



TulsaPeople Home

A special magazine section in TulsaPeople, Tulsa's 40 year-old, award-winning city magazine.

TulsaPeople Magazine is proud to present the **tenth** edition of TulsaPeople HOME, now a special section in TulsaPeople magazine!

This beautiful and informative special section will be featured in the May issue of TulsaPeople and will contain a variety of informative home content and beautiful photos to provide the upscale readers of TulsaPeople with a convenient home and design resource. Topics will cover everything from buying to building, to designing, decorating and remodeling indoor and outdoor spaces.

TulsaPeople's mission is to provide a **local** resource for design inspiration and expert advice that our upscale readers can use for their own HOME projects.

The Spring HOME section in the May issue of TulsaPeople will include the program for the 53rd annual Designer Showcase, in addition to the following features and columns:

TRENDS and LIVING FEATURES:

- MEET THE CRAFTSMEN – Jen Masey, A New View Homekeeping
- TOP TEN - Spring Cleaning Checklist
- AT HOME WITH – Designer Emily Davis
- WHAT MONEY CAN BUY – 4 different price points for Tulsa homes, including options for first time home buyers
- PLUS: advice for decorating one's first home, including pieces to invest in versus where to save.

HOME FEATURES

DESIGN MINDS – Nelle Elizabeth Peters, architect of the Ambassador Hotel

- A Midcentury Home Design
- A Local Kitchen Renovation
- Historic Home Renovation by Duvall Atelier

Plus: THE 2026 DESIGNER SHOWCASE PROGRAM AND TULSA'S TOP REAL ESTATE PROFESSIONALS

Editorial subject to change.



The more the merrier

Tulsa designers embrace the rise of bunk room design.

BY GRACE WOOD

The trend of bunkroom beds is... Tulsa designers embrace the rise of bunk room design.



Floral flare

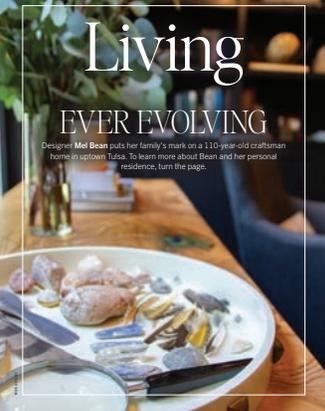
Tori Garner has been brightening Tulsa's days since 1

BY SARA PLYMER

The floral flare trend is... Giving your guests the luxury of a five-star hotel stay in 30 seconds or less, including these essential elements.

BY KENDALL BARROW

Kendall Barrow knows a thing or two about making a bathroom... A warm welcome



Living EVER EVOLVING

Designer Mel Bean puts her family's most on a 110-year-old custom home in Tulsa. To learn more about Bean and her personal residence, turn the page.

BY LAURA DENNIS

Mel Bean shares a glimpse of her personal home.

AT HOME WITH... MEL BEAN



Built to last

A young family's home is as functional as it is fashionable.

BY JANE ZEMEL

PHOTOS BY SARA BAKER

The house is built to last... Home spreads from Fall 2025 issue

The **TulsaPeople HOME** section in the **May** issue will provide helpful design inspiration for our upscale readers' spring and summer home projects

READERSHIP

TulsaPeople's new readership study conducted by Circulation Verification Council confirms a total monthly readership of **54,195** print and digital readers who are affluent and well-educated premium consumers.

38% have an annual household income of \$100,000-199,999.

30% have an annual household income of \$200,000+.

91% of readers own their home.

