

Oklahoma Today

2026 Media Kit



About

The magazine of Oklahoma for 70 years and running.

Our mission: showcasing 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. *Oklahoma Today* is published by the Oklahoma Tourism & Recreation Department.

350+
NATIONAL AWARDS

96
PAGES
PER
ISSUE

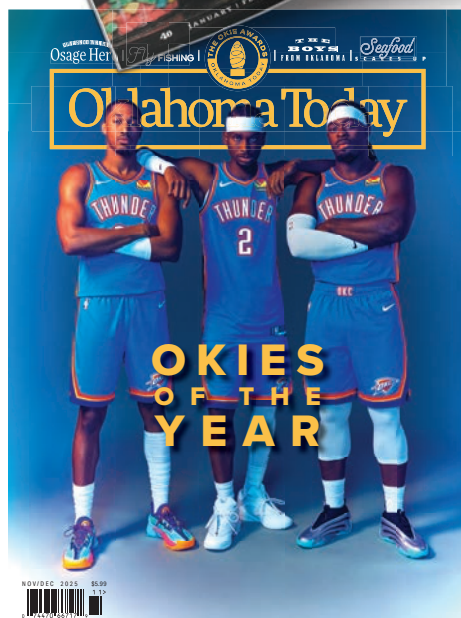
ANNUAL
ISSUES

WELCOME & FEATURE STORIES

In every issue, the editor in chief gives a behind-the-scenes look at what's inside and how it relates to Oklahoma. Full length features with gorgeous photography and in-depth articles take you to the state's best destinations, restaurants, and events that focus on the state's rich history and vibrant culture.

GO, EAT, PLAY & LEARN

Four distinct and unique departments included in each issue highlight the state's many up-and-coming interests to both residents as well as an international audience. Meet real Okies doing what they do best in arts, music, sports, and philanthropy; discover new eateries; and put yourself in the driver's seat for travel adventures, events, and great destinations across the state.



A WEEKLY YOUTUBE SHOW & NEWSLETTERS Each week our editors entertain you on The Oklahoma Today Show with the question of the week, an in-depth interview, and the week's can't-miss events. Offering topics on events, food, history and culture, and travel, the weekly newsletters keep you informed on all-things Oklahoma.

Audience

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.



Subscriber Profile

- 94%** OWN THEIR PRIMARY RESIDENCE
- 80%** EMPLOYED IN A PROFESSIONAL FIELD
- 89%** ATTENDED COLLEGE
- 60%** COLLEGE DEGREE
- 18%** MASTER'S DEGREE
- 57%** HHI > \$75K
- 37%** HHI > \$100K
- 81%** READ EVERY ANNUAL ISSUE
- 56%** SPEND 1+ HRS READING EACH ISSUE
- 70%** SUBSCRIBE FOR 3+ YEARS

57%

FEMALE

43%

MALE

55

AVERAGE AGE

INDUSTRY AVERAGE RENEWAL

55%

RENEWALS ARE
GREATER THAN THE
INDUSTRY AVERAGE

OKLAHOMA TODAY RENEWAL

80%



\$80K

MEDIAN ANNUAL HHI

\$868K

AVERAGE HOUSEHOLD NET WORTH

Reach

A trusted resource for all subscribers.

Oklahoma Today has the largest paid-magazine subscription base in Oklahoma. It is used to plan vacations, decide what restaurants to dine in and where to go for entertainment and events. Readers also trust the advertising that appears in the magazine who have the means and eagerness to support your business.

73%

have visited an attraction
after reading about it

65%

have dined in a restaurant
after reading about it

54%

have attended an event
after reading about it

32%

have stayed in a lodging facility
after reading about it

2.95

AVERAGE READERS PER COPY

35,633

READERS PER ISSUE

7.5K+

NEWSSTAND COPIES SOLD
PER YEAR

125+

RETAIL LOCATIONS

SUBSCRIBERS IN:



We have built an
active following.

630+

PODCAST DOWNLOADS PER MONTH

4.68K

AVERAGE MONTHLY YOUTUBE VIEWS

26.5K+

NEWSLETTERS DISTRIBUTED PER MONTH

40%+

AVERAGE NEWSLETTERS OPEN RATE

49K+

FACEBOOK FOLLOWERS

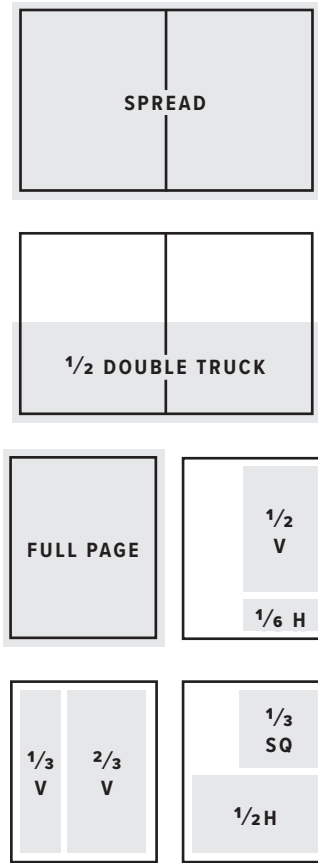
11.8K+

INSTAGRAM FOLLOWERS



Ad Specs

| AD SIZE | LIVE / NON-BLEED | TRIM | BLEED |
|-------------------|------------------|---------------|------------------|
| Full Page | 7" x 10" | 8" x 10.875" | 8.25" x 11.125" |
| Spread | 15" x 10" | 16" x 10.875" | 16.25" x 11.125" |
| ½ Double Truck | 15" x 4.375" | 16" x 5.375" | 16.25" x 5.625" |
| ½ Vertical page | 4.625" x 7.375" | - | - |
| ½ Horizontal page | 7" x 4.7975" | - | - |
| ¼ Horizontal page | 4.625" x 2.375" | - | - |
| ⅓ Vertical page | 2.125" x 10" | - | - |
| ⅔ Vertical page | 4.625" x 10" | - | - |
| ⅓ Square | 4.625" x 4.875" | - | - |



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

SPACE RESERVATIONS

Contact your sales representative
or email advertising@travelok.com

PRODUCTION QUESTIONS

bridgette.slane@travelok.com

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.

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* assumes no liability for errors that occur in ads after client approval or for ads received after the deadline.

FILE SUBMISSION

Send files to production@oklahomatoday.com or upload to *Oklahoma Today's* FTP site: <ftp.oklahomatoday.com>
username: oktpublic
password: file2okt

Ad Rates

| PREMIUM POSITIONS | 1 X | 3 X | 6 X |
|---------------------------|---------|---------|---------|
| 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 | 1 X | 3 X | 6 X |
|----------------|---------|---------|---------|
| Full Page | \$3,140 | \$2,890 | \$2,670 |
| ½ Double Truck | \$3,250 | \$3,100 | \$2,990 |
| Spread | \$5,970 | \$5,640 | \$5,340 |

| PARTIAL PAGE | 1 X | 3 X | 6 X |
|-------------------|---------|---------|---------|
| ⅔ Page | \$2,290 | \$2,150 | \$2,010 |
| ½ Page | \$1,670 | \$1,560 | \$1,520 |
| ⅓ Page | \$1,200 | \$1,120 | \$1,010 |
| ¼ Page Horizontal | \$630 | \$570 | \$520 |

* ALL RATES ARE GROSS. PREMIUM AND DOUBLE-TRUCK POSITIONS ARE SOLD ON A SPACE-AVAILABLE BASIS.

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.