

TexasMonthly

2027
MEDIA KIT

SINCE 1973, Y'ALL

STORIES
FOR
ALL
Y'ALL

PRINT
DIGITAL
EXPERIENTIAL
LIVE EVENTS

TexasMonthly

2027 MEDIA KIT

The Authority on Texas. And Texans.

Texas Monthly magazine has been a storytelling staple in Texas for more than 50 years, but the opportunities for your brand go far beyond its pages. Top brands work with us to tell connected stories across the channels modern Texans consume like digital, print, and live events.



WINNER OF FIFTEEN
NATIONAL MAGAZINE AWARDS
AND ONE **PULITZER PRIZE**,
TEXAS MONTHLY CONTINUES TO
EXTEND ITS REPUTATION FOR
EDITORIAL EXCELLENCE TO NEW
AVENUES OF STORYTELLING.



Indisputable
Truth

no1

Texas

|
IS IMMENSE

Texas is the **#2 consumer market** in the United States.



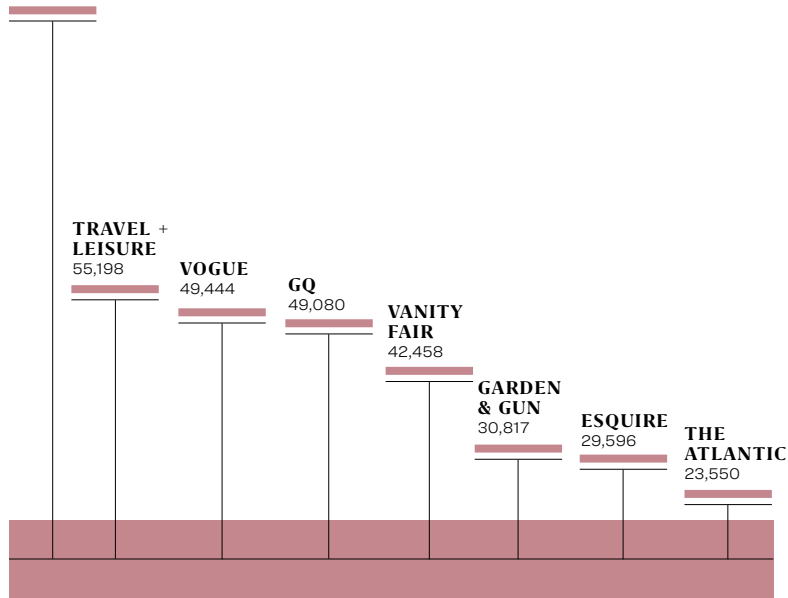
Indisputable
Truth

no2

Texas

HAS A WORLDWIDE IMPACT

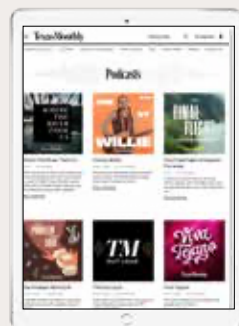
If Texas were a country, it would be the
8th largest economy in the world.

TEXAS MONTHLY
143,505

No One Reaches Texans Like *Texas Monthly*

Most magazines significantly under-deliver the Texas market. With a circulation of 143,505 of the most affluent, engaged, and influential Texans, *Texas Monthly* is an essential part of any media buy. *Texas Monthly* delivers more Texans than *Vanity Fair*, *Travel + Leisure*, and *The Atlantic* combined.





Connections At Scale

With an impressive brand footprint of 47 million, *Texas Monthly* charges into 2027 with expanded cross-platform brand extensions that provide readers with more of what they want: amazing stories, videos, podcasts, live experiences, and the hard-to-capture feeling of being Texan—a feeling only *Texas Monthly* can provide.

TOTAL
MONTHLY BRAND
FOOTPRINT

**47
Million**

READERSHIP PRINT/DIGITAL REPLICA

3.0 Million

TEXASMONTHLY.COM PAGEVIEWS

2.2 Million

FACEBOOK + INSTAGRAM MONTHLY VIEWS

24 Million

BROADCAST MONTHLY VIEWS

7.8 Million

X (FORMERLY TWITTER) MONTHLY IMPRESSIONS

812,000

NEWSLETTER TOTAL SIGNUPS

655,000

APPLE NEWS REACH

8.5 Million

PODCAST DOWNLOADS

138,000



SOURCE: MRI-SIMMONS SPRING 2026; GA4 ANALYTICS, JULY '25-JUNE '26; FACEBOOK VIEWS, JULY '25-JUNE '26; INSTAGRAM VIEWS, JULY '25-JUNE '26; X IMPRESSIONS, JULY '25-JUNE '26; SAILTHRU, JUNE '26; APPLENEWS REACH, JULY '25-JUNE '26; SPEAKER DOWNLOADS, JULY '25-JUNE '26; TEXAS COUNTRY REPORTER BRAND FOOTPRINT, JAN-JUNE '26; TEXAS MONTHLY PRESENTS: THE STORY, BROADCAST AND STREAMING IMPRESSIONS, MAY '25-JUNE '26.

Total Audience Demographics

Texas Monthly audiences are diverse across platforms, enabling brands to target Texans across the state.

	READERS	SITE	SOCIAL	EVENTS
SCOPE	3,034,000 READERS	2.2 Million MONTHLY PAGEVIEWS	25.5 Million MONTHLY IMPRESSIONS	20,600 ANNUAL ATTENDEES
AGE	45-64	18-34	25-44	25-64
AVERAGE HHI	\$224,600*	\$227,300*	NA	\$141,080
GENDER	55% / 45% MALE FEMALE	51% / 49% MALE FEMALE	51% / 49% MALE FEMALE	54% / 46% MALE FEMALE
TOP MARKETS	DFW HOUSTON SAN ANTONIO AUSTIN	DFW HOUSTON AUSTIN SAN ANTONIO	AUSTIN HOUSTON DFW SAN ANTONIO	AUSTIN DFW HOUSTON SAN ANTONIO

SOURCE: MRI-SIMMONS SPRING 2026 PRINT+DIGITAL READERSHIP; WEBSITE PV'S 2025; FACEBOOK VIEWS 2025; INSTAGRAM VIEWS JUNE 2026; X (FORMERLY TWITTER) IMPRESSIONS 2025

*SOURCE: MRI SUBSCRIBER & WEBSITE STUDY, 2021

Indisputable
Truth

no 3

Texans

ARE EVERYWHERE

More than half of *Texas Monthly's* online traffic is from
out of state.

