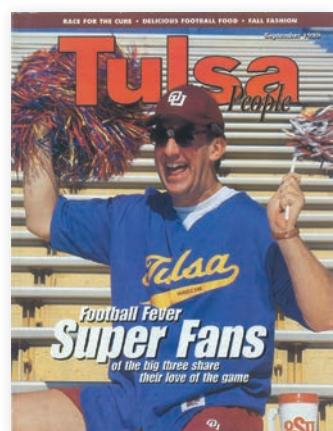
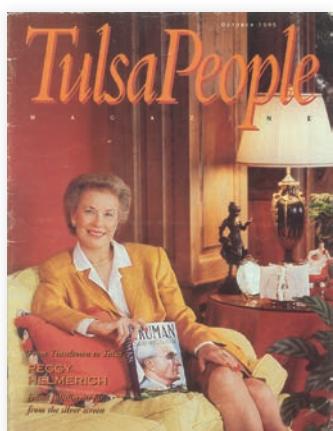


## 2026 MEDIA KIT



## LETTER FROM THE PUBLISHER

TulsaPeople will kick off its 40th anniversary year in November 2025. The original “society” newspaper first published in November 1986 has evolved into a high-quality coffee-table style city and lifestyle magazine with a loyal readership of more than 54,000+. Our LOCAL magazine continues to capture the spirit of Tulsa with award-winning stories, photography and design focused on Tulsa, our lifestyle and community.

TulsaPeople has been the recipient of 262 journalism awards over the past 27 years which reflect the magazine's journalistic excellence and quality. Our editorial mission is to inform, educate, entertain and enlighten readers through our multi-media platform including our print edition and a digital version of the magazine, an award-winning website and variety of other digital products including a weekly e-newsletter.

The magazine's distribution and readership are audited annually by the Circulation Verification Council (CVC) providing our advertisers with the assurance that their messages reach a confirmed audience of well-educated, upper-income Tulsans each month.

Sincerely,



Jim Langdon,  
Publisher



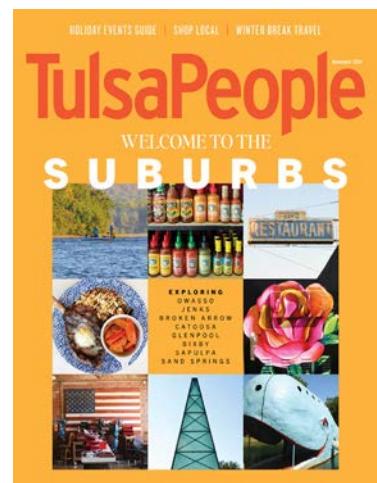
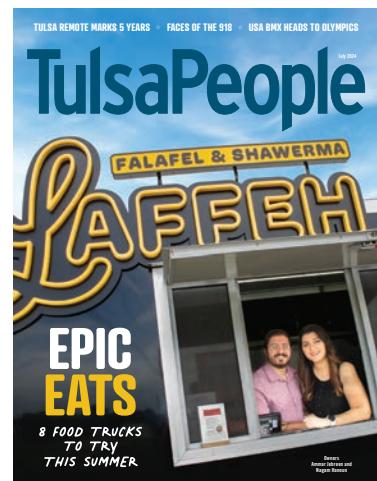
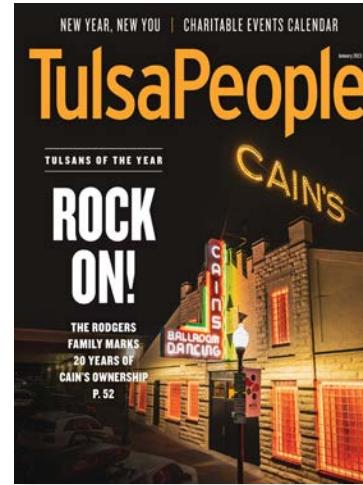
## Advertiser Testimonials

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 frequently 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!

