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 2.214 million of the most affluent, engaged and influential Texans, Texas Monthly is an essential part of any media buy. Texas Monthly delivers more Texans than Vanity Fair, Travel + Leisure, Harper’s Bazaar, and Esquire combined.
Engaging Texans Across Platforms

With an impressive total audience of 30.8 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.
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><strong>SCOPE</strong></td>
<td>2,543,000</td>
<td>2.1 Million</td>
<td>8.9 Million</td>
<td>12,500</td>
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<tr>
<td><strong>READERS</strong></td>
<td></td>
<td><strong>MONTHLY VISITORS</strong></td>
<td><strong>MONTHLY AUDIENCE</strong></td>
<td><strong>ANNUAL ATTENDEES</strong></td>
</tr>
<tr>
<td><strong>MEDIAN AGE</strong></td>
<td>45–64</td>
<td>25–44</td>
<td>25-44 / 35-49</td>
<td>35–44</td>
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<tr>
<td><strong>MEDIAN HHI</strong></td>
<td>$94,373</td>
<td>$84,848</td>
<td>N/A</td>
<td>$143,000</td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td>53% / 47%</td>
<td>53% / 47%</td>
<td>42% / 58%</td>
<td>53% / 47%</td>
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<tr>
<td><strong>TOP MARKETS</strong></td>
<td>HOUSTON</td>
<td>HOUSTON</td>
<td>HOUSTON</td>
<td>AUSTIN</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></td>
<td>HOUSTON</td>
</tr>
</tbody>
</table>

**SOURCE:** GFK MRI FALL 2018 PRINT+DIGITAL READERSHIP; WEBSITE USERS: OCT - DEC ’20; FACEBOOK ORGANIC + PAID REACH: JUL - SEP ’20; 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
<table>
<thead>
<tr>
<th>MONTH</th>
<th>MAIN FEATURE</th>
<th>ADDITIONAL FEATURES</th>
<th>SPECIAL ADVERTISING SECTIONS</th>
<th>SPECIAL SECTION</th>
<th>RUN OF BOOK</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>BumSteers + Best of Texas</td>
<td>Travel, Tacos, Cocktails, Dining Medical</td>
<td>City Guide: Houston</td>
<td>NOV 5 2020</td>
<td>NOV 23 2020</td>
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<tr>
<td>FEBRUARY</td>
<td>Hunting Exotics</td>
<td>Travel, BBQ, Recipes, Fashion, Energy, Business, Dining</td>
<td>Florida</td>
<td>DEC 4 2020</td>
<td>DEC 21 2020</td>
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<tr>
<td>MARCH</td>
<td>Hank the Cowdog</td>
<td>Where to Eat Now, Travel, Tacos, Outdoors, Home/Garden, Dining, Medical</td>
<td>Spring Travel; Arizona; Let’s Rodeo</td>
<td>JAN 5 2021</td>
<td>JAN 25 2021</td>
</tr>
<tr>
<td>APRIL</td>
<td>Selena</td>
<td>BBQ, Cocktails, Business, Dining</td>
<td>Super Lawyers</td>
<td>FEB 5 2021</td>
<td>FEB 25 2021</td>
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<tr>
<td>MAY</td>
<td>Meet the Neighbors</td>
<td>Travel, Tacos, Recipes, Tech, Dining, Medical</td>
<td>Arkansas; Florida; Summer Travel; New Mexico</td>
<td>MAR 5 2021</td>
<td>MAR 25 2021</td>
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<tr>
<td>JUNE</td>
<td>TBD</td>
<td>Travel, BBQ, Outdoors, Business, Dining</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>
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<tr>
<td>JULY</td>
<td>Music</td>
<td>Travel, Tacos, Cocktails, Home/Garden, Dining, Medical</td>
<td>Super Doctors</td>
<td>MAY 5 2021</td>
<td>MAY 25 2021</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Sports</td>
<td>Travel, BBQ, Outdoors, Recipes, Business, Dining</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>Tejano Plurality</td>
<td>Travel, Tacos, Dining, Medical</td>
<td>Louisiana; Fall Travel; Lubbock</td>
<td>JUL 5 2021</td>
<td>JUL 23 2021</td>
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<tr>
<td>OCTOBER</td>
<td>Newest Texans</td>
<td>Travel, BBQ, Outdoors, Cocktails, Fashion, Energy, Business, Dining</td>
<td>City Guide: San Antonio; City Guide: Dallas/Fort Worth; New Mexico</td>
<td>AUG 5 2021</td>
<td>AUG 25 2021</td>
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<tr>
<td>NOVEMBER</td>
<td>BBQ Top 50</td>
<td>Travel, Recipes, Dining, Medical</td>
<td>City Guide: Waco; Winter Travel; Super Lawyers</td>
<td>SEP 6 2021</td>
<td>SEP 24 2021</td>
</tr>
</tbody>
</table>

UPCOMING VIDEO SERIES
- Being Texan
- Travel
- Made in Texas
- Outdoors
- BBQ
- Texas Kitchen
- Texas Olympians

NEW MONTHLY WEB CONTENT
Travel, BBQ, Tacos, Outdoors, Music, Cocktails, Medical, Dining, Business, Energy, Fashion, Recipes, Home/Garden, Tech

* 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
Digital

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 TODAY
  - Daily
- FOOD & DRINK
  - Bi-Weekly
- BBQ
  - Bi-Weekly

NEWS & POLITICS

- Weekly

TRAVEL: TRIP PLANNER

- Weekly
- Sponsor Content listings available

SUBSCRIBER-ONLY

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/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.

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**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 produce audio without user initiation. Since 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**

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 pixels. Flash, rotating and rich media not available.

**Note:** If upon testing client-submitted HTML has problems, it will be returned to the advertiser to be corrected.

**Editorial Newsletters**

**TM Today, News & Politics, Food & Drink, BBQ, Subscriber-Only**

**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**

**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
AUSTIN OFFICE

JALAANE LEVI-GARZA, CHIEF REVENUE OFFICER
jlevigarza@texasmonthly.com
512.320.6974

CAITLYN PERRY, VP OF MARKETING AND COMMUNICATIONS
cperry@texasmonthly.com
512.320.6982

DAVID DUNHAM, VP OF DEVELOPMENT
ddunham@texasmonthly.com
512.320.6925

ELDA ARELLANO
earellano@texasmonthly.com
512.320.6917

KIM TODD
ktodd@texasmonthly.com
512.320.6942

HOUSTON OFFICE

CINDY KERLEY
ckerley@texasmonthly.com
713.871.1762

LORNA JENNISCHЕ
ljennische@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

DALLAS OFFICE

LIZ MULLIS, NATIONAL SALES DIRECTOR
lmullis@texasmonthly.com
817.888.7110

SUNDAY LEEK, TEXAS SALES DIRECTOR
sleek@texasmonthly.com
972.365.3666

WEST COAST REGION

KRISTIN BELT
kbelt@texasmonthly.com
512.970.8139

SOUTH EAST REGION

WHITNEY DICK
wdick@texasmonthly.com
954.493.7311

SOUTH EAST REGION

KEITHA SPEARS,
kspears@texasmonthly.com
817.980.6324

MICHELLE GISLER,
mgisler@texasmonthly.com
323.251.6748