

Texas Co-op Power

MEDIA KIT



My Texas Magazine



Texas Co-op Power has been a trusted member of Texas households since 1944.

KENNY BRAUN

Texas Co-op Power celebrates everything Texas: its culture, people, food, history, places and events. Readers love to share the monthly recipes and photo contests with friends and family. It's all delivered with an entertaining and engaging perspective about life in this great state.

TCP's trusted presence in the Lone Star State spans eight decades. Many of our **4.5 million readers** have grown up with **TCP** in their homes and look forward to seeing it in their mailboxes each month.

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING

ELAINE SPROULL (512) 486-6251 • ADVERTISING@TEXASCOOPPOWER.COM

My Trusted Marketing Partner



Every month *Texas Co-op Power* brings Texas and the Texas co-op way of life to 4.5 million readers.

R.J. HINKLE

For more than 80 years, ***Texas Co-op Power*** has been part of the Texas landscape. Our readers have grown up with *TCP* in their homes, and their trust in the magazine transfers to our advertisers. With the state's largest circulation, we land in 20% of Texas homes—more than any other magazine in the Lone Star State.

TCP's portfolio of print and digital products can easily weave into any existing marketing strategy. We can also help you build a campaign from the ground up with print, website and e-newsletter advertising, plus reader engagement products like contest packages and giveaways.

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Source: Reader Profile Study,
MRI Custom Division 2019, 2022

Circulation



NATHAN LINDSTROM



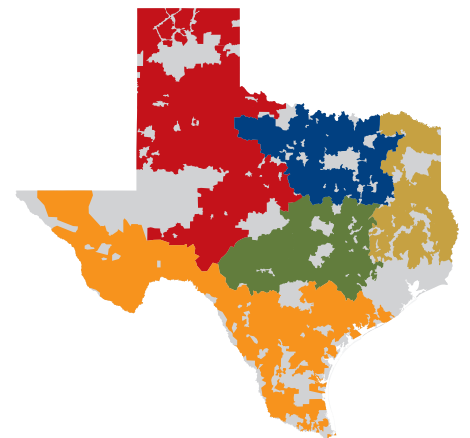
The Texas market keeps growing. Reach that market with the most widely circulated magazine in the state, *Texas Co-op Power*.

Since 2003 the circulation of *Texas Co-op Power* has increased more than 92%, putting *Texas Co-op Power* in more Texans' homes than any other statewide publication.

Statewide Circulation **1,985,000**

Central **536,000** East **294,000** North **690,000**

Panhandle **112,000** South **353,000**



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Markets



Texas Co-op Power offers regional options to reach customers where they live.

DAVE SHAFER

STATEWIDE

Circulation 1,985,000
Readership 4,500,000

Texas Co-op Power's presence in the Lone Star State spans more than seven decades. Our readers trust what they read and have confidence in the advertisers they see in the magazine. If reaching 3.8 million Texans in the comfort of their homes is important to you, look no further than Texas Co-op Power.

If only part of Texas makes sense for your advertising needs, we have five regional advertising markets for you to choose from. Each region is unique, delivering an audience with a common geographic identity that sets it apart.

CENTRAL

Circulation 536,000
Readership 1,232,800

Central Texas paints a year-round nature lover's paradise with gently rolling hills, state parks, lakes and hiking trails. In a region that's a haven for retirees, many of whom build second homes, residents expect information about health care, travel and outdoor recreation.

EAST

Circulation 294,000
Readership 676,200

Towering pines and lush wetlands set the stage for outdoors lovers to cast a line, pitch a tent or stroll protected forests. Folks in East Texas enjoy occasional trips to neighboring Louisiana.

NORTH

Circulation 690,000
Readership 1,587,000

Readers living around Texas' largest metropolitan area are well-heeled, all the way down to their cowboy boots. Folks living in and around the Metroplex enjoy a suburban lifestyle.

PANHANDLE

Circulation 112,000
Readership 257,600

More rural than many other parts of Texas, the Panhandle and West Texas attract independent types with a do-it-yourself approach to solving problems. With few urban centers close by, these folks look to regional suppliers, internet companies and the larger hub cities of Lubbock and Amarillo for products and services such as health care and home improvements.

SOUTH

Circulation 353,000
Readership 811,900

South Texas residents enjoy everything from bird-watching to beachcombing. This area offers one of the most enjoyable climates in the country during the winter months. Year after year, rare birds and two-legged snowbirds flock to the subtropical Rio Grande Valley.

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Readers

The Texas Co-op Power market delivers.

Average HHI
\$121,400

Home ownership
93%

TCP

Texas Co-op Power brings the stories of Texas to life for 4.5 million readers.