### EDUCATED AND INFLUENTIAL

**76%** OF TULSAPEOPLE READERS HAVE A COLLEGE OR POST-GRADUATE DEGREE.

**30%** ARE PROFESSIONALS AND EXECUTIVES.

**21%** ARE BUSINESS OWNERS.

**14%** ARE MANAGERS.

### LUXURY PURCHASE plans

(IN THE NEXT 12 MONTHS) INCLUDE:

**61%** VACATIONS & TRAVEL

**21%** JEWELRY

### AFFLUENT HOMEOWNERS

**91%** OF READERS OWN THEIR HOME.

**24%** OWN A HOME VALUED AT \$700,000+!

**24%** OWN A HOME VALUED AT \$500,001-\$700,000.

**26%** OWN A HOME VALUED AT \$300,001-\$500,000.

TULSAPEOPLE'S ANNUAL READERSHIP STUDY CONFIRMS A TOTAL MONTHLY READERSHIP OF 54,195 PRINT AND DIGITAL READERS WHO ARE AFFLUENT AND WELL-EDUCATED PREMIUM CONSUMERS.

**\$198,850**  
AVERAGE READER HOUSEHOLD INCOME

**51.4**  
AVERAGE READER AGE

**81%** SAY THEY FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN TULSAPEOPLE MAGAZINE!

**63%** OF READERS ARE WOMEN – WHO DRIVE THE MAJORITY OF HOUSEHOLD PURCHASE DECISIONS.

**28%** NEW OR USED AUTOMOBILE, TRUCK OR SUV

**7%** REAL ESTATE (PURCHASE OR SELL)

# In *EVERY* Issue

# City Desk

NEWS \* CAUSES \* PASSIONS

## Summer music memories

**F**rom classics and Broadway to pop and jazz, nonprofit Straight! Concerts presents a variety of performances at the Tulsa Community Center through June 14. This month the Straight! Concerts Board retires the 3 to 6 Gothic Series, featuring 100 performances, and the board can go down on the upshot but, "We have had tracks, too," Artistic Director Jeremy Parker says. "It's one of the best free outdoor performances you can go to."

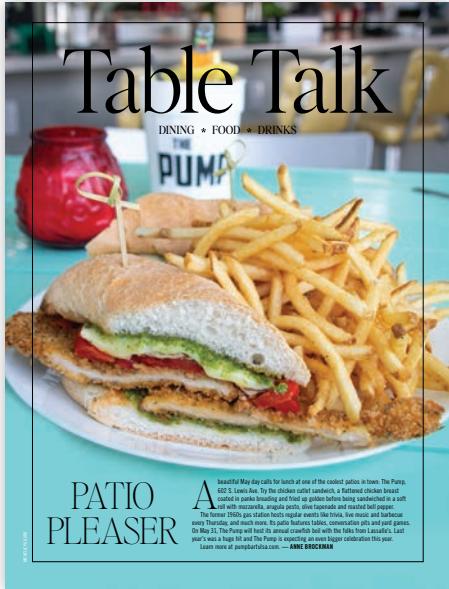
SEE p. 20 for more on Straight! Concerts.



# Table Talk

DINING \* FOOD \* DRINKS

## PATIO PLEASER



**A** beautiful May day calls for lunch at one of the cooler joints in town. The Pump, 602 S. Lewis Ave., has the chicken caesar sandwich, a battered chicken breast coated in panko breading and fried up golden before being sandwiched in a soft bun with romaine, Caesar dressing, and a hard-boiled egg. The Pump's patio features a fire pit, a ping-pong table, and much more. Its patio features games, conversations pits and just games. On May 10, the Pump will host its annual May Day celebration, which will be bigger and better than last year's was a huge hit and The Pump is expecting an even bigger celebration this year. Learn more at [pumpert.com](http://pumpert.com). — ANNE BROCKMAN

