

# Oklahoma Today

Serving  
Oklahoma  
Readers  
For

60 YEARS

EST.

1956

PUBLISHES

6

TIMES PER YEAR

Jan/Feb  
Mar/Apr  
May/Jun  
Jul/Aug  
Sep/Oct  
Nov/Dec

LARGEST

paid magazine subscription  
base in Oklahoma



PAID SUBSCRIBERS



NEWSSTAND COPIES

Engaged Audience

f 40,000

16,400

Subscribers in all

77

Oklahoma counties

LOYAL READERS!

42%

of subscribers  
have subscribed  
for 5 or more years

90%

renewal rate



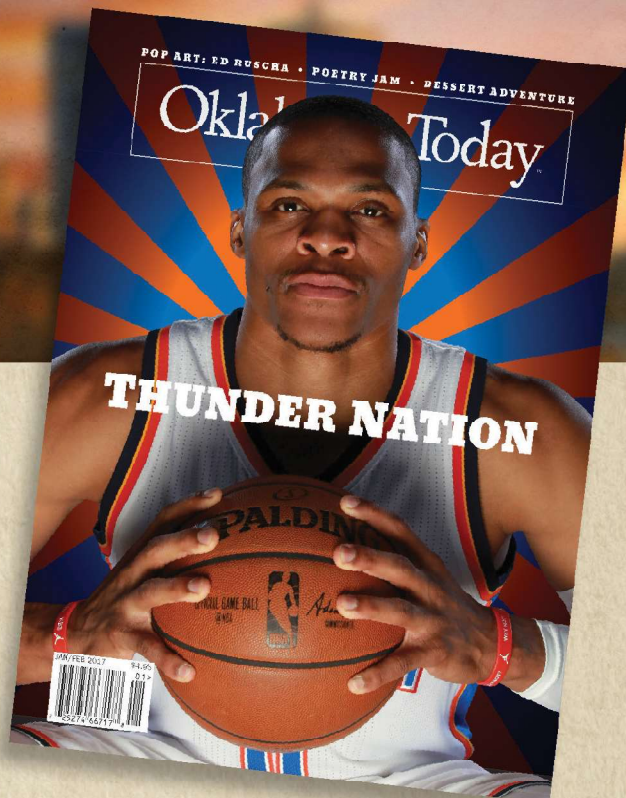
OKLAHOMA'S CULTURAL AMBASSADOR



## 2017 RATE CARD

### Oklahoma Today Magazine

No other publication brings our vibrant people, places, food, art, music, and events to life with the richness and depth of *Oklahoma Today*, the state's official magazine. One of the most decorated regional magazines in American history, *Oklahoma Today* has captured Oklahoma's people, places, culture, and history through stunning photography and award-winning writing and design. A great way to connect with readers who appreciate thoughtful stories, are quick to respond, and have the means to support our valued advertisers and partners, *Oklahoma Today* hopes to earn your business the old fashioned way—through proven results.



#### QUICK FACTS

**PUBLISHER:** State of Oklahoma, Oklahoma Tourism and Recreation Department (OTRD)

**FREQUENCY:** 6x per year — Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec

**CIRCULATION:** With subscribers in all 77 counties and in all 50 states, *Oklahoma Today* boasts the largest paid circulation of any magazine about Oklahoma, with 24,000 paid subscribers plus 3,400 paid newsstand copies. *Oklahoma Today* also has a pass-along rate of 2.95, which increases readership to 80,300.

Source: Annual USPS audits

#### READER PROFILE

- 57% Female / 43% Male
- 94% own their primary residence
- 80% are employed in a professional field
- Median Annual Household Income: \$80,000

#### READER ENGAGEMENT & LOYALTY

##### ENGAGEMENT

- 81% of subscribers read all of the last six issues.
- 65% of subscribers read at least three-quarters of each issue.
- On average, subscribers read each issue 3.5 times.

##### LOYALTY

- 70% of readers subscribe for more than 3 years.
- 63% of subscribers hold on to the magazine for 6 months.

Source: Oliver Wyman Group 2010; The Boone Group 2010

#### EDITORIAL ENVIRONMENT

*Oklahoma Today* offers an absorbing reader experience designed with contemporary flair and classic magazine pacing. Its broad mix of short pieces, departments, and lengthier features—along with award-winning photography—is sophisticated without being pretentious.

<b>Front of Book</b>	Contents, Contributors, Feedback, Editor's Letter, Marketplace
<b>Routes</b>	Restaurant, Our Towns, Spotlight, Overnight *
<b>Roots</b>	Conversation, Education, Right Now, Homegrown *
<b>The Menu</b>	Statewide selection of some of the best places for your favorite meals
<b>Features</b>	Long-form feature articles, profiles and photographic portfolios
<b>To-Do List</b>	A directory of some of the most exciting and inspiring events across the state
<b>Lost and Found</b>	This popular contest ends each issue of <i>Oklahoma Today</i>

