



2025

# MEDIA KIT

TulsaPeople

Tulsa's 39-year-old, award-winning city magazine





# Why TulsaPeople?

## ESTABLISHED

TulsaPeople Magazine celebrated its 39th anniversary in November 2024! Tulsa's oldest city magazine began in 1986 and has evolved into a beautiful coffee table style city magazine that captures "the spirit of Tulsa" with award-winning stories, photos and design.

## LOCALLY OWNED

TulsaPeople remains locally-owned and operated by founders Jim Langdon and Juley Roffers.

## TRUSTED

TulsaPeople Magazine's distribution and readership is audited and verified by Circulation Verification Council each year to ensure distribution accuracy and accountability for our advertisers. TulsaPeople is the only locally-owned

city magazine in Tulsa with a current readership study and distribution audit.

## MISSION-DRIVEN

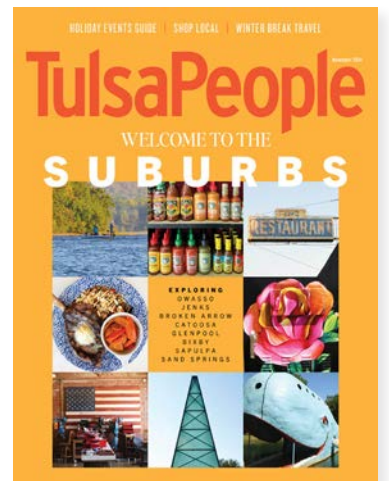
The editorial mission of TulsaPeople is to inform, educate, entertain and enlighten readers and serve our community.

## AWARD-WINNING

TulsaPeople has been recognized with 254 journalism awards since 2001 including three national awards and multiple BEST MAGAZINE honors from the Society of Professional Journalists, Oklahoma Pro Chapter.

## BRAND

The TulsaPeople brand includes a digital edition, a website, a weekly e-newsletter and the Fab Finds special occasion e-newsletter!



## Advertiser Testimonials

Our advertising partnership with TulsaPeople has been successful in reaching our targeted market. Our consistent print advertising has proven to be effective in developing brand loyalty with our local audience. Tulsa area readers recognize and trust the content of this respected publication.

— **Laurie Mahan**  
TRAVERS MAHAN MEN'S APPAREL

We advertise in TulsaPeople every month and feel that we get great results. Our customers realize we are supporting an important news source for the city of Tulsa.

— **Alan Morrow**  
ZIEGLER'S ART & FRAME

# TulsaPeople Readers are Upscale Consumers!

TulsaPeople's annual readership study confirms that the magazine's 51,000+ monthly print and digital readers are affluent and well-educated premium consumers.

## AFFLUENT HOMEOWNERS

**93%** of readers own their home.

**28%** have a home valued at \$300,001-\$500,000.

**22%** have a home valued at \$500,001-\$700,000.

**21%** have a home valued at more than \$700,000.

## EDUCATED AND INFLUENTIAL

**69%** of TulsaPeople readers have a college or post-graduate degree.

**35%** are professionals and executives.

**19%** are business owners.

**16%** are managers.



**\$195,564**  
AVERAGE READER HOUSEHOLD INCOME

**50.5**  
AVERAGE READER AGE

**80%** of readers say they frequently purchase products or services from ads seen in TulsaPeople Magazine!

**59%** of readers are women, who drive the majority of household purchase decisions.



## LUXURY PURCHASE plans (in the next 12 months) INCLUDE:

**48%** Vacations & travel

**26%** New or used automobile

**22%** Jewelry

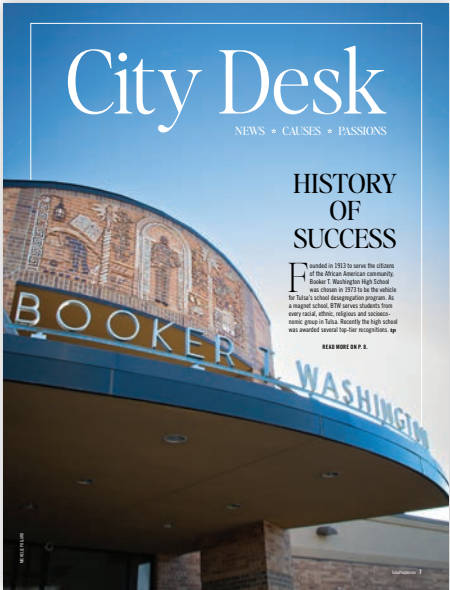
**8%** Real estate (purchase or sell)