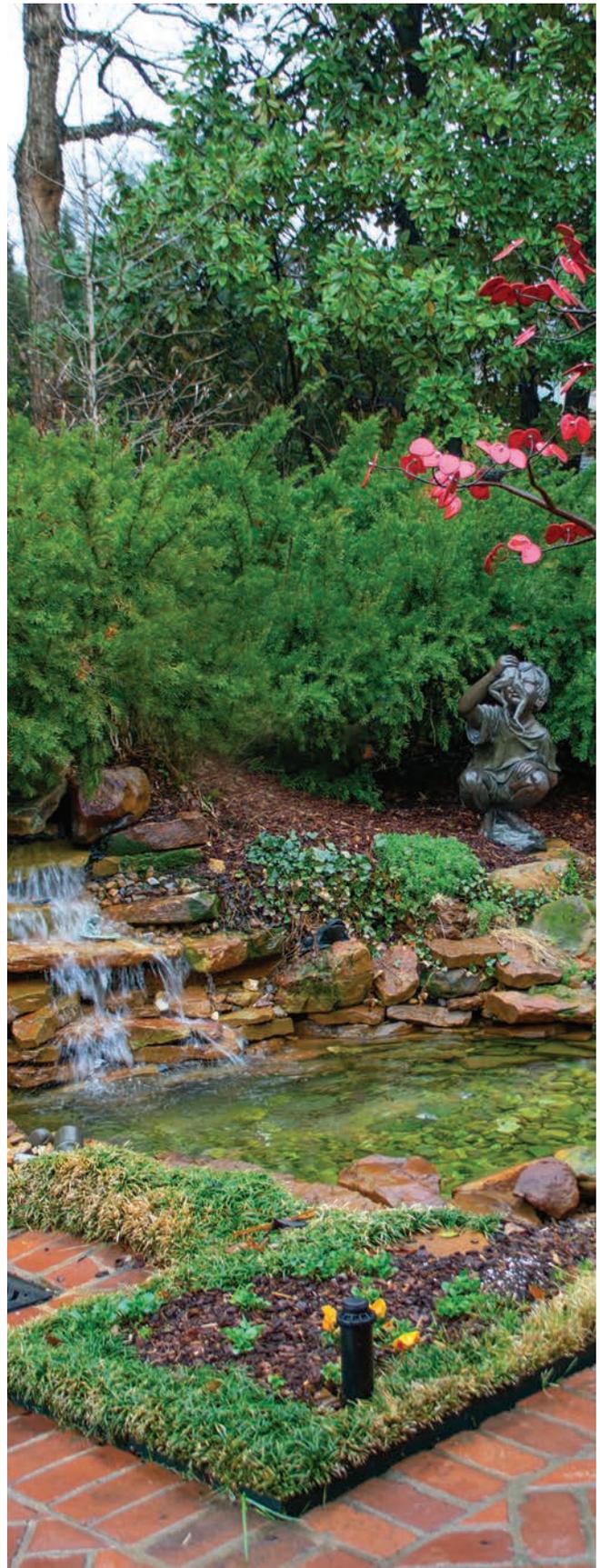
26% of readers own a home valued at \$300,001 to \$500,000 and...

48% of readers own a home valued at \$500,000+!

26% report they plan to purchase home improvements or supplies in the next 12 months.

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

Circulation Verification Council Readership Study, Dec 2025



MICHELE POLLARD

TulsaPeople is offering DISCOUNTED 9X rates for ads in the TulsaPeople HOME section inside the May and September issues of TulsaPeople Magazine.

DISPLAY ADVERTISING RATES

(rates per insertion)

Full page ad: \$3,065

Full page bleed: 8.25" X 10.875"
(plus 1/8 bleed past final trim)

Full page float: 7.25" X 10"

2/3 page ad: \$2,585

2/3 page vertical: 4.75" x 10"

1/2 page ad: \$2,090

1/2 page horizontal: 7.25" x 4.875"

1/2 page vertical: 3.5" x 10"

1/3 page ad: \$1,440

1/3 page square: 4.75" x 4.875"

1/3 page vertical: 2.25" x 10"

1/4 page: \$1,090

1/4 page: 3.5" x 4.875"

1/6 page: \$725

1/6 page vertical: 2.25" x 4.875"

All rates are net and include free color and ad production services, if desired.

PREMIUM POSITION: \$3,265*

Inside front cover of TulsaPeople Home magazine section inside the May issue - printed on heavier cover stock to draw attention to the special section!

**Fall 2025 issue advertiser has first right of refusal for this special position.*

SPRING 2026 ISSUE AD DEADLINES:

Space Reservation Deadline:

APRIL 9

Ad Materials/Camera Ready Ad Deadline:

APRIL 13

Ad Approval deadline:

APRIL 15

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TulsaPeople
Home

A special magazine section

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