TexasMonthly



Editorial Coverage

Texas Monthly chronicles the state of Texas across print, digital, and live platforms. Our editorial coverage includes all that's new in Texas: Politics, Medicine, Business, and Energy as well as coverage on Travel & Outdoors, Food & Drink, Style & Design, and Arts & Entertainment.

Align messaging near any of our featured editorial content to create meaningful, natural ways to target audiences.

2027 Planning Calendar

EDIT FEATURED IN-BOOK AND ONLINE:



Tell You What

Diving deep into topics that matter.

Meanwhile, In Texas

Exploring the genuine weirdness that our fellow Texans engage in.

Working Life

Interesting occupations of Texans around the state.

Culture

The exploration of books, film, music, and television scenes.

TM Talks

A monthly conversation with a prominent Texan.

This Old Thing

Notable Texans share their most prized possessions and the stories behind them.

Yonder

From small towns to hidden gems in big cities, we'll travel to all corners of the state. This column will alternate with Wild Life, an essay about enjoying the outdoors.

Hungry

Where restaurant critic Paula Forbes, taco editor José R. Ralat, and barbecue editor Daniel Vaughn take turns examining the past, present, and future of Texas cuisine.

The Regulars

A look into the heart of our state's communities to uncover people, places, and traditions that animate Texas.

Coordinates

Celebrating the lesser-known locales worth visiting around the state.

MONTH	EDITORIAL FEATURE	ADDITIONAL EDIT CONTENT	SPECIAL ADVERTISING OPPORTUNITIES	SPECIAL SECTION		RUN OF BOOK	
				AD CLOSE	ART DUE	AD CLOSE	ART DUE
JANUARY 2027 IN HOME: 12/31/2026	Bum Steers	Health & Medicine	City Guide: Houston; Let's Rodeo; Learning Curve	NOV 6 2026	NOV 13 2026	NOV 20 2026	NOV 23 2026
FEBRUARY 2027 IN HOME: 2/1/2027	Film		Florida; Let's Rodeo; Super Lawyers	DEC 4 2026	DEC 11 2026	DEC 18 2026	DEC 18 2026
MARCH 2027 IN HOME: 3/1/2027	Food & Drink	Health & Medicine	Spring Travel; Arizona; Let's Rodeo	JAN 5 2027	JAN 15 2027	JAN 22 2027	JAN 25 2027
APRIL 2027 IN HOME: 3/29/2027	Politics		New Mexico; Encore; Arts and Culture	FEB 5 2027	FEB 15 2027	FEB 23 2027	FEB 25 2027
MAY 2027 IN HOME: 5/3/2027	Travel	Health & Medicine	Florida; Summer Travel; Summer Happy Hours	MAR 5 2027	MAR 15 2027	MAR 23 2027	MAR 25 2027
JUNE 2027 IN HOME: 6/1/2027	BBQ Midterm		City Guide: Austin/Hill Country/San Antonio; Colorado; Five Star Real Estate; Summer Happy Hours; Hit the Road	APR 5 2027	APR 15 2027	APR 21 2027	APR 23 2027
JULY 2027 IN HOME: 6/28/2027	Politics		Summer Happy Hours; Hit the Road Super Doctors AD CLOSE 4/2	MAY 5 2027	MAY 14 2027	MAY 21 2027	MAY 21 2027
AUGUST 2027 IN HOME: 8/2/2027	Outdoors		Summer Happy Hours; Best Game in Town; Five Star Wealth Management; Louisiana	JUN 4 2027	JUN 15 2027	JUN 23 2027	JUN 25 2027
SEPTEMBER 2027 IN HOME: 8/30/2027	Sports	Health & Medicine	Arkansas; Fall Travel; Encore; Brazos Valley	JUL 5 2027	JUL 15 2027	JUL 23 2027	JUL 23 2027
OCTOBER 2027 IN HOME: 9/27/2027	Food & Drink		City Guide: DFW; New Mexico; Super Lawyers	AUG 5 2027	AUG 13 2027	AUG 23 2027	AUG 25 2027
NOVEMBER 2027 IN HOME: 11/1/2027	Arts & Entertainment	Health & Medicine	Winter Travel; Holiday Happenings; Florida	SEPT 6 2027	SEPT 15 2027	SEPT 23 2027	SEPT 24 2027
DECEMBER 2027 IN HOME:11/29/2027	Best Things in Texas		City Guide: Waco; Holiday Happenings; Five Star Local Legends; Super Dentists AD CLOSE 9/3 ; Super Doctors AD CLOSE 9/3	OCT 5 2027	OCT 15 2027	OCT 22 2027	OCT 25 2027

REV. 7/27/2026

*EDITORIAL INFORMATION IS SUBJECT TO CHANGE AND NOT GUARANTEED TO BE COVER PLACEMENT

**ON SALE DATES SUBJECT TO CHANGE

Print

Texas Monthly's print opportunities range from brand advertising to native storytelling with turnkey execution provided by the *Texas Monthly Studio*. *Texas Monthly's* subscriber base, in addition to custom book titles, guarantees access to reach a broad audience of more than 3.189 million readers. *Texas Monthly's* excellent storytelling attracts a loyal audience who engages deeply with the brand. Readers spend 1.3 hours with every print issue, and 92% take action after reading.



