td>
<td>female</td>
</tr>
<tr>
<td>TOP MARKETS</td>
<td>HOUSTON</td>
<td>HOUSTON</td>
<td>HOUSTON</td>
<td>HOUSTON</td>
</tr>
<tr>
<td></td>
<td>DFW</td>
<td>DFW</td>
<td>AUSTIN</td>
<td>DFW</td>
</tr>
<tr>
<td></td>
<td>AUSTIN</td>
<td></td>
<td>AUSTIN</td>
<td>HOUSTON</td>
</tr>
</tbody>
</table>

Source: GFK MRI Fall 2018 Print+Digital Readership; Website Users: Jul - Sep '20; Facebook Organic + Paid Reach: Jul - Sep '20; Instagram Followers: May '19; Twitter Impressions: Mar - May '19; Quantcast; Apple News
Indisputable Truth

Texans ARE EVERYWHERE

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.
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ISSUE/FOCUS</th>
<th>SPECIAL FEATURES</th>
<th>SPECIAL SECTIONS</th>
<th>SPECIAL SECTION</th>
<th>RUN OF BOOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>BumSteers</td>
<td>Medical/Health</td>
<td>City Guide: Houston; Let’s Rodeo</td>
<td>NOV 5 2020</td>
<td>NOV 20 2020</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Hank the Cowdog</td>
<td>Business</td>
<td>Florida</td>
<td>DEC 4 2020</td>
<td>DEC 21 2020</td>
</tr>
<tr>
<td>MARCH</td>
<td>Where to Eat Now</td>
<td>Medical/Health</td>
<td>Spring Travel; Real Estate/Relocation</td>
<td>JAN 5 2021</td>
<td>JAN 25 2021</td>
</tr>
<tr>
<td>APRIL</td>
<td>Music</td>
<td>Business</td>
<td>New Mexico; Super Lawyers</td>
<td>FEB 5 2021</td>
<td>FEB 25 2021</td>
</tr>
<tr>
<td>MAY</td>
<td>Lone Ranger</td>
<td>Medical/Health</td>
<td>Arkansas; Florida; Summer Travel</td>
<td>MAR 5 2021</td>
<td>MAR 25 2021</td>
</tr>
<tr>
<td>JUNE</td>
<td>Top 50 BBQ</td>
<td>Business</td>
<td>City Guide: Austin/Hill Country; Colorado; Texas Coast; Five Star Real Estate</td>
<td>APR 5 2021</td>
<td>APR 23 2021</td>
</tr>
<tr>
<td>JULY</td>
<td>TBA</td>
<td>Medical/Health</td>
<td>Super Doctors; Business/Finance</td>
<td>MAY 5 2021</td>
<td>MAY 25 2021</td>
</tr>
<tr>
<td>AUGUST</td>
<td>TBA</td>
<td>Business</td>
<td>Best Game in Town; Five Star Wealth Management</td>
<td>JUN 4 2021</td>
<td>JUN 25 2021</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Dallas Cowboy Cheerleaders</td>
<td>Medical/Health</td>
<td>Louisiana; Fall Travel</td>
<td>JUL 5 2021</td>
<td>JUL 23 2021</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>TBA</td>
<td>Business</td>
<td>City Guide: San Antonio; City Guide: Dallas/Fort Worth; New Mexico</td>
<td>AUG 5 2021</td>
<td>AUG 25 2021</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>TBA</td>
<td>Medical/Health</td>
<td>City Guide: Waco; Winter Travel; Super Lawyers</td>
<td>SEP 6 2021</td>
<td>SEP 24 2021</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>King of the Hill</td>
<td>Business</td>
<td>City Guide: Santa Fe Super Dentists AD CLOSE 9/5 Super Doctors AD CLOSE 9/5</td>
<td>OCT 5 2021</td>
<td>OCT 25 2021</td>
</tr>
</tbody>
</table>

* INFORMATION IS SUBJECT TO CHANGE
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.

**Brand Advertising**

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**

- College Guide
- Outdoor Annual
- Texas Sports Facility Guide
- The Boot
- Visit Arlington
- 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

- TM DAILY
  - Daily
- EDITOR'S DESK
  - Monthly
- FOOD & DRINK
  - Bi-Weekly

STYLE & DESIGN

- Monthly

POLITICS: ARMADILLO

- Weekly

TRAVEL: TRIP PLANNER

- Weekly * Sponsor Content listings available

SPONSOR NEWSLETTERS

- TRAVELING TEXAN
  - Weekly
- FROM OUR PARTNERS
  - Monthly
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.

BILLOARD

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

SUPER 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
1102x135, 50KB max file size; URL required.

MOBILE

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

FILM STRIP

300x600 (@1.5x size 450x900); JPEG, GIF, or HTML5; file format; rich media permitted; max of five 300x600 cells to create a 300x3000 container; 60KB max file size or 100K initial max file size with rich media; 500KB 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 host 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 specifics.

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 produce audio without user initiation. Once audio begins, there must be an obvious “pause” or “stop” button. Ads that expand on click or mouseover must have an obvious “close” button and retract when the mouse is not on the ad space. 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.

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 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 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 that does not exist. All banners and other advertising, when clicked, must launch the linked site in a new browser window.

Editorial Newsletters

TM Daily, 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.

Single Sponsored Newsletters

From Our Partners, Traveling Texan

MATERIALS REQUIRED FOR JPEG-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.

Formatted Newsletters

Traveling Texan Trip Planner, Marketplace

MATERIALS REQUIRED FOR JPEG-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
CONTACTS

AUSTIN OFFICE

JALAAANE LEVI-GARZA,
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512.320.6932

ELDA ARELLANO
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KIM TODD
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512.320.6942


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LORNA JENNISCHC
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713.871.1554


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917.679.5506


WEST COAST REGION

KRISTIN BELT
kbelt@texasmonthly.com
512.970.8139


SOUTH EAST REGION

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954.493.7311


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214.871.7702

SUNDAY LEEK
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972.365.3666