

Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING



2026
MEDIA KIT

Texas Coop 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.

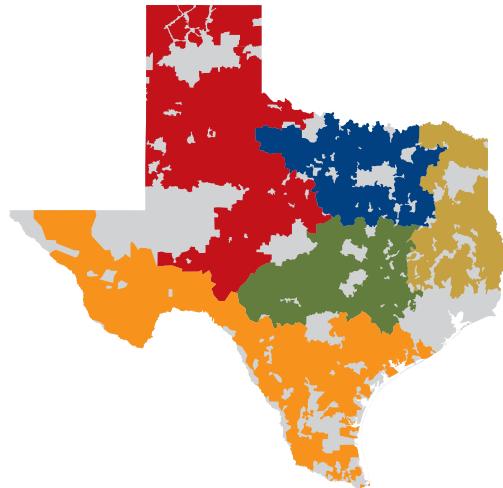
TCP's trusted presence in the Lone Star State spans eight decades. Many of our **4.1 million readers** have grown up with TCP in their homes, building trust with the magazine and our advertisers.

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 Coop 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 Coop Power Audience



Engagement

Texas Co-op Power readers engage.



- 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.



- 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%**

Editorial Calendar

2025

2026

DEADLINES

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.

| 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 Coop 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

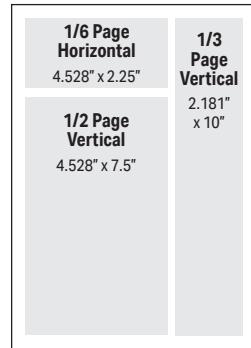
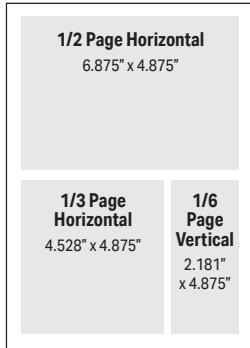
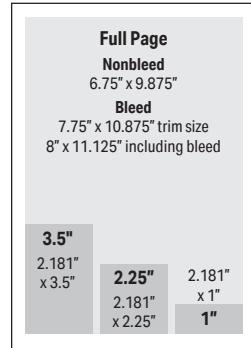
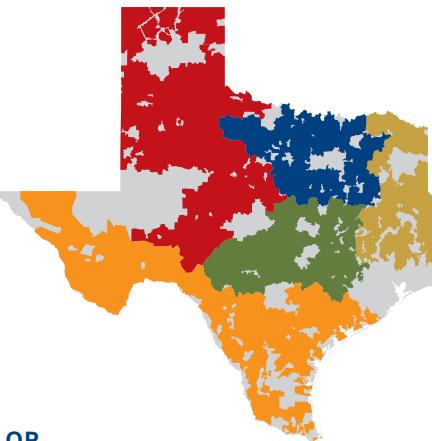
ADVERTISING OPPORTUNITIES

| | | | |
|----------------------|--|---|--|
| 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</i> 's followers and optional social tie-ins through contests or digital campaigns are available. |

Texas Coop 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**.



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 |

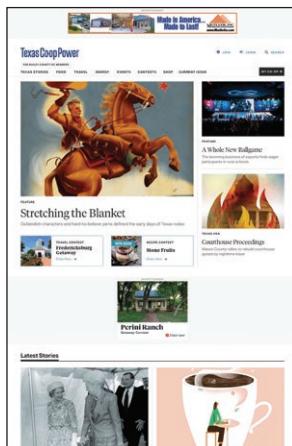
SOUTH CIRCULATION 366,000

| | | | | |
|------------------|---------|---------|---------|---------|
| 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 Coop 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

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



Texas Coop Power 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