

OCTOBER 2026

# TULSA PETS

TulsaPeople's **16th Pet Issue** will be filled with pet-themed content from cover to cover. In **CITY DESK**, Passions will cover a local retiree who competes with her pets in national dog competitions, plus the local pups who parade at **Zeeco Oktoberfest!** **Biz Whiz** will introduce a local mold-sniffing dog, and **Education** will feature the Tulsa branch of Pete's Pet Posse, a wellness effort by Oklahoma State University. **Community** will spotlight a local pet pig making waves in Maple Ridge along with a look at an equestrian program which provides therapeutic riding. A local band **dog** will be featured in **Music Notes**, plus a look at DVIS **Mutt Strut** as the nonprofit marks its 50th anniversary. The **Pet issue** will also include a check-in with Fern and the group that rescued her — the **Oklahoma Alliance for Animals**, plus a fun look at what it's like to stay overnight for a slumber party at a local pet boarding facility.

**LIFESTYLE** will explore pet-friendly travels in Eureka Springs along with the benefits of Goat Yoga and where to find it in Tulsa. Plus, a look at sloth therapy and how it can aid the wellness journey. Plus, **TABLE TALK** will explore a local cat café!

*\*editorial subject to change*



A favorite PET ISSUE cover featuring Winston, the local dog from Bixby that won Westminster Kennel Club Dog Show in 2022.

TulsaPeople is offering our **LOWEST 12X** rates for pet-related advertising in this special issue focused on pets and the people who love them.

**FULL PAGE** \$2,885

8.25" X 10.875" plus 1/8" bleed

**HALF PAGE** \$1,965

Horizontal 7.25" x 4.875"

**1/3 PAGE** \$1,355

Square 4.75" x 4.875"

**QUARTER PAGE** \$1,025

3.5" x 4.875"

**1/6 PAGE** \$680

Vertical 2.25" X 4.875"

All rates are net, per insertion and include free color and ad production services if needed.

Additional sizes are available at the 12X rate.

**TULSAPEOPLE IS A GREAT WAY TO REACH WELL-EDUCATED, UPPER-INCOME TULSANS:**

**81%** of TulsaPeople readers purchase products or services from ads seen in TulsaPeople.

**32%** of readers said they planned to purchase veterinary services or pet supplies in the next 12 months.

**68%** have an annual household income of \$100,000+.

According to Circulation Verification Council research, TulsaPeople reaches 54,195 print and digital readers each month. Magazines are distributed via controlled distribution throughout Tulsa along with mailed copies to paid subscribers, local businesses and upper-income homes in \$150,000+ AHFI carrier routes.

*Circulation Verification Council Readership Study, Sept 2025*

## October DEADLINES

Space Reservation Deadline

**SEPTEMBER 9**

Ad Materials/Camera Ready Ad Deadline

**SEPTEMBER 11**

Ad Approval Deadline

**SEPTEMBER 15**

To advertise, call or email  
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**TulsaPeople**  
TULSA'S CITY MAGAZINE  
1603 S. Boulder Ave., Tulsa, OK 74119  
TulsaPeople.com