ERICH SCHLEGEL

Mailing **1.98 million** Readers **4.5 million**

Female **54%** Married **62%** Average age **63** 55+ **72%** 25-54 **28%**

Salary > \$250,000 **12%** Some college or university education **81%**

Average home value **\$593,000** Vacation homeowners **15%**

Farm/ranch **17%** Average land ownership **36 acres** Own more than 3 acres **33%**

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Engagement

Texas Co-op Power readers engage.

Readers per copy

2.3

Read 3-4 last issues

73%

Average minutes spent per issue

38

TCP

Readers have trusted Texas Co-op Power since 1944—and they trust our advertisers.

WYATT MCSPADDEN

Texas HHs reached **20%** Trusts the TCP brand **99%** Considers TCP a must-read **85%**

Have convenient access to the internet at home **91%** Use social media **66%**

Took action based on something they read in Texas Co-op Power **78%**

Considers TCP ads informative **98%** Cut out/used a recipe **53%**

Shared an article with friends/family **34%** Saved the magazine for future reference **55%**

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Interests

Texas Co-op Power readers are active.

Gardening
53%

Fishing
37%

Hunting
25%

Boating
13%



TCP

Texas Co-op Power readers actively engage in home and travel spending.

DAVE SHAFER

Domestic travel **68%** Three or more trips **48%**
Average spent on travel **\$2,200** 12% spent **\$5,000+**
Own RV/ATV **31%** Own boat **19%** Own motor home **16%**
Own lawn mower **78%** Own riding lawn mower **42%**
Own farm tractor **34%** Own chainsaw **68%** Own tiller **27%**

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Segments

TCP

Texas Co-op Power reaches five market segments across the state.



JASON DAVID PAGE

The Stable Country Family

This is the largest audience segment, representing about half the circulation. These households usually consist of two adults, ages 25–54, with one or two children at home or on adjacent properties. The average household in this group owns about 33 acres.

In many cases their estates have been passed down, so they have relatively little debt. One or both parents work nearby. They also receive income from sources such as ranching and farming; some receive extra income from oil and gas or mineral properties.

Products attractive to this market segment include travel, trucks, home furnishings, remodeling materials, garden and seed items, lawn maintenance devices and tractors, fencing, books, satellite television dishes and programming, electronic gate openers, specialty cooking items, pet supplies, clothing, home appliances, computers and software.

The Large Landowner

LLs own 50 acres of land or more. They are beneficiaries of decades of agricultural consolidation. Though a small percentage of the total audience, LLs are large consumers of goods and services. They manage large, profitable, sophisticated farming and ranching enterprises, sometimes combined with retail or manufacturing businesses and in some cases with lucrative mineral operations.

LLs' products and services needs are similar to those of SCFs. LLs also need large farm machinery, tools, feed, seed, fertilizer, herbicides, insecticides, windbreaks, computers, and barn and fencing materials. This market segment includes well-to-do early retirees who move away from urban areas in their 50s, seasonal migrators, and the independent elderly.

The Retired Country Dweller

RCDs are typically empty-nesters who have regular contact with children and grandchildren who may live in nearby cities.

Readers in this category are active in their golden years and enjoy the serenity of the countryside. Many reside around resort communities. RCDs are active gardeners, readers, travelers, mail-order shoppers, internet users and fitness devotees.

The Weekender

Weekenders are working upper-income families whose primary residences are in big cities but who spend much of their leisure time at their country hideaways. Weekenders are a small percentage of our circulation, but they share a love of the countryside with the rest of the magazine audience.

Weekenders typically own property within 100 miles of metro areas. Their interests include travel, books, trucks, boating, hunting and fishing, water sports, health and fitness, entertainment products, computers and software.

The Suburbanite

Suburbanites choose not to live in the heart of the city but in historical co-op territory on the outskirts of large metro areas.

In each of America's top 50 metro markets, as many as 15% of upper-income professionals and wage earners are on co-op lines. Here in Texas, major cities surrounded by co-op territories include Dallas, Fort Worth, Houston, Austin and San Antonio.

Suburbanites and other readers share interests relating to travel, trucks, lawn and garden products, satellite TV, computers, fitness equipment, and home improvement items.

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Digital

TCP

**Texas Co-op
Power reaches
your audience
on the go.**

**Monthly Website
Pageviews**

81,000

**E-newsletters
Sent Monthly**

100,000

**Facebook
Followers**

14,000

DAVE SHAFER

Texas Co-op Power's flagship product is the print magazine, but *TCP* is much more than that. Our digital options are the perfect way to boost your print campaign and reach your audience where they live.

Bring clicks to your website with an ad on TexasCoopPower.com, then go direct to our readers' inboxes with an e-newsletter promotion delivering more than 100,000 emails every month. Tie it all together with a contest or giveaway package, including sponsored content and social media posts.

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