# Lifestyle

HOME \* HEALTH \* TRENDS



## Coaster to coaster

**S**how off your civic pride with Tulsa-coolie coasters, which can be found at the Red General Store, 208 N. Main St., and Mode, 219 E. Archer St. (\$10 at each). The coasters are made of wood and feature Tulsa landmarks. The Red General Store is again participating in the 2014 Tulsa Care Card program, which offers discounts to 200 local restaurants and retailers. This year, 100% of the \$50 Care Card donation benefits the nonprofit's holiday assistance program. Find a complete list of participating retailers on pgs. 32 and 34. — SP

Photo: J. COOPER

## CITY DESK

NEWS + CAUSES + PASSIONS

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

## TABLE TALK

DINING + FOOD + DRINK

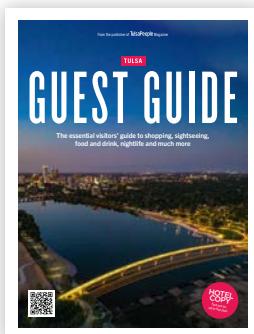
A LA CARTE  
DINING OUT  
WHAT'S COOKING  
TRY THIS  
RECIPES  
WHAT THE ALE

## LIFESTYLE

HOME + HEALTH + TRENDS

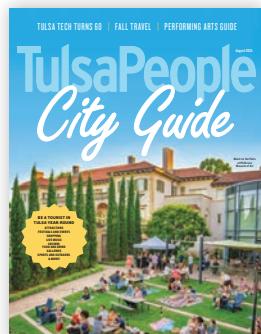
STOREFRONT  
HEALTH  
BEYOND CITY LIMITS  
MUSINGS  
TRENDING  
HOME

## 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.

# AD RATES | SIZES & SPECIFICATIONS

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

| Premium Positions       |         |   |   |   |   |
|-------------------------|---------|---|---|---|---|
| <b>IBC, IFC, Page 1</b> | \$3,085 | — | — | — | — |
| <b>Back Cover</b>       | \$3,235 | — | — | — | — |

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

## CAMERA READY AD SPECIFICATIONS:

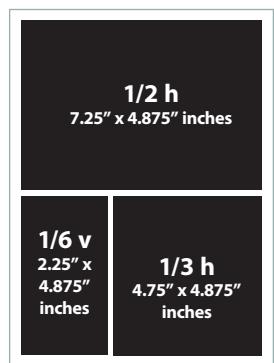
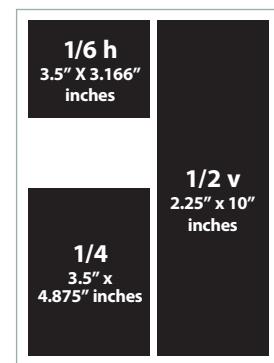
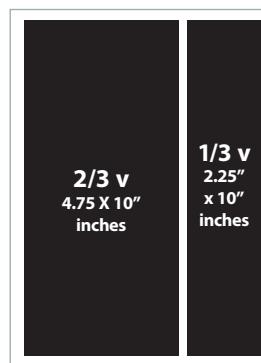
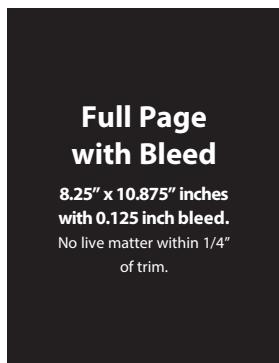
PDF files must be created and saved with the following specifications:

- 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](mailto: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: 16.5" x 10.875"  
with 0.125 inch bleed. No live matter within 1/4" of trim.



