

Texas Coop Power

A MAGAZINE ABOUT TEXAS LIVING



2026
MEDIA KIT

Texas Co-op Power My Trusted Marketing Partner



Reach your target audience with the 9th-largest circulation magazine in the country.

Texas Co-op Power celebrates everything Texas: its culture, people, food, history, places and events. The print magazine reaches more than **1.78 million households**, with **80,500 website pageviews** and **100,000 e-newsletters** delivered every month.



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

TCP's trusted presence in the Lone Star State spans eight decades. Many of our **4.1 million readers** have grown up with TCP in their homes, building trust with the magazine and our advertisers.

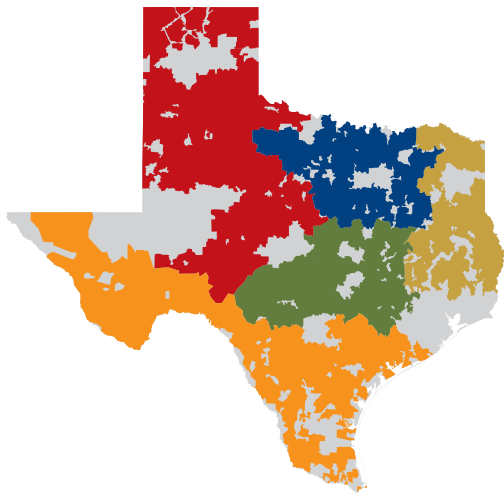
TCP's print and digital platform can easily integrate into your marketing strategy, or we can help you create one from the ground up — with print, web, and e-newsletter ads, plus engagement tools like contests and giveaways.

Texas Co-op Power Audience

4.1 million
Readers



1.78 million
Mailing



1,782,000

Statewide Circulation

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.

Central	482,000
East	275,000
North	555,000
Panhandle	104,000
South	366,000



The Texas Co-op Power market delivers.

\$115,000
Average HHI

93%
Home ownership

Vacation homeowners **15%**

Farm/ranch **17%**

Average land ownership **25 acres**

Own more than 3 acres **32%**



\$462,000
Average Home Value

63
Average Age

Female **54%** | Married **74%**

55+ **88%** | 25-54 **28%**

Some college or university education **79%**

Salary > \$250,000 **12%**

Texas Co-op Power Audience



Engagement

Texas Co-op Power readers engage.

2.3

READERS
PER
COPY

80%

READ
3-4 LAST
ISSUES

36

AVG. MINUTES
SPENT PER
ISSUE

- 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%**
- Considers *TCP* ads informative **98%**
- Took action based on something they read in *TCP* **78%**
- Cut out/used a recipe **53%**
- Shared an article with friends/family **34%**
- Saved the magazine for future reference **55%**

Interests

Texas Co-op Power readers are active.

53%

GARDENING

57%

HUNTING

25%

FISHING

- Travel in-state **62%**
- Traveled to neighboring state **46%**
- Three or more trips **49%**
- Average spent on travel **\$2,900**
- Own RV or ATV **31%**
- Own boat **19%**
- Own lawn mower **78%**
- Own riding lawn mower **42%**
- Own farm tractor **34%**
- Household pet ownership:
Dogs **49%** | Cats **36%** | Horses **6%**

TexasCoopPower

Editorial Calendar

2025	OCTOBER 2025 Through the Grapevine: For the first time since 2005, winemakers are proposing new viticultural areas for growing grapes. Life of Service: He was the manager of an electric cooperative in its early years, and she was a whole lot more than just his wife.	NOVEMBER 2025 Chili Queens: Hundreds of women bring their best pot of chili to Seguin to compete for a coveted spot at the international cook-off. A Name for Nameless: Volunteers work to restore and bring light to the recently rediscovered 150-year-old home of a Texas settler.	DECEMBER 2025 Riding Red Rails: Antique diesel locomotives and Victorian-style depots make Christmastime trips down the Texas State Railroad memorable. Their Heart's in It: A border community works together to restore a beautiful and historic church with traditional techniques.
	JANUARY 2026 Tiny Dots on a Big Map: Some of Texas' smallest towns may not look like much, but they all have big stories if you stop, look and listen. Capital Letters: The Government-in-Action Youth Tour trip celebrates 60 years of electric cooperatives sending teens to Washington, D.C.	FEBRUARY 2026 Creature Comforts: Who do you call when a bird bangs into your window or you find a fawn? Wildlife rehabbers provide pro bono help and healing. Holding Down the Fort: Historic military installations built along the border have been repurposed by the communities that grew up around them.	MARCH 2026 With Flying Colors: Hummingbird enthusiasts fuel tiny fliers as they migrate across the state, dazzling with colorful plumage and aerobatics. Paddling a Trail: State parks offer kayakers and canoers an up-close way to see waterways: paddling trails.
	APRIL 2026 Rio Reforestation: Families and other volunteers gather along the Rio Grande to plant 10,000 seedlings and learn about habitat restoration. Remaking Mason: A pair of architectural wonders in the small town of Mason have reopened to visitors after multiyear restorations.	MAY 2026 Wet Texas: In a region known for cactuses and tumbleweeds, photographer Erich Schlegel captures beautiful water landscapes. Digging for Answers: Archaeologists at the Gault site in Central Texas invite students to learn about ancient history through their eyes.	JUNE 2026 The Grandmother of Juneteenth: As she turns 100, Opal Lee reflects on her work spreading the history of Juneteenth to people across the U.S. Finding Onderdonk: Painter Julian Onderdonk captured a Hill Country vista; 110 years later, a ranch owner finds where his easel must have stood.