Brand Advertising

See Planning Calendar
for monthly topics.

Special Sections

See Planning Calendar
for schedule.

Native Content

Advertorial
Native Story

High Impact Units

Barn Door
Die Cut • Booklet
Gatefold • Bookmark •
Scratch and Sniff, and More!

CUSTOM TITLES

**PUBLISHED BY
TEXAS MONTHLY**

- College Guide
- Destination El Paso
- Discover Denton
- Grapevine Today

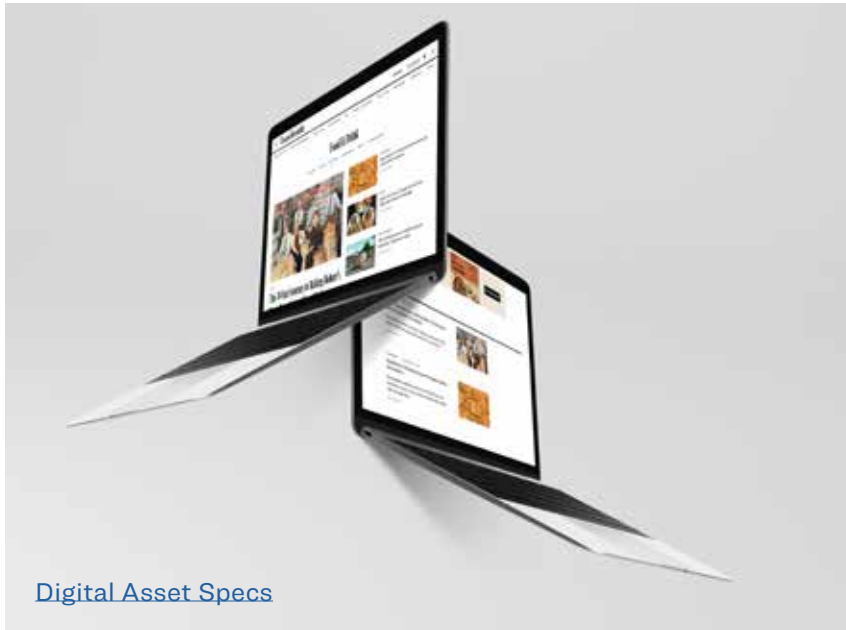
- Go Grapevine
- The Baylor Line
- Visit Dallas
- Visit Frisco

- Visit McKinney
- Visit Mesquite
- Visit San Antonio



Digital

TexasMonthly.com delivers our print stories and more to a younger, digital-first audience. With over 2.3 million pageviews per month, our readers read, watch, and listen to all that is Texas.



Digital Asset Specs

Display Advertising

- Behavioral Targeting
- Geo or Content Targeting
- Programmatic
- Vertical Takeovers
- Homepage Takeovers
- Apple News
- Pre-Roll Video

Editorial Integration

- Editorial Feature Sponsorships
- Editorial Video Series Sponsorship
- Editorial Podcast Sponsorship

Custom Content Integration

- Native Content & Video Creation
- Custom Podcast Creation
- Sponsored Content Series
- Visual Storytelling Features
- Custom Lists
- Interactive Quizzes & Maps



Editorial Video Series



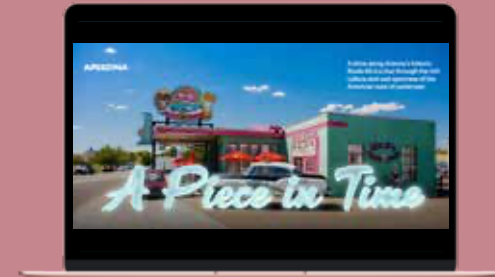
Editorial Podcast



Native Video Series



Visual Storytelling Feature



Newsletters

Texas Monthly newsletters are a trusted way to reach discerning Texans. And because we offer editorial and sponsor newsletters across popular content verticals, your brand has the opportunity to connect with readers while they are engaged with topics that already interest them.

