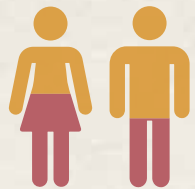


Oklahoma Today

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



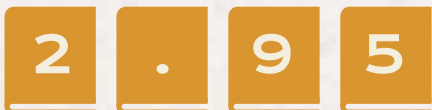
PAID SUBSCRIBERS



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



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
Inside front cover spread	\$8,240	\$7,860	\$7,395	Full Page	\$3,140	\$2,890	\$2,670
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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" 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 or upload to Oklahoma Today's FTP site:

<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

SPACE RESERVATIONS

Contact your Sales Representative or email advertising@travelok.com.

Routes
Routes FOR MARKET

Pin Ups

Erinmea Leland put out
Zovana in a blue case.
Photograph by
Lori Duckworth

ERINMEA LELAND put out
Zovana in a blue case.
Photograph by
Lori Duckworth



HOPLATONIA at Trish, fernbank.com

Salt Life

Planning for winter?
PLAINS NATIONAL
REFUGE, near Jct. 10 & 4
for many Oklahoma. It
near mountain and the
local water of river also
handmade, always there
Auntie's long through to
17100 Highway Road, 74101
www.plainsnationalrefuge.com

ANGEL BY DAVEN of Oklahoma City visitangelbydaven.com



MICHAEL POPPE of Oklahoma City visitmichaelpoppe.com



Roots GREEN

Bottle It Up

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

Although the restaurant only has a second location in
OKC, POPS in Reno OK will attract locals of making
making their way down the Market Road with just one
the biggest draw of the Atlanta location is a collection of
700 different styles of which are all presented in a collection
of 100 glass oysters and that's just one of the
of products.



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 for visitation 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 universe is through a forest wilderness."
Thanks to the work of The Nature Conservancy, the
just worked in the Sonoran State since 1996 and protects
nearly 100,000 acres—Oklahomans have access to eleven
of pristine natural beauty. Photographers David Joshua
the Nature Conservancy's work to preserve to document
the Nature Conservancy's work to preserve to document
the work in their state in all its wild, natural glory. For
Oklahoma visit natureconservancy.org

PHOTOGRAPHY BY DAVID JOSHUA JENNINGS