DEADLINES	ISSUE	SPACE	MATERIALS	ISSUE	SPACE	MATERIALS
	JANUARY	November 10	November 15	JULY	May 10	May 15
	FEBRUARY	December 10	December 15	AUGUST	June 10	June 15
	MARCH	January 10	January 15	SEPTEMBER	July 10	July 15
	APRIL	February 10	February 15	OCTOBER	August 10	August 15
	MAY	March 10	March 15	NOVEMBER	September 10	September 15
	JUNE	April 10	April 15	DECEMBER	October 10	October 15

Texas Co-op Power Platform Overview

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.

Print Magazine



Website



E-Newsletter

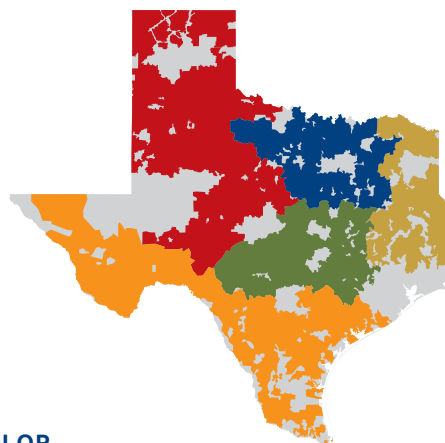


Social Media

	FREQUENCY & ENGAGEMENT	DESCRIPTION	ADVERTISING OPPORTUNITIES
MAGAZINE	12x per year. Mails to 1.78 million each month.	<i>Texas Co-op Power</i> connects your brand with loyal, community-focused readers across Texas through a trusted magazine they eagerly anticipate each month.	Choose from 10 ad sizes and placements in one or more regions—designed to fit any budget and maximize your reach.
WEBSITE	40,500 active website users monthly. 81,000 monthly pageviews.	The <i>TCP</i> website is a dynamic digital platform that engages readers with targeted content, interactive ads while providing a measurable online impact.	Offering two sizes of banner ads, sponsored content and targeted placements to reach engaged online readers.
E-NEWSLETTERS	100,000 e-newsletters delivered monthly: the Main newsletter (55,000 circulation) and a Travel-focused version (48,000 circulation).	<i>TCP</i> e-newsletters put your brand in front of a highly engaged, opt-in audience, driving visibility, clicks, and meaningful results.	<i>TCP</i> e-newsletters feature one banner ad size along with opportunities for sponsored story placements.
SOCIAL MEDIA	14,000 Facebook followers; 2,200 Instagram followers.	66% of <i>TCP</i> readers are active on social media, driving traffic to your website or campaign and extending visibility beyond print through shares, engagement and word-of-mouth.	Sponsored or boosted Facebook and Instagram posts connect your brand with <i>TCP's</i> followers and optional social tie-ins through contests or digital campaigns are available.

Texas Co-op Power Print Ads

Texas Co-op Power's monthly circulation is **1.78 million**.
With an estimated 2.3 Texans per household reading
each issue of *TCP*, we bring the stories of Texas to life
for **4.1 million readers**.



Full Page Nonbleed 6.75" x 9.875" Bleed 7.75" x 10.875" trim size 8" x 11.125" including bleed	
3.5" 2.181" x 3.5"	2.25" 2.181" x 2.25"
2.181" x 1"	1"
1/2 Page Horizontal 6.875" x 4.875"	
1/3 Page Horizontal 4.528" x 4.875"	1/6 Page Vertical 2.181" x 4.875"
1/6 Page Horizontal 4.528" x 2.25"	1/3 Page Vertical 2.181" x 10"
1/2 Page Vertical 4.528" x 7.5"	

GENERAL SPECIFICATIONS

Trim size: 7.75" x 10.875"
 Live area: 6.75" x 9.875"
 Full-page bleed size: 8" x 11.125"
 Binding: Saddle stitch
Color: CMYK or grayscale only

FILE TYPES

Press-ready PDF only.

