

Oklahoma Today

M A G A Z I N E

No other publication brings our vibrant state to life with the richness and depth of *Oklahoma Today*, the state's official magazine since 1956. **As one of the most decorated regional magazines in history**, *Oklahoma Today* has earned a loyal, enthusiastic, and engaged audience with the means and eagerness to support your business.



The Magazine of Oklahoma for 68 years and running

Oklahoma Today is published six times a year by the Oklahoma Tourism & Recreation Department. **Its mission: to showcase the best of what Oklahoma has to offer**—its rich history as well as its wealth of great restaurants, interesting people, exciting experiences, and natural beauty.



Welcome

The editor in chief gives a behind-the-scenes look at what's in the issue and how it relates to our wonderful state.

Feature Stories

Photography and full-length articles that take you to the best destinations, restaurants, and events, and help you discover the state's history and culture.

On the Map

This section puts our readers in the drivers seat for Oklahoma Travel adventures and includes The Market, Street View, and more.

Order Up

This popular department offers up the best of Oklahoma's food, restaurants, and chefs.

Originals

Meet real Okies, up close, doing what they do best in arts, music, sports, and philanthropy.

Out There

Find something to do with this directory of some of the most exciting and inspiring events across the state.

Off the Map

This exciting end to every issue inspires readers to investigate the state.

Podcast

Each week our editors entertain you with the question of the week, an in-depth interview, and the week's can't-miss events.

Newsletters

Offering topics on events, food, history and culture, and travel, the weekly newsletters keep you informed on all-things Oklahoma.

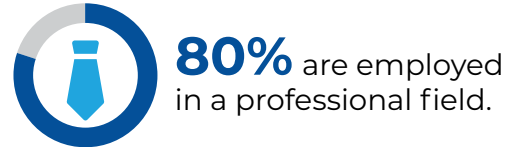
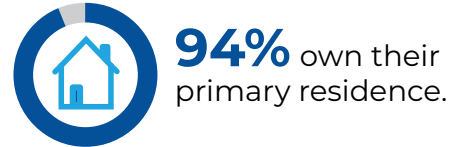
Subscriber Profile

Oklahoma Today reaches an exceptional audience of **highly educated, affluent readers**. Oklahoma Today readers are **culturally sophisticated** consumers who enjoy fine arts, travel, and food. They are **influential opinion leaders** and stakeholders in their communities and chosen professions.

Demographics

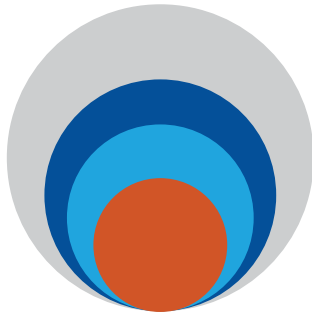


55
YEARS
Average Age



Income

Annual household income



57% > \$75,000

37% > \$100,000

19% > \$150,000

\$80,000

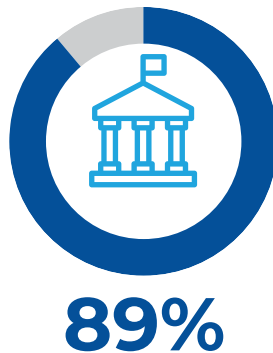
Median Annual Household Income

\$868,420

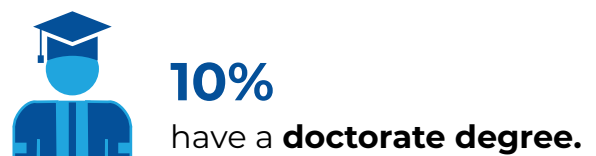
Average Household Net Worth



Education



have attended college



Subscriber Actions & Engagement

Oklahoma Today's readers enjoy the magazine and **trust the content**. By extension, **they also trust the advertising** that appears in the magazine. Subscribers use the magazine to plan vacations and decide what restaurants to dine in. Since the magazine is in their hands for longer than the cover dates, **the advertising has lasting impressions**.

Actions



73% have **visited an attraction** after reading about it in *Oklahoma Today*



54% have **attended an event** after reading about it in *Oklahoma Today*



65% have **dined in a restaurant** after reading about it in *Oklahoma Today*



32% have **stayed in a lodging facility** after reading about it in *Oklahoma Today*

Engagement



81%

have **read all of the last six issues.**

65%

read **at least three-quarters** of each issue.

56%

spend **more than an hour** reading each issue.

3.5

The average number of times a subscriber **picks up each issue to read.**

Oklahoma Today subscribers **renew more often** than the industry average.