EDITORIAL NEWSLETTERS

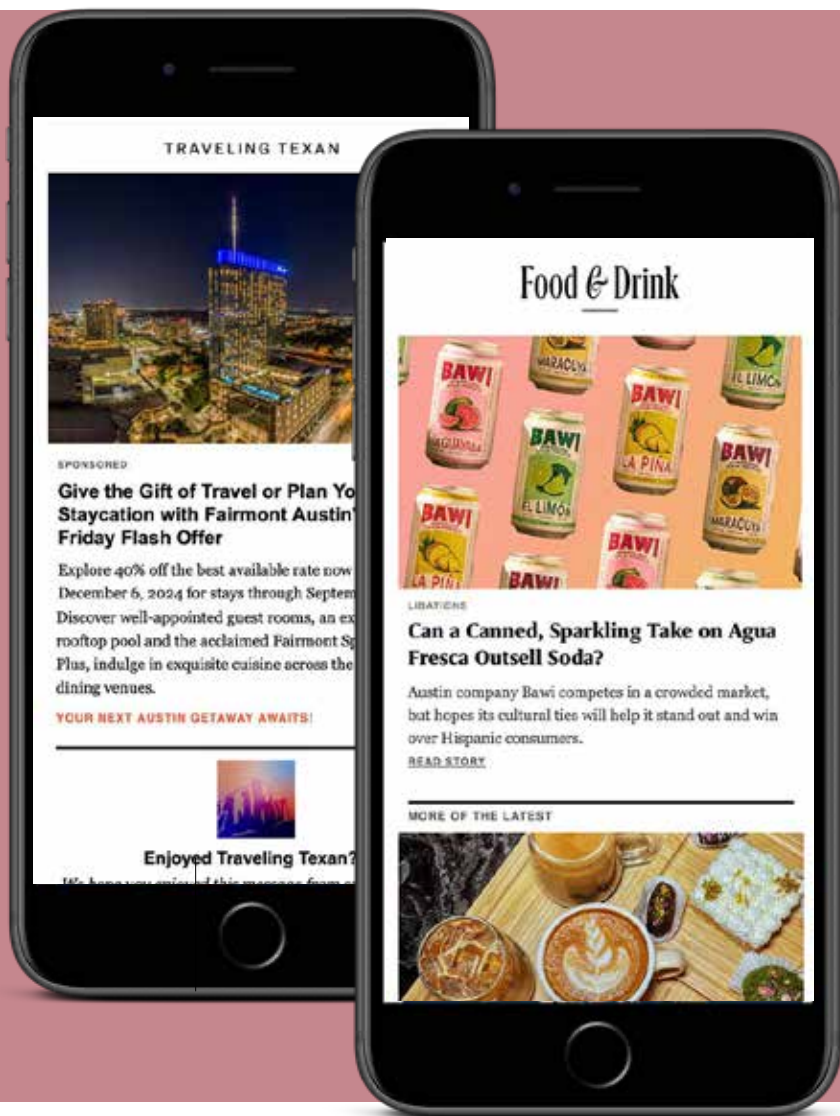
TEXAS DAILY/THIS WEEK Daily (1-5) + 1 Weekly Recap	486,000+ emails	44.92% Open Rate	12.39% CTR
FOOD & DRINK Bi-Weekly	30,000+ emails	41.05% Open Rate	6.06% CTR
BBQ Bi-Weekly	97,000+ emails	40.44% Open Rate	9.18% CTR
TRAVEL: TRIP PLANNER* Weekly	47,000+ emails	35.21% Open Rate	2.86% CTR
TRUE CRIME Occasionally	69,000+ emails	38.56% Open Rate	13.45% CTR
SUBSCRIBER-ONLY Monthly	106,000+ emails	53.46% Open Rate	3.86% CTR
WHAT TO DO THIS WEEKEND Weekly	13,000+ emails	42.36% Open Rate	6.67% CTR
COOKING WITH TM Bi-Weekly	45,000+ emails	36.27% Open Rate	11.52% CTR
ONE GOOD READ Bi-Weekly	9,000+ emails	48.71% Open Rate	9.45% CTR
ON THE ROAD WITH TM Bi-Weekly	20,000+ emails	47.14% Open Rate	9.49% CTR

SPONSOR NEWSLETTERS

TRAVELING TEXAN Weekly	47,000+ emails	35.34% Open Rate	1.54% CTR
FROM OUR PARTNERS Weekly	81,000+ emails	30.92% Open Rate	.77% CTR

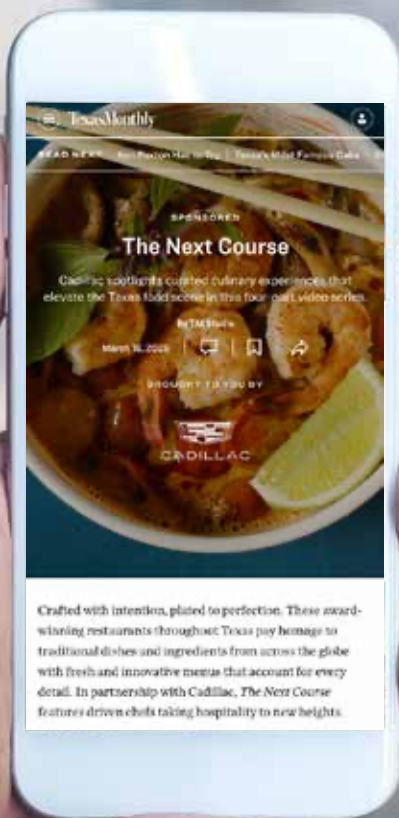
Open Rate for all newsletters based on Unique Opens

*Sponsor Content listings available



Texas Monthly Studio

Join the exclusive group of bold brands who have partnered with *Texas Monthly* to utilize our full-service content and media studio.



OUR BRAND STUDIO

We Speak "Texan"

Texas Monthly Studio is a full-service content, digital marketing, and media agency. Our strategists, writers, designers, producers, and filmmakers pair well-honed storytelling skills with strategic, data-driven insights to connect your brand with Texas and Texans.

Capabilities include custom publications, videos, podcasts, brand development, custom content, and digital marketing services.



Texas Monthly Events

Our signature events bring the legendary *Texas Monthly* brand to life through curated experiences, food festivals, storytelling, and more.



Texas Monthly BBQ Festival

Where there's smoke, there's buyers.

And that makes our annual *Texas Monthly* BBQ Festival a great chance to cook up some new fans for your brand.

- Two-day festival in Lockhart, Texas
 - 12,000 Estimated Attendees
 - 40+ BBQ Joints
 - 10+ Taco Joints



Texas Monthly Taco Fests

Texans are obsessed with tacos, and that makes one of our Taco Festivals the perfect place to put your brand front and center. These highly anticipated events celebrate taco culture and some of the best food.

- 5,000 Estimated Attendees (2,500 per event)
 - Up to 20 Taco Joints



Texas Country Reporter Festival

The Texas Country Reporter Festival features vendors, food, music, and headliner entertainment. Plus, fans can meet the show's quintessentially Texan host J.B. Saucedo. It's a powerful way to showcase your brand among engaged fans of backroad Texas.

- One day event in DFW
- 12,000 Estimated Attendees
 - 100+ Exhibitors

Advertising Opportunities

- Sponsorship tiers are available for these unique events to fit any budget, and our experienced event team will help your brand activate on-site seamlessly. Get started today.

TV & Streaming

Texas Monthly produces two award-winning shows that enable brands to connect with Texans as they enjoy some of the best storytelling our state has to offer.