FILE REQUIREMENTS

- Ads should be built to the final trim size or bleed size. Crop marks, registration marks and color bars are not necessary.
- Use CMYK or grayscale colors only. Convert all RGB and spot colors to CMYK to avoid issues with transparency and color accuracy.
- Image resolution should be at least 300 dpi.

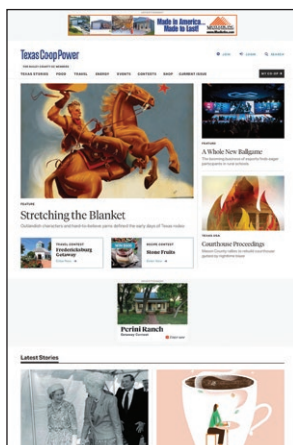
FOUR-COLOR REGIONAL RATES

	1X	3X	6X	12X
CENTRAL CIRCULATION 482,000				
FULL PAGE	\$8,135	\$7,230	\$6,870	\$6,510
1/2 PAGE	\$5,290	\$4,700	\$4,465	\$4,230
1/3 PAGE	\$3,570	\$3,175	\$3,015	\$2,860
1/6 PAGE	\$1,880	\$1,650	\$1,590	\$1,505
3.5 INCH	\$1,350	\$1,200	\$1,140	\$1,080
2.25 INCH	\$1,025	\$910	\$865	\$820
1 INCH	\$590	\$525	\$500	\$475
EAST CIRCULATION 275,000				
FULL PAGE	\$6,190	\$5,500	\$5,225	\$4,950
1/2 PAGE	\$4,020	\$3,575	\$3,400	\$3,220
1/3 PAGE	\$2,715	\$2,415	\$2,300	\$2,175
1/6 PAGE	\$1,430	\$1,270	\$1,210	\$1,145
3.5 INCH	\$1,025	\$910	\$865	\$820
2.25 INCH	\$780	\$695	\$660	\$625
1 INCH	\$450	\$400	\$380	\$360
NORTH CIRCULATION 555,000				
FULL PAGE	\$8,740	\$7,770	\$7,385	\$6,995
1/2 PAGE	\$5,680	\$5,050	\$4,800	\$4,545
1/3 PAGE	\$3,840	\$3,410	\$3,240	\$3,070
1/6 PAGE	\$2,020	\$1,800	\$1,710	\$1,620
3.5 INCH	\$1,450	\$1,290	\$1,225	\$1,160
2.25 INCH	\$1,100	\$980	\$930	\$880
1 INCH	\$635	\$565	\$540	\$510
PANHANDLE CIRCULATION 104,000				
FULL PAGE	\$2,340	\$2,080	\$1,975	\$1,870
1/2 PAGE	\$1,405	\$1,250	\$1,190	\$1,125
1/3 PAGE	\$1,030	\$915	\$870	\$825
1/6 PAGE	\$540	\$480	\$460	\$430
3.5 INCH	\$390	\$345	\$390	\$315
2.25 INCH	\$300	\$265	\$255	\$240
1 INCH	\$170	\$150	\$145	\$135
SOUTH CIRCULATION 366,000				
FULL PAGE	\$6,175	\$5,490	\$5,215	\$4,940
1/2 PAGE	\$4,110	\$3,650	\$3,470	\$3,285
1/3 PAGE	\$2,710	\$2,410	\$2,290	\$2,170
1/6 PAGE	\$1,430	\$1,270	\$1,210	\$1,145
3.5 INCH	\$1,025	\$910	\$865	\$820
2.25 INCH	\$780	\$700	\$665	\$630
1 INCH	\$450	\$400	\$380	\$360

Texas Co-op Power Digital Ads

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.

WEBSITE



Website Leaderboard (header or footer)

- 728 x 90 pixels
- 320 x 50 pixels (required for mobile display)
- Provide files at the 2x sizes listed below

Website Display Ad

- 300 x 250 pixels
- 970 x 250 pixels
- Provide files at the 2x sizes listed below

Website Leaderboard or Footer \$750/30 days

Website Display \$450/30 days

Monthly pageviews: 81,000

Monthly users: 40,500

AVAILABLE IAB WEBSITE DISPLAY AD SIZES

Please include files at 2x size and we'll resize for 1x.