**TulsaPeople**  
TULSA'S CITY MAGAZINE  
1603 S. Boulder Ave., Tulsa, OK 74119  
TulsaPeople.com

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# 2026 SALES SECTIONS

## JANUARY TULSAN OF THE YEAR ISSUE

**Special sections:** 2026 Charitable Events Calendar with Venue and Catering Guides, Spring Break Travel

**Sponsored Editorial Profiles:** New Year/New You, Spring Break Travel

**Additional Special Publication:** Vision Tulsa

**Ad space deadline:** **Dec. 8** **Ad approval deadline:** **Dec. 15**

## FEBRUARY EDUCATION ISSUE

**Special sections:** Education/Private School Guide, College Guide, A-LIST Nominations Round

**Sponsored Editorial Profiles:** Education

**Ad space deadline:** **Jan. 9** **Ad approval deadline:** **Jan. 15**

## MARCH WOMEN'S ISSUE

**Special sections:** Women in Business, Best Lawyers®

**Sponsored Editorial Profiles:** Faces of Women in Business

**Ad space deadline:** **Feb. 9** **Ad approval deadline:** **Feb. 13**

## APRIL

**Special sections:** Real Weddings with Venue and Catering Guides, A-LIST Voting Round

**Sponsored Editorial Profiles:** Legacy Businesses

**Ad space deadline:** **Mar. 9** **Ad approval deadline:** **Mar. 13**

## MAY ROUTE 66 ISSUE

**Special sections:** Route 66 Centennial with Oklahoma travel destinations, Oklahoma Casino Guide, Festival and Events Guide

**Sponsored Editorial Profiles:** Summer Travel, Casinos

**Spring HOME:** Designer Showcase and Top Realtors

**Ad space deadline:** **April 10** **Ad approval deadline:** **April 16**

## JUNE THE A-LIST ISSUE

**Ad space deadline:** **May 11** **Ad approval deadline:** **May 15**

## JULY

**Sponsored Editorial Profiles:** Faces of the 918

**Ad space deadline:** **June 11** **Ad approval deadline:** **June 17**

## AUGUST

**Special sections:** Back-to-School, Fall Travel, Performing Arts Calendar, 2026 City Guide

**Sponsored Editorial Profiles:** Education Profiles

**Ad space deadline:** **July 10** **Ad approval deadline:** **July 16**

## SEPTEMBER 918 ISSUE

**Special sections:** 20th annual Restaurant Week, Senior Living

**Sponsored Editorial Profiles:** Restaurant Week, Aging Well

**Fall HOME:** Home Remodeling Showcase

**Ad space deadline:** **Aug. 10** **Ad approval deadline:** **Aug. 14**

## OCTOBER PET ISSUE

**Special sections:** Care Card, Holiday Parties, Venue and Catering Guides, Tulsa Pets

**Ad space deadline:** **Sep. 10** **Ad approval deadline:** **Sep. 16**

## NOVEMBER 40TH ANNIVERSARY ISSUE

**Special sections:** Holiday Gifts and Events, Small Business Saturday, Holiday/Winter Travel, Wellness Guide

**Sponsored Editorial Profiles:** Specialty Clinics and Dentists

**Ad space deadline:** **Oct. 9** **Ad approval deadline:** **Oct. 15**

## DECEMBER DOWNTOWN ISSUE

**Special sections:** Holiday Hints Gift Guide

**Sponsored Editorial Profiles:** Faces of Downtown Profiles

**Ad space deadline:** **Nov. 12** **Ad approval deadline:** **Nov. 17**

\*Calendar subject to change

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# TulsaPeople

1603 S. Boulder Ave. • Tulsa, OK 74119  
P: 918-585-9924 • F: 918-585-9926 • [TulsaPeople.com](http://TulsaPeople.com)

# 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.

**34,967**

MONTHLY USERS

**46,973**

SESSIONS

**235,201**

EVENTS

\*GOOGLE ANALYTICS 4, OCT 2024-SEPT 2025



## AD RATES & SIZES

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

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

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

"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.