Texas Monthly Presents

Presented in partnership with PBS, *Texas Monthly Presents* is a captivating docu-series offering viewers an immersive view into Texas life spanning culture, geography, and more. Brands are invited to participate as exclusive Production Underwriters and Promotional Partners of the Emmy-awarded show that's now streaming nationally on PBS+.



Texas Country Reporter

Elevate your brand by sponsoring *Texas Country Reporter*, which travels the back roads of Texas, sharing the people, history, and culture of our great state. Plus, amplify your impact through inclusion on *Texas Country Reporter's* robust social platforms and within the pages of *Texas Monthly*.



Texas Monthly Entertainment

With critically acclaimed storytelling in print, online, and in our podcast series, *Texas Monthly* is bringing the same vivid storytelling we've long delivered to a new platform: Hollywood. More than two dozen series and feature films are actively in development, proving that *Texas Monthly* stories translate brilliantly to the screen.

In-Book

MATERIALS DEADLINES

Run-of-book advertising materials are due to the *Texas Monthly* Production department by the 25th of the second month preceding issue date. Special advertising section materials are due by the 15th of the second month preceding issue date. When the materials due date falls on a non-business day, materials are due the preceding business day. *Texas Monthly* is not responsible for reproduction quality if materials are received after materials deadline.

UPLOADING YOUR AD

Upload a PDF of your file(s) to us via texasmonthly.com/upload-ad.

For detailed information about print specifications, visit texasmonthly.com/about/media-kit/ad-production-specifications

NON BLEED	DECIMAL (WxD)	NUMERICAL (WxD)
ONE PAGE SIZE	7 x 9.625	7 x 9 5/8
2/3 page VERTICAL	4.625 x 9.625	4 5/8 x 9 5/8
1/2 page VERTICAL	4.625 x 7.125	4 5/8 x 7 1/8
1/2 page HORIZONTAL	7 x 4.75	7 x 4 3/4
1/3 page VERTICAL	2.25 x 9.625	2 1/4 x 9 5/8
1/3 page HORIZONTAL	4.625 x 4.75	4 5/8 x 4 3/4
1/6 page VERTICAL	2.25 x 4.75	2 1/4 x 4 3/4
1/6 page HORIZONTAL	4.625 x 2.25	4 5/8 x 2 1/4

BLEED	DECIMAL (WxD)	NUMERICAL (WxD)
1/3 PAGE VERTICAL		
BEFORE TRIM	3.0625 x 10.75	3 1/16 x 10 3/4
TRIMMED SIZE	2.8125 x 10.5	2 13/16 x 10 1/2
SAFETY	2.3125 x 10	2 5/16 x 10
1/2 PAGE HORIZONTAL		
BEFORE TRIM	8.375 x 5.475	8 3/8 x 5 7/16
TRIMMED SIZE	8.125 x 5.1875	8 1/8 x 5 3/16
SAFETY	7.625 x 4.6875	7 5/8 x 4 11/16

2/3 PAGE		
BEFORE TRIM	5.4375 x 10.75	5 7/16 x 10 3/4
TRIMMED SIZE	5.1875 x 10.5	5 3/16 x 10 1/2
SAFETY	4.6875 x 10	4 11/16 x 10

ONE PAGE		
BEFORE TRIM	8.375 x 10.75	8 3/8 x 10 3/4
TRIMMED SIZE	8.125 x 10.5	8 1/8 x 10 1/2
SAFETY	7.625 x 10	7 5/8 x 10

TWO PAGE SPREAD		
BEFORE TRIM	16.5 x 10.75	16 1/2 x 10 3/4
TRIMMED SIZE	16.25 x 10.5	16 1/4 x 10 1/2
SAFETY	15.75 x 10	15 3/4 x 10

Digital Display

DIGITAL DISPLAY MATERIALS DEADLINES

Standard display ad materials deadline is 2 weeks prior to run date. If materials are not received by deadline, TexasMonthly.com may either repeat the advertiser's most recent advertisement or publish nothing, charging advertiser and/or advertising agency for any reserved space. Special and/or custom programs may require more lead time.

SUBMIT MATERIALS [HERE](https://texasmonthly.com/digital) OR TO digital@texasmonthly.com

CAMPAIGNS LINKED TO THE PRINT MAGAZINE

Advertisers who have a digital campaign running in concert with a monthly print issue of *Texas Monthly* must provide digital materials two weeks prior to the issue live date as indicated below.

DISPLAY AD SPECIFICATIONS

All TexasMonthly.com display ads are IAB-standard ad units. For more information, please visit iab.net/guidelines.

BILLBOARD

970x250, JPEG, GIF, or HTML5; 65kb max file size; URL required; rich media permitted; animation time 30 seconds max; may be host initiated, user initiated on click only; video delivery must be progressive or streaming; must contain toggles for play, pause and audio on/off.

SUPER LEADER

970x90; JPEG, GIF, or HTML5; 50KB initial max file size

LEADERBOARD

728x90; JPEG, GIF, or HTML5; 40KB max file size

MOBILE

320x50 JPEG, max file size 40KB

FILM STRIP

300x600

JPEG, GIF, or HTML5; file format; rich media permitted; max of five 300x600 cells to create a 300x3000 container; 60K max file size or 100K initial max file size with rich media; 500K total (100K per panel); animation time 15 seconds max; audio must be user-initiated (on click: mute/unmute). Must contain 1-pixel border. If using video: may be host initiated; user initiated on click only; video delivery must be progressive or streaming; 30 seconds max; must contain toggles for play, pause, and audio on/off.

PREMIUM BOX

300x250

JPEG or GIF file format; rich media permitted; 40KB max file size; 60KB initial max file size with rich media; 110KB total; 2.2MB for user initiated content. Video must include: play, pause, mute (volume control to zero [0] output may be included instead of or in addition to mute control). Slide shows may auto-advance but should include user controls for play, pause, etc. Audio must be user-initiated (on click: mute/unmute); default state is muted. 24fps maximum frame rate for video; H.264 encoding (mp4) preferred; 30 seconds max animation/video length; URL required.

