

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

6
ANNUAL
ISSUES

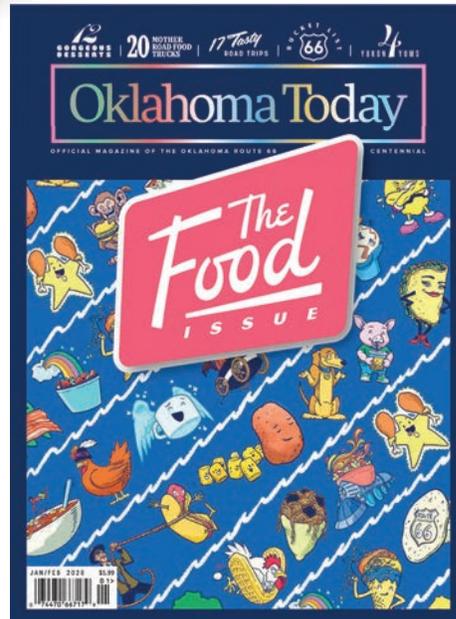
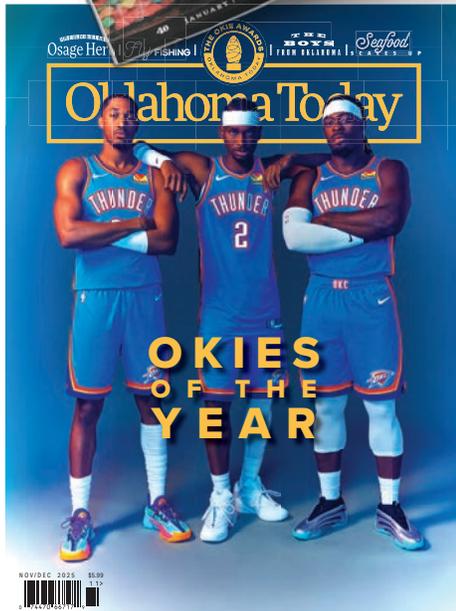


WELCOME & FEATURE STORIES

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



\$80K

MEDIAN ANNUAL HHI

\$868K

AVERAGE HOUSEHOLD NET WORTH

INDUSTRY AVERAGE RENEWAL

55%

RENEWALS ARE GREATER THAN THE INDUSTRY AVERAGE

OKLAHOMA TODAY RENEWAL

80%

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

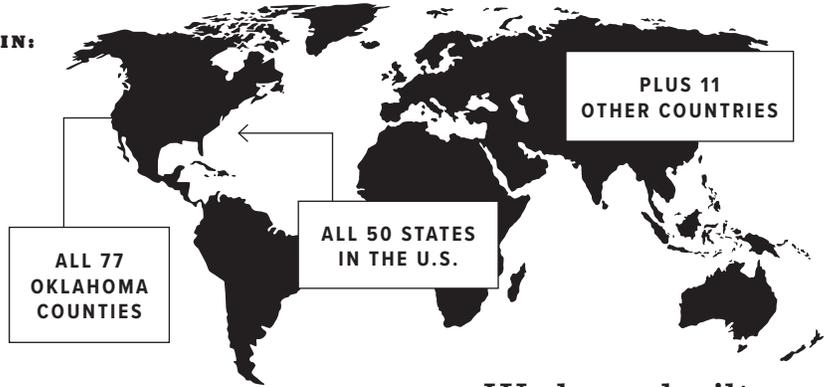
READERS PER ISSUE

7.5K+

NEWSSTAND COPIES SOLD PER YEAR



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

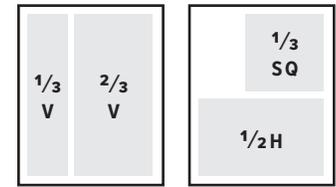
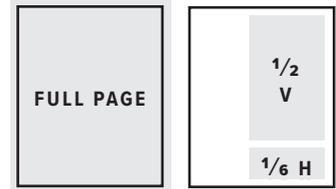
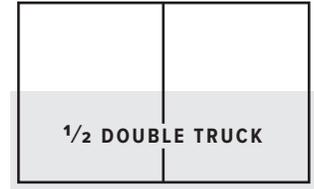
11.8K+

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"
1/2 Double Truck	15" x 4.375"	16" x 5.375"	16.25" x 5.625"
1/2 Vertical page	4.625" x 7.375"	-	-
1/2 Horizontal page	7" x 4.7975"	-	-
1/6 Horizontal page	4.625" x 2.375"	-	-
1/3 Vertical page	2.125" x 10"	-	-
2/3 Vertical page	4.625" x 10"	-	-
1/3 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.slone@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](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
¾ 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.

