

# TulsaPeople



2022 MEDIA KIT



# Why TulsaPeople?

## ESTABLISHED

TulsaPeople celebrated 35 years of publication in November 2021. Tulsa's oldest city and lifestyle magazine began as a newspaper to "advance the interests of successful Tulsans" in 1986 and has evolved into a beautiful over-sized, coffee table style city magazine that captures the spirit of Tulsa with award-winning stories, photos, and design.

## LOCALLY OWNED

TulsaPeople is still 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. The magazine has earned a perfect 100% score throughout the 26 years it has been audited.

## 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 227 journalism awards since 2001 including 3 national awards and four BEST MAGAZINE honors from the Society of Professional Journalists, Oklahoma Pro Chapter.

## PREMIUM AUDIENCE

According to Circulation Verification Council, TulsaPeople magazine's loyal readers are engaged, affluent and well-educated premium consumers who are excellent prospects for all types of goods and services.

## BRAND

The TulsaPeople brand includes a digital edition, a mobile-friendly website, a weekly e-newsletter and Tulsa Talks, a bi-monthly Podcast.



# Premium Audience

## READER DEMOGRAPHICS

Men: 35%  
Women: 65%  
Age: 75% ages 35-65

## EDUCATED

45% graduated college  
25% completed post graduate studies

## AFFLUENT

65% of readers have an AHHI of \$100,000  
Homeowners: 85% of readers

**TulsaPeople reaches Tulsans across  
a multitude of platforms:**

## PRINT AND DIGITAL READERSHIP

57,000 print readers per month  
1,655 digital edition readers

## TULSAPEOPLE.COM

Average monthly page views: 82,327

## SOCIAL MEDIA

88,186 combined social reach for Facebook,  
Instagram, Twitter and Pinterest

## E-NEWSLETTER

TulsaPeople's weekly e-newsletter delivers  
content to more than 23,000 opt-in subscribers  
each week.

We have been advertising with  
TulsaPeople for eleven years and  
every year their customer service  
improves. It is always such a joy to  
work with them.

### — Melody Hawkins

BA MED SPA & WEIGHT LOSS  
CENTER

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 on the TulsaPeople  
SHOP TALK page every month  
and feel that we get great results.  
Our customers realize that we are  
supporting an important news  
source for the city of Tulsa.

### — Alan Morrow

ZIEGLER'S ART & FRAME

## AVERAGE READERS PER COPY:

2.85

## LONG SHELF LIFE:

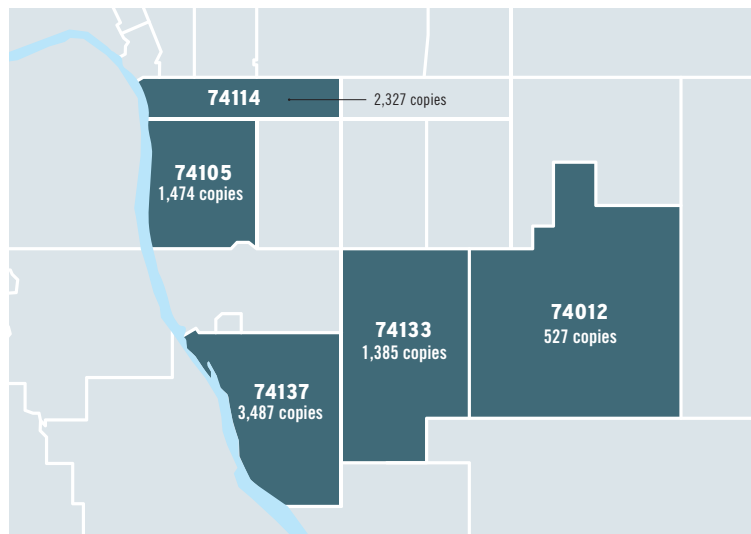
56%

of readers keep the magazine  
one month or longer.

## ENGAGED:

78%

of readers frequently purchase  
products or services from ads  
seen in the magazine.



## AT HOME DELIVERY

In addition to controlled distribution and mailed copies to local  
businesses and subscribers, TulsaPeople is direct-mailed to  
9,200 upper-income homes (\$100,000+ carrier routes) in five zip  
codes: 74105, 74114, 74133, 74137 and 74012.