Rich Media

RICH MEDIA REQUIREMENT

The advertiser or agency producing the rich media creative needs to be Double-Click Studio certified. If not certified, there may be an additional charge. The Billboard, Premium Box, and Film Strip ad units can include video, audio, and slideshows; see individual descriptions for specs.

BRANDING

All ads must include advertiser branding in the form of advertiser name and/or logo. Ads that do not include advertiser branding must be pre-approved by *Texas Monthly*. *Texas Monthly* does not provide click-through information for ads served through third parties. *Texas Monthly* reserves the right to review and approve images, copy, and click-through destinations of all ads featured on TexasMonthly.com. TexasMonthly.com uses ad server reporting from Doubleclick, and considers this to be the official reporting for all display and related ad campaigns where applicable.

Billing, unless agreed upon otherwise, will be based upon *Texas Monthly's* DoubleClick for Publishers Report.

ADDITIONAL REQUIREMENTS AND INFORMATION

Advertiser is responsible for testing ads in all major browsers before submitting. Please add transparent background if banner corners are rounded. Ads with a clear background or a background the same color as the website page must have a one-pixel border. Linking URL and alt text are required for each ad unit. All ads (including third party ads) must be tested for approval. Advertiser must resolve all problems with submitted files. A banner may not produce audio without user initiation. Once audio begins, there must be an obvious "pause" or "stop" button. Ads that expand on click or mouseover must have an obvious "close" button and retract when the mouse is not on the ad space. Ads should not include fake form elements or other graphic symbols that mimic functionality which does not exist. All banners and other advertising, when clicked, must launch the linked site in a new browser window.

Newsletters

NEWSLETTER MATERIALS DEADLINES

Newsletter materials are due 2 weeks prior to the run date entered on the advertising insertion order.

If materials are not received by deadline, *Texas Monthly* may either repeat the advertiser's most recent advertisement or publish nothing, charging advertiser and/or advertising agency for any reserved space. Special and/or custom programs may require more lead time.

BRANDING

All ads must include advertiser branding in the form of advertiser name and/or logo. Ads that do not include advertiser branding must be pre-approved by *Texas Monthly*. *Texas Monthly* does not provide click-through information for ads served through third parties. *Texas Monthly* reserves the right to review and approve images, copy, and click-through destinations of all ads featured on TexasMonthly.com. TexasMonthly.com uses newsletter reporting from Sailthru, and considers this to be the official reporting for all newsletter and related ad campaigns where applicable.

ADDITIONAL REQUIREMENTS AND INFORMATION

Please add transparent background if banner corners are rounded. Ads with a clear background or a background the same color as the website page must have a one-pixel border. Linking URL and alt text are required for each ad unit. All ads (including third-party ads) must be tested for approval. Ads should not include fake form elements or other graphic symbols that mimic functionality that does not exist. All banners and other advertising, when clicked, must launch the linked site in a new browser window.

Editorial Newsletters

TM Today, Food & Drink, BBQ, Subscriber-Only, What To Do This Week, Cooking With TM, True Crime

MATERIALS REQUIRED FOR DAILY AND WEEKLY AD PLACEMENTS

- Banner Ad **560x100, 560x144**

GIF or JPEG image formats only. 40K max file size for all banners. URL required. Flash, rotating and rich media not available. All text should be 14pt or larger to be legible in email on desktop and mobile. A clear call to action is encouraged.

Single Sponsored Newsletters

From Our Partners, Traveling Texan

MATERIALS REQUIRED FOR JPEG-ONLY NEWSLETTER

- Image **1200x800 (6:4)** ; JPEG format only. 100K max file size.
- URL

ADVERTISER PROVIDED SPECS

- Image **1200x800 (6:4)** ; JPEG or GIF; 40kb max file size; no copy placed on image
- Headline: 5-7 words
- Copy: 50-75 words
- CTA
- Click-through URL
- Logo (optional): 5:1 preferred

Formatted Newsletters

Traveling Texan Trip Planner

MATERIALS REQUIRED FOR JPEG-ONLY NEWSLETTER

- Image **1200x800 (6:4)**; JPEG formats only; 20K max file size. Flash, rotating and rich media not available.
- 10-20 words of copy with CTA and a 5-10 word headline
- Copy supplied in excess of 20 words will be edited by *Texas Monthly*.
- URL

SUBMIT MATERIALS [HERE](#) OR TO digital@texasmonthly.com



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NORTHEAST REGION

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SOUTHEAST REGION

WHITNEY DICK

wdick@texasmonthly.com
954.493.7311

The following are certain terms and conditions governing all advertising, either directly or through an agent, in the print and digital editions of TEXAS MONTHLY (the "Magazine"), websites and mobile sites, email campaigns, podcasts, any other applications, and any other services published and/or owned, licensed or operated by or on behalf of TEXAS MONTHLY LLC ("Publisher"), and through Publisher or any third party website, application and/or any other platform or service (including, but not limited to, Facebook, YouTube, etc.) (collectively, "Advertising"). Submission of an insertion order for placement of Advertising constitutes acceptance of the following terms and conditions. These terms and conditions may be modified from time to time by Publisher and additional placement of Advertising will constitute advertiser's (and, if applicable, agency's) agreement to any such modifications.

ISSUE AND CLOSING DATES

FREQUENCY *Texas Monthly* is published each month and is on sale the last week of the month prior to issue date. The Magazine is mailed to subscribers the third week of the month prior to issue date.

CLOSING DATE with respect to the Magazine is the Ad Close Date for each issue which is set out in the annual production schedule supplied by Publisher. When the normal Closing Date falls on a Saturday, Sunday, or nonbusiness day, a Magazine issue closes the preceding business day.

