



TEXAS
**parks &
wildlife**

Media Kit **2023**



Editorial Calendar **2022/23**



OCTOBER 2022

TEXAS MOTORCYCLE ADVENTURE
 Cross-Texas state park motorcycle tour; Explore West Texas; Get ready for deer season; Farm to wildlife habitat
CLOSE: 8/15/22 • MATERIALS DUE: 8/24/22



NOVEMBER 2022

LET'S TALK TURKEY Get ready for turkey hunting season; Lone Star Land Steward; Explore Texas' rolling plains; A "big year" for ... herps?
CLOSE: 9/12/22 • MATERIALS DUE: 9/21/22



DECEMBER 2022

UNDERGROUND TEXAS Our 80th anniversary issue; Caving state parks; Get ready to hunt waterfowl; North Texas natural wonders
CLOSE: 10/10/22 • MATERIALS DUE: 10/19/22



JAN/FEB 2023

THE ART OF THE TEXAS OUTDOORS Fine artists celebrate Texas state parks; What's in your backpack?; Fires and climate
CLOSE: 11/14/22 • MATERIALS DUE: 11/22/22



MARCH 2023

TEXAS CAMPING Campers (and camp coffee!) across the state; Leave no Trace 2.0; Freshwater fishing
CLOSE: 1/10/23 • MATERIALS DUE: 1/19/23



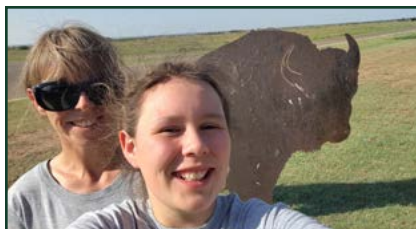
APRIL 2023

HOW TO STATE PARK LIKE A BOSS Making the most of Texas' parks; Birding across Texas; Battling crazy ants (without saying "uncle")
CLOSE: 2/7/23 • MATERIALS DUE: 2/16/23



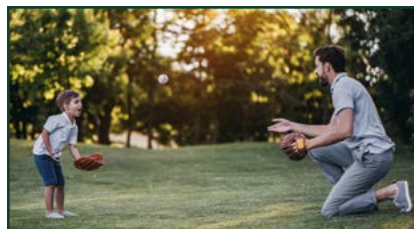
MAY 2023

100 YEARS OF TEXAS STATE PARKS
 A special, oversized issue celebrating the State Park Centennial, and looking ahead to the next 100 years.
CLOSE: 3/14/23 • MATERIALS DUE: 3/23/23



JUNE 2023

SUMMER ADVENTURE The Great Outdoor Scavenger Hunt returns; Hiking Government Canyon; Garland Nature Preserve
CLOSE: 4/18/23 • MATERIALS DUE: 4/27/23



JULY 2023

AMERICA'S FAVORITE PASTIMES State park/ball park doubleheaders; Catching flies (or avoiding them); Spearfishing in the Gulf
CLOSE: 5/16/23 • MATERIALS DUE: 5/25/23



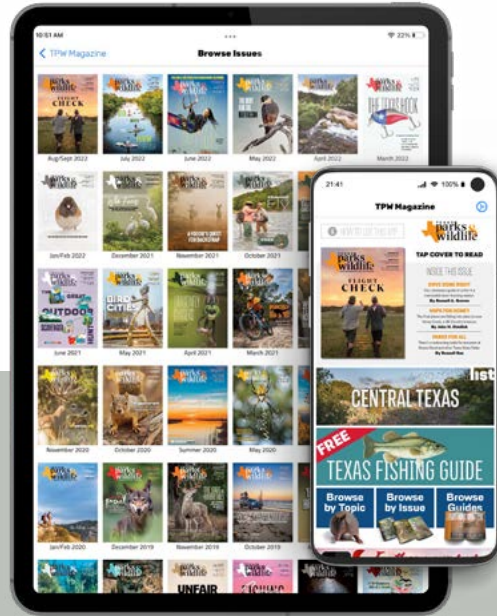
AUG/SEPT 2023

STATE PARKS FOR ALL A day in the life of a park; Disabilities in the outdoors; Texas Audubon celebrates 100 years of Waterbird protection
CLOSE: 6/13/23 • MATERIALS DUE: 6/22/23