The magazine is also mailed to the offices of:

**Tulsa's Best Lawyers®**

**Tulsa's Top Lawyers®**

**Best Doctors®**

**Top Dentists®**

# In Every Issue



## CITY DESK

NEWS+CAUSES+ PASSIONS

NOTEBOOK • BIZ WHIZ • ROOTS • PASSIONS  
I AM TULSA • APPLAUSE • THE WAY WE WERE  
CHARITABLE EVENTS



## ABOUT TOWN

ARTS + ENTERTAINMENT + CULTURE

MONTHLY CALENDAR • MUSIC LISTINGS  
COMMUNITY • ART SPOT • MUSIC SPOT  
MUSIC NOTES • ON STAGE



## LIFESTYLE

HOME + HEALTH + TRENDS

STOREFRONT • HEALTH • BEYOND CITY LIMITS  
GARDENING • MUSINGS



## TABLE TALK

DINING + FOOD+ DRINK

A LA CARTE • DINING OUT • WHAT'S COOKING  
TRY THIS • CHEERS!



# Rates & Specifications

Size/ Frequency	Every Month	9-11x	6-8x	3-5x	1-2x
1/8 page	\$485	535	590	615	645
1/6 page V	\$575	670	700	725	775
1/4 page	\$885	990	1,070	1,125	1,175
1/3 page	\$1,150	1,340	1,395	1,445	1,550
1/2 page	\$1,715	1,925	2,035	2,140	2,250
2/3 page	\$2,090	2,355	2,460	2,570	2,785
Full page, ROP	\$2,600	2,800	2,900	3,050	3,300
IBC, IFC, Page 1	\$2,950	—	—	—	Premium Positions
Back Cover	\$3,100	—	—	—	
Shop Talk/Q&A 1/6 page square	\$485	—	590	—	—

Ad rates are subject to change if no contract is in place. Add \$100 to any ad rate for a guaranteed position (if available).

## CAMERA READY AD SPECIFICATIONS:

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

- Acrobat XI compatibility (or lower).
- All fonts embedded.
- All colors converted to CMYK or grayscale (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.

## PROOFS

Langdon Publishing cannot be held responsible for how a Camera Ready ad prints if an appropriate color proof has not been submitted. Inkjet or laser color proofs are acceptable for content only, not color. For your protection, please submit a Specifications for Web Offset Publications (SWOP) Color Match proof. This proof will be sent to the printer and compared on press while the magazine is being printed. If you are unable to provide a SWOP Color Match proof, Langdon Publishing can generate a proof for a minimum charge. Please send your ad by the 5th day of the month to allow time to generate a SWOP proof.

For additional specifications or questions, please contact Madeline Crawford at [madeline@langdonpublishing.com](mailto:madeline@langdonpublishing.com).

ALL RATES ARE PER INSERTION. ALL ADS UNDER CONTRACT MUST RUN WITHIN A 12-MONTH PERIOD.

## AD DIMENSIONS & SIZES

**Two Page Spread**  
**Trim size: 18" x 10 7/8"**  
 Plus 1/8" bleed past final trim.  
 No live matter within 1/4" of trim.

**Full Page with Bleed**  
**Trim size: 9" x 10 7/8"**  
 Plus 1/8" bleed past final trim. No live matter within 1/4" of trim.

**Full Page Float**  
**8" x 10"**

**2/3 pg.**  
**5 1/4" x 10"**

**1/3 V**  
**2 1/2" x 10"**

**1/6 pg.**  
**3 7/8" x 3 1/8"**  
 Shop Talk/Q&A

**1/2 V**  
**3 7/8" x 10"**

**1/4 pg.**  
**3 7/8" x 4 7/8"**

**1/2 pg. H**  
**8" x 4 7/8"**

**1/6 V**  
**2 1/2" x 4 7/8"**

**1/3 square**  
**5 1/4" x 4 7/8"**

**1/8 pg. H**  
**3 7/8" x 2 5/16"**

**1/8 pg. V**  
**1 13/16" x 4 7/8"**

# 2022 Sales Calendar



## JANUARY

### TULSAN OF THE YEAR ISSUE

New Year, New You  
21<sup>st</sup> Annual Charitable Events Calendar  
Event Venues and Caterers  
Spring Break Travel Guide  
Discovery Lab  
**SPECIAL PUB:** Hotel Guest Guide