December  
2023 and 2024



In *EVERY* Issue



**CITY DESK**  
*NEWS + CAUSES + PASSIONS*

NOTEBOOK • TULSA 10  
IN CONVERSATION  
BENEFITS  
ART SPOT  
MUSIC NOTES  
NONPROFIT NEWS



**TABLE TALK**  
*DINING + FOOD + DRINK*

A LA CARTE  
DINING OUT  
WHAT'S COOKING  
TRY THIS  
RECIPES  
WHAT THE ALE



**LIFESTYLE**  
*HOME + HEALTH + TRENDS*

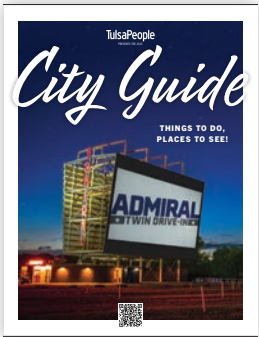
STOREFRONT  
HEALTH  
BEYOND CITY LIMITS  
MUSINGS  
TRENDING  
HOME

Additional Publications Under the TulsaPeople/Langdon Publishing Brands



**HOTEL GUEST GUIDE**

Annual hard cover  
in-room guest guide.



**ANNUAL CITY GUIDE**

Guide to the city for Tulsans  
and visitors filled with events,  
entertainment and attractions.



**OVATIONS**

Official publication of the McKnight  
Performing Arts Center at Oklahoma  
State University.



**VISION TULSA**

Annual business publication that  
serves as an economic development  
tool for the City of Tulsa.

# 2025 Rates & Specifications

Size/ Frequency	Every Month	9-11x	6-8x	3-5x	1-2x
Savings	20%	15%	10%	5%	—
1/8 page H	\$565	600	635	670	705
1/6 page V	\$680	725	765	805	850
1/4 page	\$1,025	1,090	1,155	1,220	1,285
1/3 page	\$1,355	1,440	1,525	1,610	1,695
1/2 page	\$1,965	2,090	2,215	2,335	2,460
2/3 page	\$2,435	2,585	2,740	2,890	3,045
Full page, ROP	\$2,885	3,065	3,245	3,425	3,605
2 Page Spread	\$5,480	5,820	6,165	6,505	6,850
IBC, IFC, Page 1	\$3,085	—	—	—	Premium Positions
Back Cover	\$3,235	—	—	—	

We request a 2-month minimum notice for premium placement advertisers not renewing their position.

### CAMERA READY AD SPECIFICATIONS:

PDF files must be created and saved with the following specifications:

- All fonts embedded.
- All colors converted to CMYK (no spot, LAB or RGB colors).
- Please do not include “Printers Marks” on your ad (this includes crop marks).
- Please do check “Use Document Bleed Settings” (bleed is 1/8” on all four sides) when writing a PDF for ads with a full page bleed.
- PDFs with RGB images or low-resolution images will be returned to the client for resubmission. Langdon Publishing will not be responsible for correcting camera ready ad submissions. It is the client’s responsibility to submit a useable file for publication.
- For additional specifications or questions, please contact Madeline Crawford at madeline@langdonpublishing.com.

### Please note:

- Add \$125 to any ad rate for a guaranteed position (subject to availability).
- All rates are net and per insertion.
- All ads under contract must run within a 12-month period.
- Ad rates are subject to change if no contract is in place.

## Ad Dimensions & Sizes

### Two Page Spread

Trim size: 16.5" X 10.875"

Plus 1/8" bleed past final trim.  
No live matter within 1/4" of trim.

### Full Page with Bleed

Trim size:  
8.25" X 10.875"

Plus 1/8" bleed past final  
trim. No live matter within  
1/4" of trim.