SPACE ORDERS Due in writing on or before the closing date.

CANCELLATIONS Publisher expressly reserves the right, at its absolute discretion, to reject or cancel any insertion order or advertisement at any time without liability, even if previously acknowledged, accepted and/or previously published, displayed, performed or transmitted. Publisher, at its absolute discretion, may also terminate an Advertising agreement with advertiser and/or agency for the breach of any of the terms hereof. In the event of any such rejection, cancellation or termination by Publisher, charges for all advertising published as of the rejection, cancellation or termination date, as well as amounts due for any custom content or development, shall become immediately due and payable. With respect to cancellations by you, where permitted, different advertising products carry different cancellation periods. With respect to the print and digital Magazine: (1) No cancellations, changes or new insertion orders are permitted after the Closing Date. (2) Orders for covers, bind-in-cards, and inserts may not be cancelled after the date 30 days prior to the Closing Date. (3) Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date 60 days prior to the Closing Date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing (email acceptable). Charges for all Advertising published as of the acceptance date of such cancellation, amounts due for any custom content or development, and additional charges at Publisher's discretion, shall become immediately due and payable. Orders for all Advertising on any third party's platform or service and Publisher's websites, emails, podcast and non-digital Magazine applications may not be cancelled after the date 30 days prior to the start of the Advertising campaign. In the event of any such permitted cancellation, charges for the cost of any work performed or materials purchased by Publisher on behalf of advertiser shall become immediately due and payable. TEXAS MONTHLY'S digital products including but not limited to TexasMonthly.com, email,

social may not be cancelled after the date 30 days prior to the start of the advertising campaign.

FULL-RUN CIRCULATION GUARANTEE Publisher is a member of the Alliance for Audited Media ("AAM"). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six-month AAM period, during the calendar year, in which advertising is placed. Solely with respect to full-run Advertising in the print Magazine, Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited 6-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in the form of ad space credit (which could be print or digital), which must be used within 6 months following the issuance of audited AAM statements for the period of shortfall. Rebate credits will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to any other advertisers or to any advertiser that has received a discount specifically designated as "Added-Value".

MAGAZINE PRINT MATERIALS DEADLINE Run-of-book Advertising materials are due to the Production Department by the Ad Due Date for each issue which is set out in the annual production schedule supplied by Publisher. Special Advertising section materials are due by the 15th of the second month preceding issue date. When the materials due date falls on a non-business day, materials are due the preceding business day. *Texas Monthly* is not responsible for reproduction quality for materials received after the print materials deadline. If by the materials due date, Publisher has not received Advertising material that it, in its sole discretion, deems acceptable for publication, Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved for them.

SUPPLEMENTAL INFORMATION

SECOND COLORS Process Magenta, Cyan, and Yellow are standard. PMS inks also available; prices on request.

SPECIAL POSITION Advertising placement is not guaranteed. Orders specifying positions (other than those known as designated positions) in the print Magazine are considered requests, in all cases subject to availability and the right of Publisher to determine actual positions.

INSERTS Special rates apply for supplied inserts, insert cards, gatefolds, and special units in the print Magazine. Prices and availability on request.

AGENCY COMMISSION AND PAYMENT Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of Advertising and for all costs of collection of late payment. Agency commission (or equivalent): fifteen percent (15%) of gross Advertising space charges, payable only to Publisher-recognized agents. For all Advertising not placed through a Publisher-recognized agent, payments at rate card rates must be received no later than the issue Closing Date. No agency commission is payable, and Publisher will not grant any discounts, on production charges or event charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

CONTRACT REGULATIONS

CONTRACT YEAR Advertising must be inserted within one year of first insertion to earn a frequency discount. An advertiser who does not complete a committed schedule will be subject to standard rates. Credits earned by increasing frequency during a contract year will be applied toward future billing for space. No cash refunds will be made. Orders accepted are subject to rate change with notice by Publisher prior to the Closing Date of the applicable issue. Orders containing incorrect rates or conditions will be inserted and charged at then-applicable standard rates. Such errors will be considered non-material and clerical only.

AGENCY All Advertising is published for the benefit of advertiser and advertising agency, and each of them is jointly and severally liable for all charges payable or otherwise reimbursable to Publisher.

WAIVER No waiver by Publisher under this agreement constitutes a waiver of any other rights or remedies available to Publisher at law or in equity. No waiver by Publisher, nor any amendment of any of the terms, provisions, or conditions of this agreement, is effective unless in writing and signed by an authorized representative of Publisher.

NO ASSIGNMENT OF ADVERTISING Advertiser and advertising agency may not use any Advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the Advertising space is provided by Publisher, nor may advertiser or advertising agency authorize any others to use any Advertising space.

BILLING Invoices shall be sent, at Publisher's option, to the agency or the advertiser. Payment in U.S. dollars, including any applicable tax, due within 30 days of invoice at the location specified by Publisher in the invoice. Invoices are binding upon advertiser and/or advertising agency unless Publisher receives written notice within such 30-day period of any invoice dispute, with a detailed description of the basis for the dispute. Advertiser shall pay all taxes payable in connection with the printing of Advertising materials and the sale of ad space. Publisher will announce ad rate changes at least 30 days prior to the Closing Date of the print issue in which the new rates take effect. Orders for subsequent print issues will be accepted at the then-prevailing rates.

CREDIT Publisher will determine a credit limit for your spend that it may revoke or revisit at any time.

PAST DUE All accounts not paid in full within 30 days of date of invoice are subject to a late charge equal to the lesser of 1.5% per month or the maximum lawful rate, without prejudice to any other Publisher remedies.

COLLECTION In the event advertiser and/or advertising agency defaults in payment of invoices, such invoices may be turned over for collection by Publisher, and advertiser and/or advertising agency shall be solely liable for all associated legal and collection fees and sums incurred by Publisher as a result of same, including in connection with any suit or other judicial proceeding. Commissions are not payable in respect of any amounts recovered after an account has been turned over to collection.