Industry Average

55%

Oklahoma Today

80%

Oklahoma Today subscribers **hold on to their copies of the magazine.**

Never Discard

> 1 year

> 6 months

27%

46%

63%

70% of subscribers subscribe for **more than**



By the Numbers

Oklahoma Today has the largest paid-magazine subscription base in Oklahoma.

16,000+

paid subscribers

3,700+

newsstand copies

81,125

readers per issue

2.95

avg readers per copy

Subscribers in:

ALL

77

OKLAHOMA
COUNTIES

ALL

50

U.S. STATES

PLUS

11

COUNTRIES

Multi-platform reach



49,000+



18,400+



11,800+



93,200+
NEWSLETTER
SUBSCRIBERS



800+
PODCAST
DOWNLOADS
PER MONTH



66
YEARS OLD



8
DEDICATED
STAFF



350+
NATIONAL
AWARDS



6
ISSUES
PER YEAR



96
PAGES
PER ISSUE



OKLAHOMA
Tourism & Recreation

123 Robert S. Kerr Ave., Ste. 1000
Oklahoma City, OK 73102
(405) 650-9328

Ad Rates & Specifications

AD RATES

Premium Positions	1x	3x	6x
Inside front cover spread	\$8,240	\$7,860	\$7,395
Back cover	\$5,250	\$4,883	\$4,620
Inside back cover	\$4,150	\$3,880	\$3,560
Far forward 2-pg spread	\$7,250	\$6,980	\$6,620
Contents	\$3,940	\$3,670	\$3,550
Contributors	\$3,890	\$3,620	\$3,410
Welcome	\$3,890	\$3,620	\$3,410
Feedback	\$3,840	\$3,560	\$3,360
On the Map	\$3,780	\$3,520	\$3,310
Originals	\$3,780	\$3,520	\$3,310
Order Up	\$3,390	\$3,180	\$3,020
Out There	\$3,390	\$3,180	\$3,020

Run of Book	1x	3x	6x
Full Page	\$3,140	\$2,890	\$2,670
1/2 Double Truck	\$3,250	\$3,100	\$2,990
Spread	\$5,970	\$5,640	\$5,340

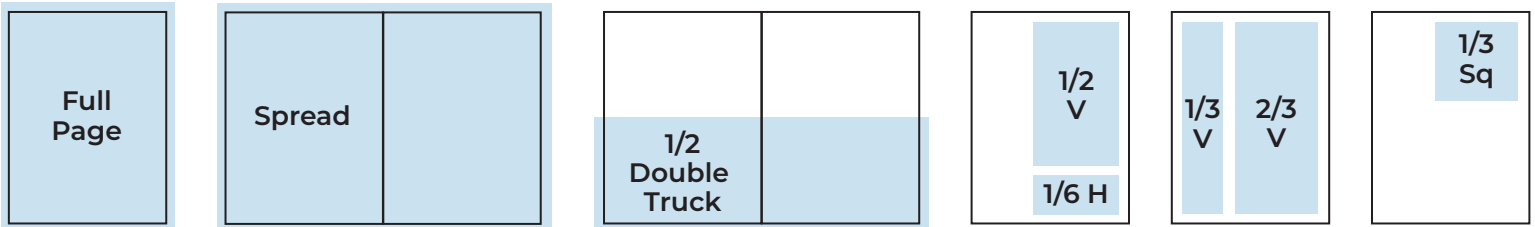
Partial Page	1x	3x	6x
2/3 Page	\$2,290	\$2,150	\$2,010
1/2 Page	\$1,670	\$1,560	\$1,520
1/3 Page	\$1,200	\$1,120	\$1,010
1/6 Page H	\$630	\$570	\$520

Premium and double-truck positions are sold on a space-available basis. All rates are gross.

Some partial page units can be upgraded to full bleed for an additional fee. *Oklahoma Today* 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.

*all rates are gross

AD 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 Pg vertical	4.625" x 10"
1/2 Pg vertical	4.625" x 7.375"
1/3 Pg vertical	2.125" x 10"
1/3 Pg square	4.625" x 4.875"
1/6 Pg horizontal	4.625" x 2.375"

PRINTING MECHANICALS

Live: 7" x 10"
Trim: 8" x 10.875"
Bleed: 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 also are acceptable. Please embed all fonts and images. Ink density should not exceed 300% TAC. Full page 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 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 or upload to *Oklahoma Today's* FTP site:
<ftp.oklahomatoday.com>
username: oktpublic
password: file2okt

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 or for ads received after the deadline.

PRODUCTION QUESTIONS

405-522-9505
bridgette.slone@travelok.com

SPACE RESERVATIONS

Contact your sales representative or email advertising@travelok.com