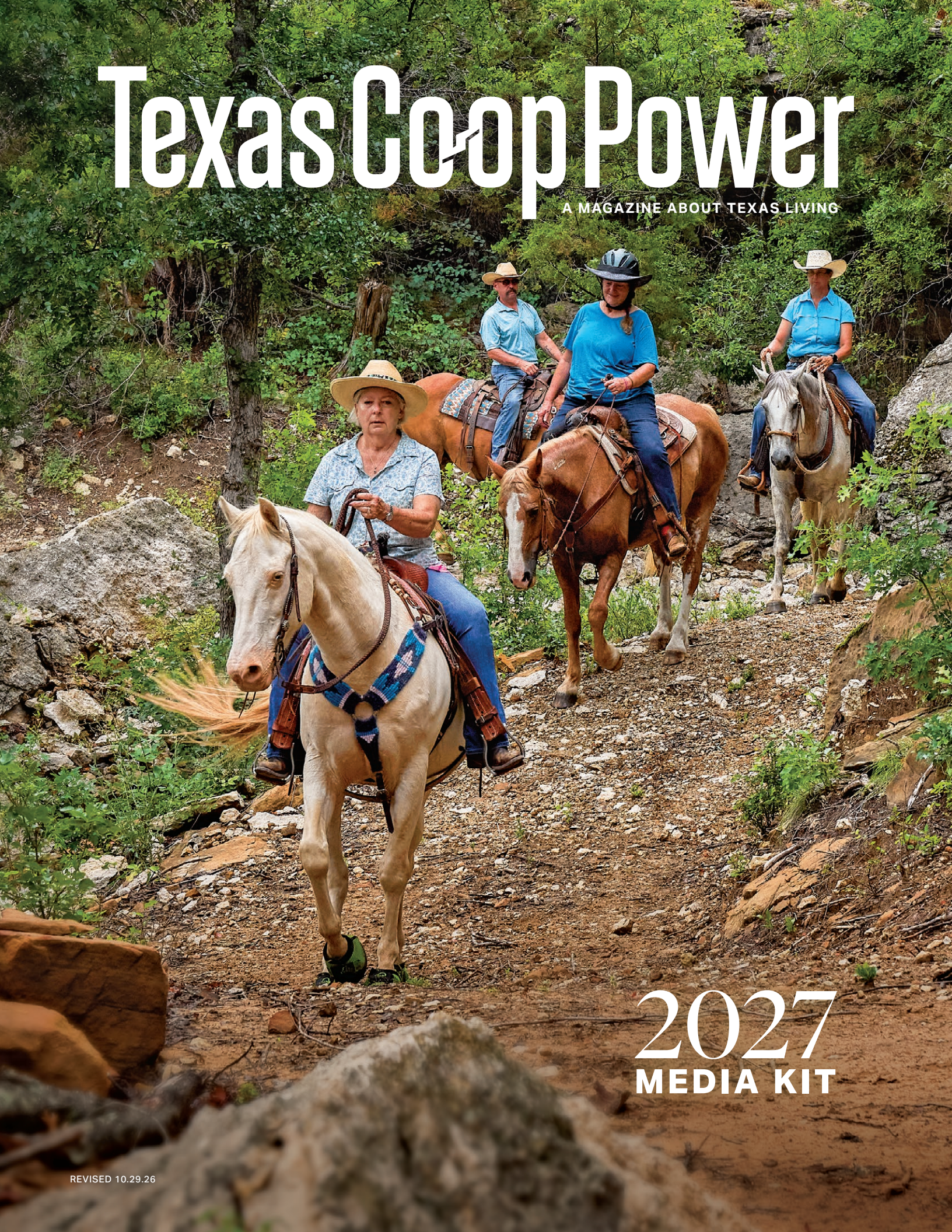
Texas Co-op Power

A MAGAZINE ABOUT TEXAS LIVING



2027 MEDIA KIT

REVISED 10.29.26

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 **66,600 monthly website pageviews** and **50,000 e-newsletters** delivered every week.





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.

