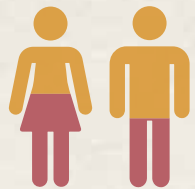


# Oklahoma Today

Oklahoma's Official Magazine Since 1956



**80%**  
are employed in a  
professional field



**57%**  
Female  
**43%**  
Male



Median Annual Household Income:

**\$80,000**

## LARGEST

paid magazine subscription base in Oklahoma



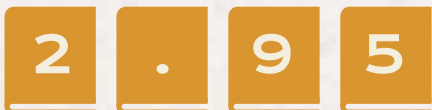
PAID SUBSCRIBERS



NEWSSTAND COPIES



TOTAL REACH PER ISSUE



AVG. READERS PER COPY

LOYAL READERS!

**42%**

of subscribers  
have subscribed  
for 5 or more years

**85%**

renewal rate



Subscribers in all

**77**

Oklahoma counties  
All 50 states and 11 countries

Engaged Audience



OKLAHOMA'S CULTURAL AMBASSADOR

# 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. As Oklahoma's cultural ambassador, *Oklahoma Today* is 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.

[OklahomaToday.com](http://OklahomaToday.com)



## QUICK FACTS

**FREQUENCY:** 6x per year—Jan/Feb, Mar/Apr, May/June, 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 3,500 paid newsstand copies. *Oklahoma Today* also has a pass-along rate of 2.95, which increases readership to 81,125. *Source: Annual USPS audits*

## 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.

**Front of Book** Contents, Contributors, Feedback, Editor's Letter, Marketplace

**Routes** Travel destinations including state parks, overnights, outdoor adventures, museums, exciting small towns and cultural districts, and more\*

**Roots** Stories of Oklahoma's culture, history, and people including Wild West tales, musicians, artists, community leaders, animal rescues, and Oklahomans doing good in the world\*

**The Menu** Statewide selection of some of the best places for your favorite meals

**Features** Long-form feature articles, profiles and photographic portfolios

**To-Do List** A directory of some of the most exciting and inspiring events across the state

**Lost and Found** This popular contest ends each issue of *Oklahoma Today*

*\* Not all sections are included in every issue*

| Premium Positions       | 1X      | 3X      | 6X      |
|-------------------------|---------|---------|---------|
| Inside front cover      | \$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 |
| Routes opener           | \$3,780 | \$3,520 | \$3,310 |
| Roots opener            | \$3,780 | \$3,520 | \$3,310 |
| The Menu opener         | \$3,390 | \$3,180 | \$3,020 |
| To-Do List              | \$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 Ads

|          |         |         |         |
|----------|---------|---------|---------|
| 2/3 Page | \$2,290 | \$2,150 | \$2,030 |
| 1/2 Page | \$1,670 | \$1,560 | \$1,520 |
| 1/3 Page | \$1,200 | \$1,120 | \$1,060 |
| 1/6 Page | \$630   | \$570   | \$520   |

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

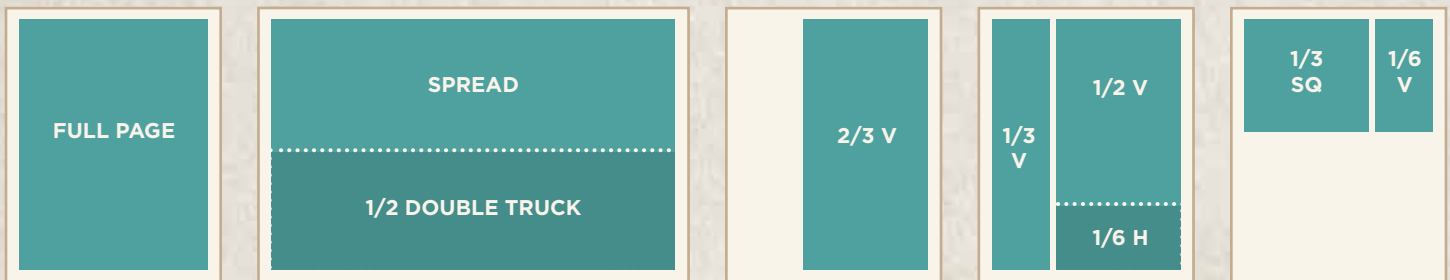
Some partial page units can be upgraded to full bleed for an additional fee. *Oklahoma Today* also offers a variety of custom printing options, negotiated on a case-by-case basis, including but not limited to: bind-in cards, polybagging, gatefolds, additional spot colors, and custom publishing. Please contact your advertising sales representative regarding the availability of these products.



