

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 **1.7 million households**, with **76,600 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.

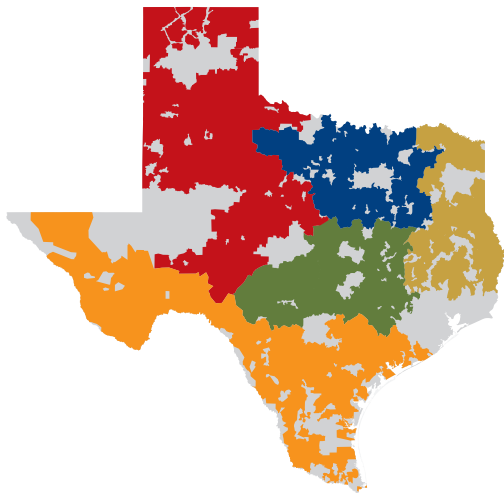
TCP's print and digital platform can easily integrate into your marketing strategy, or we can help you create one from the ground up — with print, web, and e-newsletter ads, plus engagement tools like contests and giveaways.



Texas Co-op Power Audience

4.1 million
Readers 

 **1.7 million**
Mailing



1,695,000
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	385,000
East	270,000
North	560,000
Panhandle	110,000
South	370,000



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.



- 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.

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.

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.

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.

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.

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.

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.

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

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



January Newsletter

FURRED RESPONDERS | SOUPS AND STEWS

This issue features service dogs along with important information from your co-op. Check out the highlights below, and don't miss our upcoming recipe and photo contests for your chance to win!



E-Newsletter



Social Media

	FREQUENCY & ENGAGEMENT	DESCRIPTION	ADVERTISING OPPORTUNITIES
MAGAZINE	12x per year. Mails to 1.7 million each month.	Texas Co-op Power 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. 76,600 monthly pageviews.	The TCP 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).	TCP e-newsletters put your brand in front of a highly engaged, opt-in audience, driving visibility, clicks, and meaningful results.	TCP 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 TCP 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 TCP's followers and optional social tie-ins through contests or digital campaigns are available.