### Full Page Float 7.25" X 10"

2/3 pg.  
4.75" x 10"

1/3 V  
2.25"  
x  
10"

1/2 V  
3.5"  
x  
10"

1/4  
3.5" X 4.875"  
  
1/8H  
3.5" X 2.3125"

1/3 square  
4.75" X  
4.875"

1/6 V  
2.25"  
X  
4.875"

1/2 pg. H  
7.25" X 4.875"

# 2025 Sales Calendar

		AD SPACE	AD APPROVAL
<b>JAN</b>	<b>TULSA OF THE YEAR ISSUE</b> <b>Special editorial:</b> WELLNESS GUIDE: New Year/New You, 25 <sup>th</sup> anniversary Charitable Events Calendar, Venue and Catering Guides, Spring Break Travel <b>Sponsored Editorial Profiles:</b> New Year/New You, Spring Break Travel <b>Additional Special Publication:</b> Tulsa Guest Guide	<b>DEC 10</b>	<b>DEC 16</b>
<b>FEB</b>	<b>Special editorial:</b> Education/Private School Guide, College Guide, A-LIST Nominations Round <b>Sponsored Editorial Profiles:</b> Education <b>Additional Special Publication:</b> Vision Tulsa	<b>JAN 09</b>	<b>JAN 15</b>
<b>MAR</b>	<b>WOMEN'S ISSUE</b> <b>Special editorial:</b> Women in Business, Best Lawyers® <b>Sponsored Editorial Profiles:</b> Faces of Women in Business	<b>FEB 07</b>	<b>FEB 14</b>
<b>APR</b>	<b>Special editorial:</b> Real Weddings, Venue and Catering Guides, Green Living, A-LIST Voting Round <b>Sponsored Editorial Profiles:</b> Tulsa Legacy Businesses	<b>MAR 07</b>	<b>MAR 14</b>
<b>MAY</b>	<b>Special editorial:</b> Summer Travel, Oklahoma Casino Guide, Festival and Events Guide, TulsaPeople HOME special section featuring the 2025 Designer Showcase program and Top Realtors <b>Sponsored Editorial Profiles:</b> Summer Travel, Casinos	<b>APR 09</b>	<b>APR 15</b>
<b>JUN</b>	A-LIST ISSUE	<b>MAY 09</b>	<b>MAY 15</b>
<b>JUL</b>	918 ISSUE <b>Sponsored Editorial Profiles:</b> Faces of the 918	<b>JUN 11</b>	<b>JUN 16</b>
<b>AUG</b>	<b>Special editorial:</b> Back-to-School, Fall Travel, Performing Arts Calendar, 2025 City Guide <b>Sponsored Editorial Profiles:</b> Education	<b>JUL 11</b>	<b>JUL 17</b>
<b>SEP</b>	<b>FOOD ISSUE</b> <b>Special editorial:</b> Restaurant Week, Aging Well, TulsaPeople HOME section featuring the 2025 Home Remodeling Showcase program and Tulsa's Top Realtors <b>Sponsored Editorial Profiles:</b> Chefs/Restaurants, Aging Well	<b>AUG 12</b>	<b>AUG 15</b>
<b>OCT</b>	<b>DOWNTOWN ISSUE</b> <b>Special editorial:</b> Care Card, Holiday Parties, Venue and Catering Guides <b>Sponsored Editorial Profiles:</b> Faces of Downtown	<b>SEP 11</b>	<b>SEP 17</b>
<b>NOV</b>	<b>Special editorial:</b> Holiday Gifts and Events, Small Business Saturday, Holiday/Winter Travel, Wellness Guide <b>Sponsored Editorial Profiles:</b> Specialty Clinics, Top Dentists	<b>OCT 09</b>	<b>OCT 15</b>
<b>DEC</b>	<b>Special editorial:</b> Holiday Hints, A-List Hall of Fame	<b>NOV 10</b>	<b>NOV 13</b>

\*Calendar subject to change



## REGULAR FEATURES:

Benefits • Books • Calendar • Causes • Celebrations • Culture  
 Dining • Drinks • Entertainment • Food • Health • History  
 Home • Lifestyle • Music • People • Table Talk • Travel • Trends

# TulsaPeople

1603 S. Boulder Ave. • Tulsa, OK 74119  
 P: 918-585-9924 • F: 918-585-9926 • TulsaPeople.com

REV 6/25

# TulsaPeople.com

Recognized with 17 awards since 2010, TulsaPeople.com is a mobile-friendly, immersive site that features magazine content, online exclusives, event calendars, photo galleries, giveaways, music listings and more.