**1,293\***

TULSAPEOPLE DIGITAL EDITION  
MONTHLY AVERAGE USERS

**36,000+\***

E-NEWSLETTER  
OPT-IN SUBSCRIBERS

\*As of 10/2025



## FAB FINDS E-Newsletter SPECIAL EVENTS

The 2026 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 6
- ▷ **Easter** – March 27
- ▷ **Mother's Day** – May 1
- ▷ **Father's Day** – June 12
- ▷ **Back to School** – August 7
- ▷ **Halloween** – October 23
- ▷ **Small Business Saturday** – November 20
- ▷ **Christmas** – December 18

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

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

## Additional Digital Options

### 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**

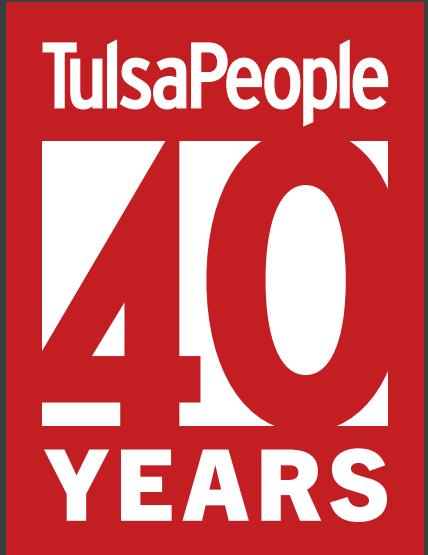
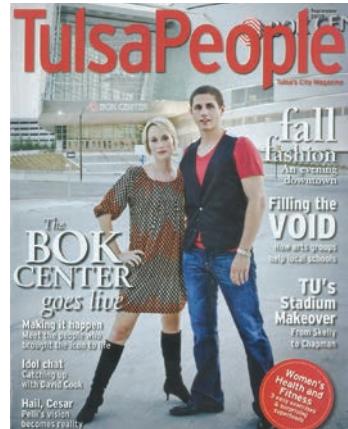
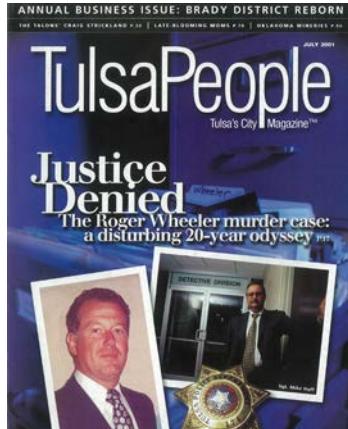
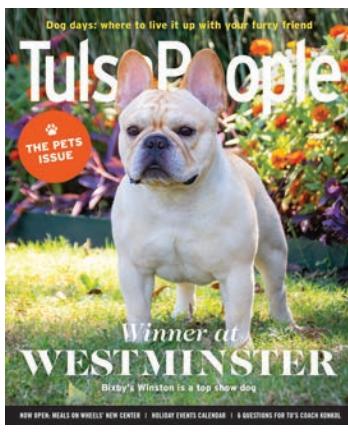
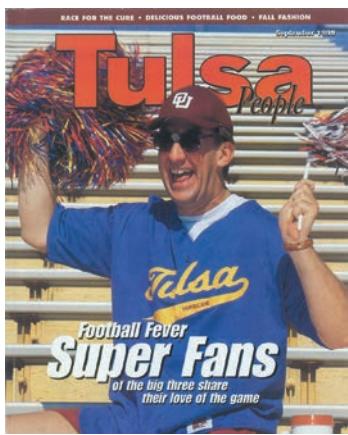
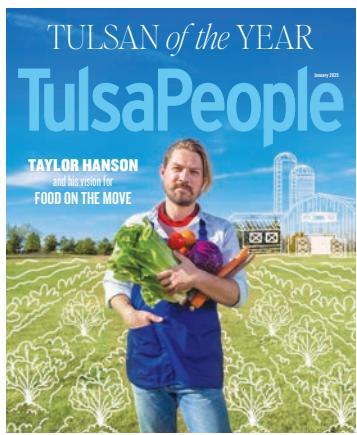
### DIGITAL BUNDLE

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

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