# Oklahoma Today Advertising Rates

| Premium Positions         | 1X      | 3X      | 6X      | Run Of Book   | 1X      | 3X      | 6X      |
|---------------------------|---------|---------|---------|---|---------|---------|---------|
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| 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 opener           | \$3,390 | \$3,180 | \$3,020 | Some partial page units can be upgraded to full bleed for an additional fee.  |         |         |         |
| To-Do List opener         | \$3,390 | \$3,180 | \$3,020 | 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. |         |         |         |

## Specifications



| Unit Size           | Ad Dimensions  |
|---------------------|--|
| Spread              | Bleed: 16.25" X 11.125"<br>Trim: 16" X 10.875"<br>Live: 15" X 10"  |
| Full page           | Bleed: 8.25" X 11.125"<br>Trim: 8" X 10.875"<br>Live: 7" X 10"     |
| 1/2 double truck    | Bleed: 16.25" X 5.625"<br>Trim: 16" X 5.375"<br>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](ftp://oklahomatoday.com)  
username: oktpublic  
password: filezokt

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

405-522-9505  
[bridgette.slone@travelok.com](mailto:bridgette.slone@travelok.com)

### SPACE RESERVATIONS

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



Routes  
Routes FOR MARKET

# Pin Ups

Erinmea Leland put out  
Zovana in a 1960s-style  
photograph by  
Lori Duckworth

ERINMEA LELAND put out  
Zovana in a 1960s-style  
photograph by  
Lori Duckworth

HOPLATONIA at Trish, [trishink.com](http://trishink.com)



## Salt Life

Planning for winter?  
PLAINS NATIONAL  
REFUGE, near Jct. 10 & 4  
for many Oklahoma. It  
near mountains and the  
local water of these days  
handmade, always done  
Kenny King through to  
17100 Highway Road, 74105  
[www.plainsnationalrefuge.com](http://www.plainsnationalrefuge.com)

ARTIST DARRYL OF Oklahoma City [visitoklahoma.com](http://visitoklahoma.com)



MICHAEL POPPE OF Oklahoma City [wallpaperpoppe.com](http://wallpaperpoppe.com)



Roots GREEN

# Bottle It Up

POPS sparkling oysters add a little magic to  
hard tips. Photograph by Lori Duckworth

Although the restaurant now has a second location in  
OKC, POPS in Reno still attracts locals of making  
the biggest draw of the Astoria location is a collection of  
700 different oysters in a collection of  
oyster shells, and that's just the beginning  
of the oyster collection.



# The Mo



The 17,000-acre J.J. Nickell Family  
Natural and Wildlife Preserve northwest of  
Tahlequah is the largest privately protected  
conservation land in the Ozark Mountains.  
While some Nature Conservancy preserves  
offer only restricted public access, J.J.  
Nickell is open to the public year-round.

# Wild AT HEART

John Muir, the naturalist and author often known as the  
father of the National Park system, once wrote, "The clearest  
link to the future is through a forest wilderness."  
Thanks to the work of The Nature Conservancy, which  
has worked in the Sooner State since 1996 and protects  
nearly 100,000 acres—Oklahomans have access to eleven  
miles of pristine natural beauty. Photographers David Joshua  
and the Nature Conservancy's work to preserve to document  
the state's natural beauty. Photographers David Joshua  
and the Nature Conservancy's work to preserve to document  
the state's natural beauty. Photographers David Joshua  
and the Nature Conservancy's work to preserve to document  
the state's natural beauty.

PHOTOGRAPHY BY DAVID JOSHUA JENNINGS