AD SPACE RESERVATION DEADLINE: **DEC. 10**  
AD APPROVAL DEADLINE: **DEC. 16**



## MAY

### SUMMER FUN ISSUE

2022 PGA Championship  
Lake Living  
Summer Travel  
Tulsa Gardening

AD SPACE RESERVATION DEADLINE: **APRIL 12**  
AD APPROVAL DEADLINE: **APRIL 18**



## SEPTEMBER

### DOWNTOWN ISSUE

Downtown Businesses  
Restaurant Week  
Tulsa Gardening  
**SPECIAL PUB:** Fall HOME Magazine with Home Remodeling Showcase program

AD SPACE RESERVATION DEADLINE: **AUG. 12**  
AD APPROVAL DEADLINE: **AUG. 18**



## FEBRUARY

### EDUCATION ISSUE

Private School Guide  
College Guide  
Specialty Clinics

AD SPACE RESERVATION DEADLINE: **JAN. 12**  
AD APPROVAL DEADLINE: **JAN. 17**



## JUNE

### A-LIST ISSUE

Annual A-List

AD SPACE RESERVATION DEADLINE: **MAY 12**  
AD APPROVAL DEADLINE: **MAY 19**



## OCTOBER

### WOMEN'S ISSUE

Women Business Profiles  
Care Card  
Holiday Parties  
Venues & Caterers  
Tulsa Gardening

AD SPACE RESERVATION DEADLINE: **SEPT. 12**  
AD APPROVAL DEADLINE: **SEPT. 16**



## MARCH

### BUSINESS ISSUE

Best Lawyers™  
Legacy Business Profiles  
Tulsa Gardening  
**SPECIAL PUB:** City Guide

AD SPACE RESERVATION DEADLINE: **FEB. 11**  
AD APPROVAL DEADLINE: **FEB. 17**



## JULY

### 918 ISSUE

Faces of the 918 Profiles

AD SPACE RESERVATION DEADLINE: **JUNE 13**  
AD APPROVAL DEADLINE: **JUNE 17**



## NOVEMBER

### PET ISSUE

Pets & Vets  
Holiday Gifts and Events  
Small Business Saturday  
Senior Living  
Tulsa Gardening

AD SPACE RESERVATION DEADLINE: **OCT. 12**  
AD APPROVAL DEADLINE: **OCT. 18**



## APRIL

### SPRING ISSUE

Green Living  
Wedding Venues & Caterers  
Senior Living  
Tulsa Gardening  
**SPECIAL PUB:** Spring HOME magazine with Top Real Estate Professionals

AD SPACE RESERVATION DEADLINE: **MAR. 14**  
AD APPROVAL DEADLINE: **MAR. 18**



## AUGUST

### PERFORMING ARTS ISSUE

Performing Arts Calendar  
Back-to-School content including:  
Orthodontic/Dental Guide  
Fall Break Travel

AD SPACE RESERVATION DEADLINE: **JULY 12**  
AD APPROVAL DEADLINE: **JULY 18**



## DECEMBER

### HOLIDAY ISSUE

Annual Holiday Gift Guide  
Auto Guide

AD SPACE RESERVATION DEADLINE: **NOV. 11**  
AD APPROVAL DEADLINE: **NOV. 17**

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

# Sponsored Editorial Sections

Profiles feature “sponsored editorial” written by a professional writer using content provided by advertisers, plus photography, layout and design. Profiles are labeled as sponsored in designated section.



**FEBRUARY**

Private Schools/College Guide  
Specialty Clinics



**MARCH**

Legacy Businesses



**APRIL / NOVEMBER**

Senior Living



**JULY**

Faces of the 918



**AUGUST**

Education



**SEPTEMBER**

Downtown Businesses



**OCTOBER**

Women in Business



**DECEMBER**

Auto Guide

# TulsaPeople Digital

Tulsa's award-winning city magazine also offers a variety of affordable and efficient digital opportunities including:

- TulsaPeople.com – Our award-winning website features monthly advertising starting at only \$300
- TulsaPeople Tuesday e-newsletter – weekly advertising starting at only \$125
- TulsaPeople monthly digital edition notice – features one top leaderboard for only \$300
- Dedicated email blast – offers 100% share-of-voice content from one advertiser for only \$500
- Digital packages include “sponsored editorial,” digital advertising and social media starting at only \$1,000

For more details and rates, please inquire about our Digital Media Kit.

# TulsaPeople

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



TulsaPeopleMag



TulsaPeople



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