1x Display Size 2x File Size

Desktop

Leaderboard	728 x 90 pixels	1456 x 90 pixels
Billboard	970 x 250 pixels	1940 x 500 pixels
Medium Rectangle	300 x 250 pixels	600 x 500 pixels

Mobile

Smartphone Banner	320 x 50 pixels	640 x 100 pixels
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FILE FORMATS

Website and e-newsletter: JPG or GIF

Animated GIF accepted for website

E-NEWSLETTERS



E-newsletter Banner

- 600 x 200 pixels (provide file at 2x size of 1200 x 400 pixels (1x displays at 600 x 200 pixels))

E-newsletter Banner

Main e-newsletter monthly circulation: 55,000 **\$250/month**

Travel e-newsletter monthly circulation: 48,000 **\$250/month**

Both e-newsletters in the same month **\$400/month**



80,500 Monthly
Website Pageviews

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

100,000
E-newsletters
Sent Monthly

14,000
Facebook
Followers

TexasCoopPower Ad Packages

Our sponsored content options combine the reach of print, the accessibility of digital and the trusted **Texas Co-op Power** brand with your destination, product or service.

SPONSORED CONTENT PACKAGE \$9,750

Promotional materials feature your product or service. Digital materials link to your online story page.

- 1/3-page print ads in 3 consecutive issues
- Sponsored story page on TexasCoopPower.com
- 3 months of TexasCoopPower.com promotion
- 3 months of *Texas Co-op Power* e-newsletter ads
- Sponsored story page included as a featured story in *TCP* e-newsletters for 1 month
- Facebook post that links to your sponsored story, boosted for 3 months

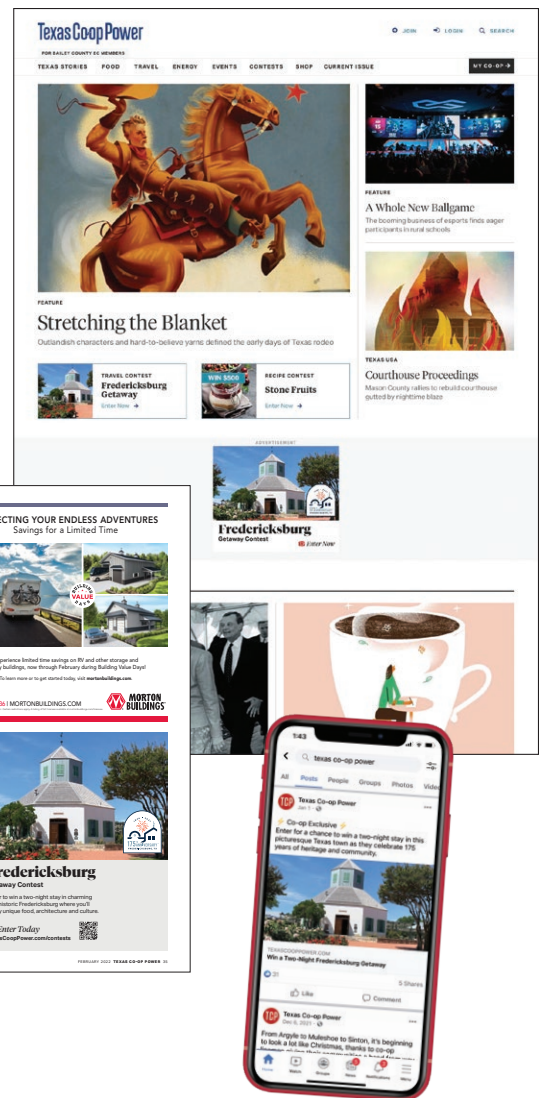
TRAVEL CONTEST SPONSORSHIP \$9,750

Promotional materials feature your destination with *Texas Co-op Power* contest branding. Digital materials link to your online contest page.

- 1/3-page print ads in 3 consecutive issues
- Contest page on TexasCoopPower.com
- 3 months of TexasCoopPower.com promotion
- 3 months of *TCP* e-newsletter ads
- Contest page included as a featured story in *TCP* e-newsletters for 1 month
- Facebook post that links to the contest page, boosted for 3 months

TWO WAYS TO PARTICIPATE

- Combine with a Discount Travel Advertising Package.
- Participate as a travel contest sponsor only at the \$9,750 fee.



HOW DOES IT WORK?

- Build a special getaway package (minimum retail value \$1,000) in your community for a *TCP* reader to win
- Partner with restaurants, events, shopping and lodging for a two-night getaway
- Send us promotional images and 200–500 words about the destination and sponsors
- Provide us with your video (file plus a link to the video on YouTube or Vimeo)
- *TCP* will conduct the contest and produce all the promotional collateral in our house format