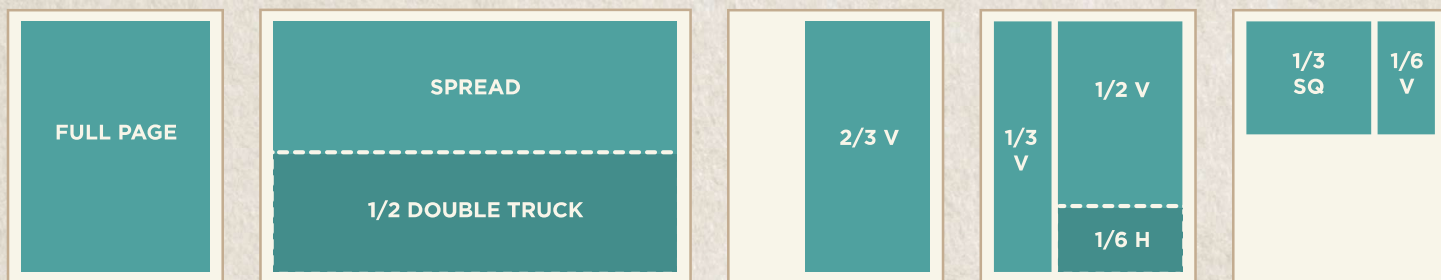
\* Not all sections are included in every issue



# Oklahoma Today Advertising Rates

Premium Positions	1X	3X	6X	Run Of Book	1X	3X	6X
Inside front cover	\$8,240	\$7,860	\$7,395	Full Page	\$3,140	\$2,890	\$2,670
Back cover	\$5,250	\$4,883	\$4,620	1/2 Double Truck	\$3,250	\$3,100	\$2,990
Inside back cover	\$4,150	\$3,880	\$3,560	Spread	\$5,970	\$5,640	\$5,340
Far forward 2-pg spread	\$7,250	\$6,980	\$6,620	<b>Partial Page Ads</b>			
Contents (1 & 2)	\$3,940	\$3,670	\$3,550	2/3 Page	\$2,290	\$2,150	\$2,030
Contributors	\$3,890	\$3,620	\$3,410	1/2 Page	\$1,670	\$1,560	\$1,520
Welcome	\$3,890	\$3,620	\$3,410	1/3 Page	\$1,200	\$1,120	\$1,060
Feedback	\$3,840	\$3,560	\$3,360	1/6 Page	\$630	\$570	\$520
Routes opener	\$3,780	\$3,520	\$3,310	*Premium and double-truck positions are sold on a space-available basis.			
Roots opener	\$3,780	\$3,520	\$3,310	All rates are net.			
The Menu	\$3,390	\$3,180	\$3,020	Some partial page units can be upgraded to full bleed for an additional fee. <b>Oklahoma Today</b> also offers a variety of custom printing options, negotiated on a case-by-case basis, including but not limited to: bind-in cards, polybagging, gatefolds, additional spot colors, and custom publishing. Please contact your advertising sales representative regarding the availability of these products.			
Main Events opener	\$3,390	\$3,180	\$3,020				

## Specifications



Unit Size	Ad Dimensions
Spread	Bleed: 16.25" X 11.125" Trim: 16" X 10.875" Live: 15" X 10"
Full page	Bleed: 8.25" X 11.125" Trim: 8" X 10.875" Live: 7" X 10"
1/2 double truck	Bleed: 16.25" X 5.625" Trim: 16" X 5.375" Live: 15" X 4.375"
2/3 page vertical	4.625" X 10"
1/2 page vertical	4.625" X 7.375"
1/3 page vertical	2.125" X 10"
1/3 page square	4.625" X 4.875"
1/6 page vertical	2.125" X 4.875"
1/6 page horizontal	4.625" X 2.375"

### PRINTING MECHANICALS

Live: 7" X 10"  
Trim Size: 8" X 10.875"  
Bleed Size: 8.25" X 11.125"  
Printing Method: Direct to Plate/Web Offset  
Binding Method: Perfect Bound  
300 dpi (150 lpi) body, 350 dpi (175 lpi) cover  
Body Stock: 50# text matte finish  
Cover Stock: 100# text matte finish  
Color Calibration: SWOP Standard

### PRESS-READY ARTWORK

All artwork must be submitted in a press-ready format. Adobe PDF or PDF/X-1a is preferred, but TIFF or EPS files are also acceptable. Please embed all fonts and images. Ink density should not exceed 300% TAC. All ads must include a 1/8" bleed on all sides, crop marks, and a minimum .25 point keyline frame. Convert all artwork to CMYK or grayscale. No spot colors will be accepted. Do not nest EPS files within other EPS files. All images should be placed at 100%. Please do not send .zip files.

### SPREADS & DOUBLE-TRUCK UNITS

While *Oklahoma Today* does not recommend it, any type crossing the gutter should be positioned 1/8" from the gutter on each page to provide 1/4" total separation.

### FILE SUBMISSION

Send files to [production@oklahomatoday.com](mailto:production@oklahomatoday.com) or upload to *Oklahoma Today's* FTP site:

<ftp.oklahomatoday.com>  
username: oktpublic  
password: file2okt

Color proofs and/or CDs are not required.

### CUSTOM AD CREATION

*Oklahoma Today* can build your ad for you. All images must be at least 300 dpi and have an appropriate pixel width for the reserved unit's size. Logos should be submitted in a vector format with all text converted to outlines. *Oklahoma Today* can scan most types of media; however, scanning reproduced artwork is not recommended. *Oklahoma Today* assumes no liability for errors that occur in ads after client approval.

### PRODUCTION QUESTIONS

405-230-8464  
[bridgette.slone@travelok.com](mailto:bridgette.slone@travelok.com)

### SPACE RESERVATIONS

Contact your Sales Representative or email [advertising@travelok.com](mailto:advertising@travelok.com).