## 36,766

MONTHLY USERS

## 44,407

SESSIONS

## 252,434

EVENTS

\*GOOGLE ANALYTICS 4, NOV. - JAN. 2025



### AD RATES & SIZES

<b>TOP LEADERBOARD</b>	728 X 90 pixels Mobile version: 320 X 90 pixels	<b>\$650</b>
<b>TOP TILE</b>	300 X 250 pixels	<b>\$400</b>
<b>CENTER TILE</b>	300 X 250 pixels	<b>\$350</b>
<b>BOTTOM TILE</b>	300 X 250 pixels	<b>\$300</b>

Ads run on all pages of the website for the entire month (except calendar pages).

## Email Marketing

The **TulsaPeople Weekly E-newsletter** is published each Tuesday and delivers a curated selection of content from the magazine along with exclusive online content.

### WEEKLY E-NEWSLETTER AD RATES & SIZES

<b>TOP LEADERBOARD</b>	728 X 90 pixels Mobile: 320 X 90	<b>\$150</b>
<b>DOUBLE TILE</b>	600 X 250 pixels	<b>\$250</b>
<b>SINGLE TILE</b>	300 X 250 pixels	<b>\$125</b>

"Sponsored Editorial" is also available starting at \$500 for a top position story and photo. "Sponsored Editorial" is subject to editing and publisher approval. See complete digital media kit for detailed information.

## FAB FINDS E-Newsletter

### SPECIAL EVENTS

The 2025 editions of the FAB FINDS e-newsletter will feature themed content for holidays and special occasions to provide a fun and informative resource which will encourage readers to shop local for their holiday gifts and needs. Fab Finds will be published on the following Fridays\* (subject to change):

- ▷ **Valentine's Day** – February 7
- ▷ **Easter** – April 11
- ▷ **Mother's Day** – May 2
- ▷ **Father's Day** – June 6
- ▷ **Back to School** – August 8
- ▷ **Halloween** – October 24
- ▷ **Small Business Saturday** – November 21
- ▷ **Christmas** – December 19

**300 X 250 TILES ARE \$200 EACH.**

\*Deadline – 8 days prior to e-newsletter date.

## 1,413

TULSAPEOPLE DIGITAL EDITION  
MONTHLY AVERAGE USERS

## 34,000+

E-NEWSLETTER  
OPT-IN SUBSCRIBERS



### TULSAPEOPLE DIGITAL EDITION NOTICE

The monthly digital edition notice announces each new issue and provides one advertiser with 100% share-of-voice for their message. **Exclusive top leaderboard | 728 X 90 pixels | \$300**

### DEDICATED EMAIL BLAST

TulsaPeople's **DEDICATED EMAIL BLAST** offers advertisers the opportunity to command 100% share-of-voice and attention in an exclusive email blast on a date of their choice, (subject to availability.) **Exclusive e-mail blast 1x rate\* | \$700**

### DIGITAL BUNDLE

This special one-month package combines the power of our multi-media platform with "sponsored editorial" and tile ads in the TulsaPeople weekly e-newsletter, plus one Dedicated email blast! **\$1,000 package is valued at \$1,475!**

\*frequency discount available.

Digital advertising options and rates subject to change.


# TulsaPeople


1603 S. Boulder Ave. • Tulsa, OK 74119-4407


**P** (918) 585-9924 • **F** (918) 585-9926

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

 [TulsaPeopleMag](#)

 [TulsaPeople](#)

 [tulsapeople](#)

 [TulsaPeople](#)