INDEMNIFICATION In consideration of publisher's acceptance of any advertising for publication, advertiser and advertising agency shall, jointly and severally, indemnify and hold publisher and its affiliates, and its and their respective officers, directors, employees, agents, successors, and assigns, harmless from and against any loss or expense including without limitation reasonable attorneys' fees, resulting from claims or suits based upon the contents or subject matter of such advertising, including without limitation claims or suits alleging negligence, gross negligence, deceptive trade practices, libel, violation of right of privacy, plagiarism, and intellectual property infringement.

LIMITS OF LIABILITY Publisher shall not be liable for any lost profits or indirect, incidental, punitive, exemplary, consequential or special damages. Publisher's liability, and advertiser's sole remedy, for publisher's failure to publish the advertisement or any error in the advertising by publisher shall be limited to a credit of the amount paid attributable to the space of the error/omission which must be used within 6 months following the date of issuance (in no event shall such credit exceed the total amount paid to publisher for the advertisement), and publisher shall have no liability unless the error/omission is brought to the publisher's attention no later than 5 days after the advertisement is first published. However, if a copy of the advertisement was provided or reviewed by advertiser, publisher shall have no liability. In no event will publisher have any liability for errors in key numbers.

DISCLAIMER Publisher disclaims all warranties and/or guarantees, express or implied, including, but not limited to, warranties for noninfringement, accuracy, availability, uptime, merchantability and/or fitness for any particular purpose in connection with the display, performance and transmission of advertisements on publisher's platforms and services as well as with respect to third party platforms and services.

GOVERNING LAW This agreement shall be governed by and construed in accordance with, the laws of the State of Texas.

JURISDICTION AND VENUE Any legal action or proceeding against a party with respect to this agreement shall be brought exclusively in the federal or state courts located in Harris County, Texas; and by delivery of Advertising, advertiser and/or advertising agent irrevocably accept the jurisdiction of such courts. The advertising services offered in the rate card of which these terms and conditions are a part (this "Rate Card") are performable in the State of Texas.

MISCELLANEOUS

1. The Chief Revenue Officer or President of Publisher will accept requests to make changes at its discretion but is not responsible for any errors in any revisions made by Publisher, nor is Publisher responsible for errors in Advertising materials supplied by the advertiser or its agent. Publisher reserves the right to make such modifications to the advertiser's submitted files as are necessary to bring them into compliance with Publisher's then-current specifications and is not responsible for any errors resulting from this modification.

2. All advertisements are accepted and published by Publisher over the representation and warranty that advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. Advertiser additionally represents and warrants that it has the rights to (a) convert advertisements between digital formats and incorporate the advertisements

MISCELLANEOUS CONT.

into Publisher's digital products, which may be published on an online network and in so doing, to modify, alter, and edit the advertisements as Publisher deems appropriate; (b) reproduce the advertisements for publication and distribution in the forms, manners, and media listed in subparagraph (a) above; and (c) display publicly and distribute the advertisements as incorporated into the media listed in subparagraph (a). Advertiser and/or advertising agency represent and warrant that advertiser owns all rights in and to the advertisements submitted for publication, including without limitation, copyrights, and the advertisements do not violate any applicable state or federal laws or regulations and do not infringe the intellectual property rights, or invade the privacy rights, of any person. When advertisements containing the names, pictures, and/or testimonials of persons are submitted for publication, the order or request for the publication thereof shall be deemed a representation and warranty by the advertiser and/or advertising agency that they have obtained the written consent of any such person (or, if applicable, the consent of his administrator, executor, heirs, or assigns) for the use in the advertisement of the name, picture, and/or testimonial in each manner described in this section.

3. The terms "advertising agency" and "agency" as used herein refer to a recognized individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with Publisher under the terms of this Rate Card, furnish and prepay transportation and import charges on all printing materials submitted, furnish print materials to Publisher's mechanical specifications, and process prompt payment, in each case, by and on behalf of advertiser.

4. Publisher shall not be liable for failure to publish or distribute all or any part of any Advertising or Magazine issue because of labor disputes, accidents, fires, acts of God, or any other circumstances beyond Publisher's control.

5. All orders are subject to Publisher's acceptance. Publisher reserves the right to reject or cancel any Advertising for any reason at any time, including, but not limited to, any advertisement that in the opinion of Publisher does not conform to the editorial or graphic standards of the relevant platform.

6. All advertisements must be clearly and prominently identified by a trademark and/or the signature of the advertiser. The word "Advertisement" in 9-point type or larger shall be printed at the top of advertisements that in the opinion of Publisher might be confused with editorial content.

7. This Rate Card and the terms of any written Advertising agreement between Publisher and advertiser and/or advertising agency shall constitute the entire agreement between the parties with respect to the publication of advertisements and shall supersede any and all prior written or oral agreements or understandings between the parties. All terms and conditions stated under the heading *Texas Monthly* in the current issue of Consumer Magazine Rates and Data, published by Standard Rate and Data Service, Inc., are incorporated by reference into this Rate Card.

8. Publisher reserves the right to cancel the agreement at any time upon default by agency or advertiser in the payment of invoices. In the event of such cancellation, charges for all Advertising shall become immediately due and payable by the agency. Furthermore,

if there has been any default in the payment of a prior invoice or if, in the sole judgement of Publisher, agency's credit becomes impaired, Publisher shall have the right to require payment for further Advertising under this agreement upon such terms as it may see fit.

9. Advertising agencies and advertisers seeking copyright protection must include their copyright notice in their advertisements.

10. No waiver or modification of any of the terms set forth in this Rate Card shall be binding on Publisher unless in writing signed by an officer of Publisher.

11. The terms and conditions of Advertising are subject to change by Publisher without notice.

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