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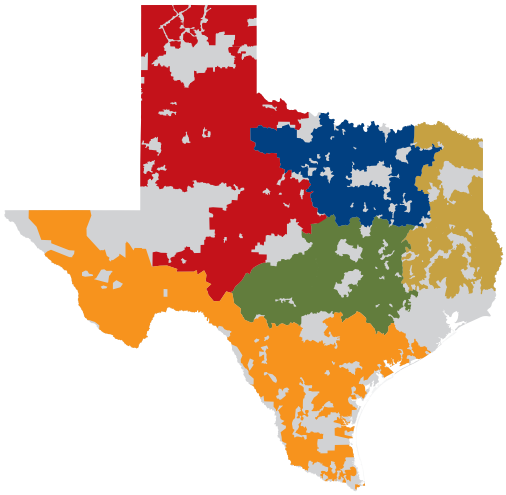
Texas Co-op Power

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%**

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Source: Reader Profile Study, MRI Custom Division 2025



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%**

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Source: Reader Profile Study, MRI Custom Division 2025

Texas Co-op Power

Editorial Calendar

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.

JANUARY 2027

The 50-Year Road Trip: A photographer who got his start at Texas Co-op Power built a career on capturing every corner of our state.

Grave Concerns: Meet the folks with a grand plan to bring natural beauty back to historical cemeteries.

FEBRUARY 2027

Model T for Texas: For one man, there's no better way to see the state than a 1,000-mile trek, from top to southern tip, in a 100-year-old Ford.

Pickin' and Grinnin': Folks far and wide have been coming to the tiny town of Sagerton each spring for the Hee Haw variety show inspired by TV.

MARCH 2027

Watercolors: Grab a kayak and a canvas for Galveston's unique approach to open-air painting along the Gulf.

ABCs of Solitary Bees: Texas is home to an extraordinary diversity of native bees, most of which don't form hives but play a critical role as pollinators.

APRIL 2027

Casting Light: Follow a former funk singer who is bringing attention to a growing community in Texas: fly fishing.

Culinary Keepsakes: Whether tins, tongs or timers—just about every kitchen has a hand-me-down that holds special meaning.

MAY 2027

Peach Buzz: Northeast Texas natives know there's nothing like a fresh scoop of Efurd's peach ice cream on a hot summer day.

Eyes to the Ground: Scientists are using new technology to learn about the largest community of black-tailed prairie dogs in Texas.

JUNE 2027

Viva Vega: Discover history and Americana galore at this tiny but bucolic town in the Texas Panhandle.

Wild Tunes: Meet the musicians who soothe stressed shelter animals via a nonprofit founded by an enterprising young Texan.

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
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



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REVISED 09.17.26

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 1.7 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	66,000 monthly pageviews, 36,000 monthly active users.	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	55,000 newsletters delivered weekly, with a travel-focused newsletter sent the third week of the month (50,000 circulation).	*TCP* newsletters put your brand in front of a highly engaged, opt-in audience, driving visibility, clicks, and meaningful results.	*TCP* 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.

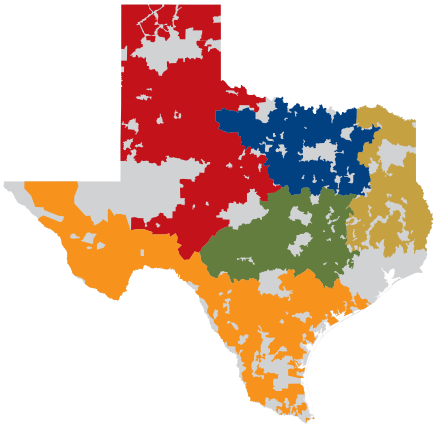
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Texas Co-op Power

Print Ads

Texas Co-op Power's monthly circulation is **1.7 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"

1/2 Page Vertical
4.528" x 7.5"

1/3 Page Vertical
2.181" x 10"

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.