Digital Newsletters

Get your marketing message in front of thousands of unique subscribers each week in *Oklahoma Today's* newsletters. The editor's curate the best content about statewide events, mouthwatering food and the best restaurants, the amazing history and culture of our state, and destinations to be discovered.

TOPIC	DIST. DATE	RATE PER NEWSLETTER	OPEN RATE	CLICK-THRU RATE
Events	Every Monday	\$100	41%	5%
Food	Thursdays*	\$200	41%	9%
Travel	Thursdays*	\$200	40%	10%
History & Culture	Thursdays*	\$200	42%	8%

AD SIZE & SPECS

5.4266" x 2"
 300 dpi
 RGB
 JPEG

EVENTS

Each events newsletter features three events from across the state. The newsletter clicks through to the events blog on OklahomaToday.com which features five events.

FOOD

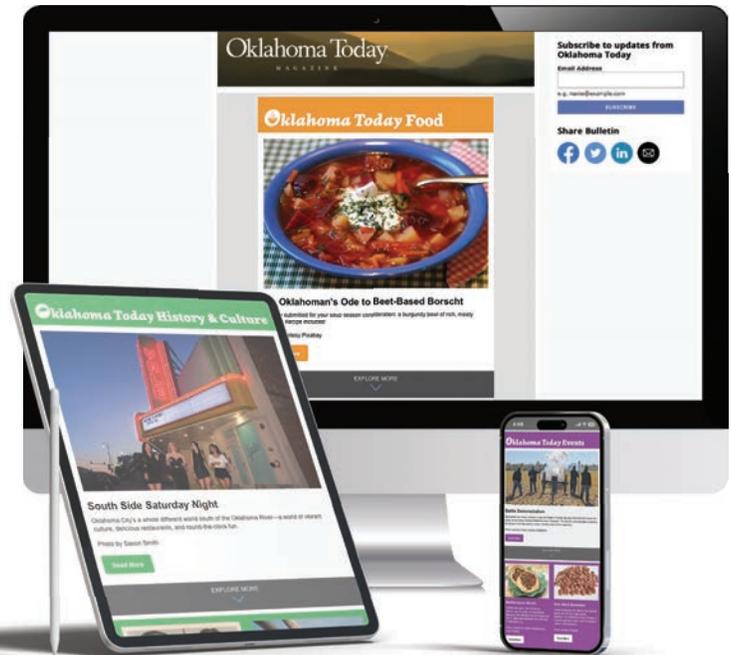
The state's food scene is as varied as its people, and everything from made-from-scratch biscuits to fine dining is featured in the newsletter.

TRAVEL

There's no shortage of places to go, things to see, and destinations to explore, and this newsletter gives readers inspiration to get out and see the state.

HISTORY & CULTURE

Oklahoma's vibrant cultures and rich history are explored through in-depth stories about the people and places that make Oklahoma so unique



Podcast & Show

Each week, the editors gather around the microphone to entertain listeners beyond the printed page. Based on one of the most decorated regional magazines in history, *The Oklahoma Today Show* will answer questions about the state's food, destinations, events, and more; let you hear directly from Okies who are musicians, chefs, and other notables; and make you laugh out loud with cleverly descriptive weekly event listings.



SPONSORSHIP SLOT	RATE PER EPISODE
Top of Show	\$300
Mid-Show	\$200
End of Show	\$100

QUESTION OF THE WEEK

The Question of the Week invites people to give feedback on their favorite things. Topics will vary but are always about Oklahoma. Comments from our social media channels are included on the podcast. The editors give their own answers, and while the answers may vary wildly, the end result always leaves listeners with something new.

THE INTERVIEW

Whether it's a well-established restaurant's chef, an up-and-coming musician, the leader of a philanthropic organization, or someone who provides travel-related fun, the podcast interview brings the stories of their endeavors alive with an in-depth interview. Hear the origins and top picks from the people who are making it happen.

PODVENTS

There's no better way to wrap things up than inventing a new word combining "podcast" and "events." The editors seek out the best events for the upcoming week, and turn it into a story to entertain as well as inform. Combining humor with information culminates in not only hilarity but great inspiration for things listeners can do to explore the state.



Oklahoma's best stories come alive each week on the podcast

A new podcast drops every Monday. It's available on our website and podcasts apps such as Stitcher, Apple, and Spotify. The podcast is promoted on our social media channels, and the podcast sponsor that week is tagged in the posts.