

Texas Co-op 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%**

Texas Co-op Power

Editorial Calendar

2026

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.

JULY 2026

Disaster City, USA: First responders worldwide train at this East Texas town—population 0—that has a crashed train and plane.

Grinning From Ear to Ear: Jeffie Brewer's outsized metalworks, made in Nacogdoches, add whimsy and color to towns across Texas.

OCTOBER 2026

Lighting the Way: A delegation of electric lineworker from Texas electric cooperatives bring electricity to a remote village in Guatemala.

Small Fortune: Ride along with Boonie Kunz, a 92-year-old shrimper who still works the Gulf to put food on your plate.

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.

AUGUST 2026

How Big Is Texas? Meet the blogger who's finding new ways to see and explore every corner, cranny and backroad of our state.

Moving Together: Native Americans of all backgrounds, stripes and tribes come together for the largest one-day powwow in the U.S.

NOVEMBER 2026

A Century of 66: The Mother Road marks 100 years of connecting America's heartland with the West Coast, bisecting the Texas Panhandle.

Bray New World: What started as a backyard donkey rescue has grown to a herd of more than 3,000—the largest in the U.S.

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.

SEPTEMBER 2026

Food Fests: Across Co-op Country, with harvest season comes festival season, with many gatherings paying homage to local produce.

Star Tours: Escape the heat at your local planetarium, where new tech and tools transports Texans to the outer reaches.

DECEMBER 2026

Tamalada Tradition: For many families, Christmastime means an all-day gathering—preparing, filling, folding and steaming tamales.

The Happy Toy Maker: Meet the man who still makes toys by hand—with help from family—at a workshop in the Panhandle.

DEADLINES

ISSUE	SPACE	MATERIALS
JANUARY	November 10	November 15
FEBRUARY	December 10	December 15
MARCH	January 10	January 15
APRIL	February 10	February 15
MAY	March 10	March 15
JUNE	April 10	April 15

ISSUE	SPACE	MATERIALS
JULY	May 10	May 15
AUGUST	June 10	June 15
SEPTEMBER	July 10	July 15
OCTOBER	August 10	August 15
NOVEMBER	September 10	September 15
DECEMBER	October 10	October 15