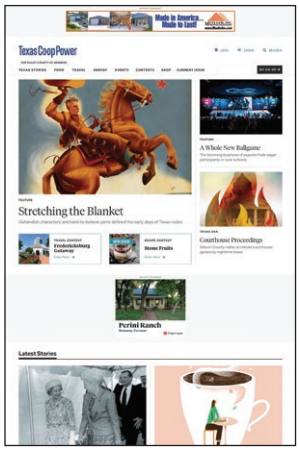
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Texas Co-op Power

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: 66,600
Monthly active users: 36,000

AVAILABLE IAB WEBSITE DISPLAY AD SIZES

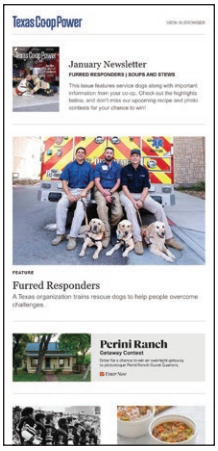
Please include files at 2x size and we'll resize for 1x.

	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 weekly circulation: 55,000
Travel e-newsletter circulation (3rd week of cycle): 50,000
1 send $250 | 2 sends $300 | 4 sends $450

66,000 Monthly Website Pageviews

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

50,000 E-newsletters Sent Weekly

14,000 Facebook Followers

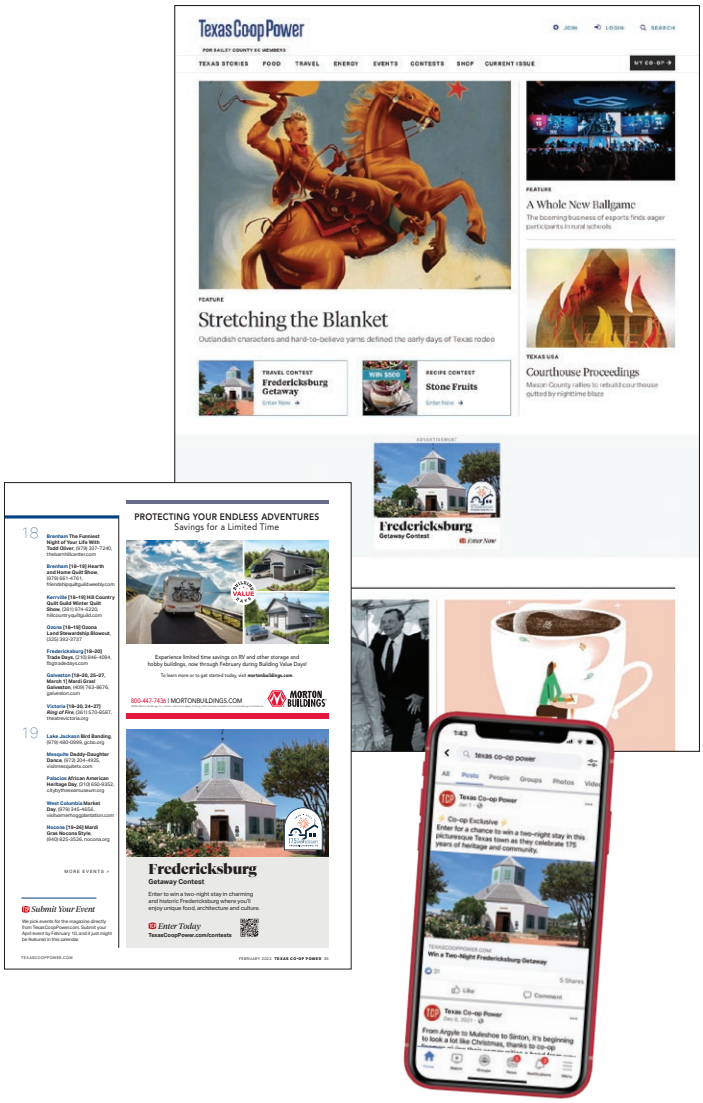
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Source: Reader Profile Study, MRI Custom Division 2025

Texas Co-op 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 1 *TCP* e-newsletter send
- 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 1 *TCP* e-newsletter send
- 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

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