TEXAS PARKS & WILDLIFE MAGAZINE **ADVERTISING OPPORTUNITIES**
TEXAS STATE PARK CENTENNIAL YEAR-LONG CELEBRATION • 2023



145,000+ PAID SUBSCRIBERS



1,200,000+ IMPRESSIONS

FOR 80 YEARS, *Texas Parks & Wildlife* magazine has been the voice of the Texas outdoors, spotlighting state parks, wildlife, fishing, hunting, camping, birding, travel, boating and environmental issues across the Lone Star State. Our readers love to explore Texas — help them discover what you have to offer. No one speaks to outdoor Texans like we do. **Join us as we celebrate Texas State Parks' centennial anniversary in 2023.**

— OUR SUBSCRIBERS —

435,000
PER-ISSUE
READERSHIP

61%
HAVE SUBSCRIBED
FOR 3+ YEARS

19%
HAVE SUBSCRIBED
FOR 15+ YEARS

\$148,000
HOUSEHOLD
INCOME

1.4 HOURS
AVERAGE TIME
READING

RATES

2 PG SPREAD	\$9,500
FULL PAGE	\$6,000
2/3 PAGE	\$4,500
1/2 PAGE	\$3,500
1/3 PAGE	\$2,500

NONPROFIT RATE

FULL PAGE	\$5,500
2/3 PAGE	\$4,000
1/2 PAGE	\$3,000

PREFERRED PLACEMENT

CENTER SPREAD	\$10,000
2ND COVER	\$5,750
3RD COVER	\$5,250
BACK COVER	\$6,500

TO ADVERTISE, CONTACT
magazine.advertising@tpwd.texas.gov



www.TPWMagazine.com

OUTDOOR MARKETPLACE

Advertising opportunities in the Marketplace section are available in each issue.



MARKETPLACE	1x	3x	5x	10x
FULL PAGE	3,500	3,250	3,000	2,850
1/2 PAGE (7.1875 x 4.75)	1,750	1,625	1,525	1,400
1/3 PAGE (4.625 x 4.75)	1,350	1,250	1,125	1,000
1/6 PAGE (2.3125 x 4.75)	995	875	775	700
3-INCH (2.3125 x 3)	494	473	452	415
2-INCH (2.3125 x 2)	336	320	310	289
1-INCH (2.3125 x 1)	184	173	163	152

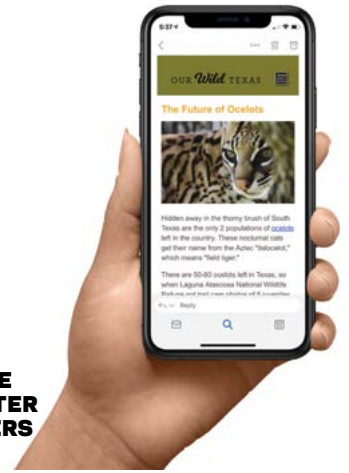
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www.TPWSMagazine.com

BEYOND PAPER

Go beyond the page and into the inbox of Texas outdoor enthusiasts with our highly targeted digital advertising opportunities. Quarterly e-newsletters, web banners on the tpwmagazine.com website, posts on social media and ad opportunities on our mobile app allow your message to reach an even larger audience.



STATE PARK GETAWAYS SUBSCRIBERS	HUNT TEXAS SUBSCRIBERS	FISH TEXAS SUBSCRIBERS	OUR WILD TEXAS SUBSCRIBERS	MAGAZINE ENEWSLETTER SUBSCRIBERS
MARCH, MAY, JUNE, OCT	JULY, AUG, OCT, DEC	FEB, APRIL, SEPT, NOV	JAN, APRIL, JUNE, OCT	10X/YEAR
1,584,297	949,190	1,415,366	216,957	133,224

ENEWSLETTER	1x	2x	3x	4x	6x	10x
TPW MAGAZINE	595	525	465	405	455	410
OUR WILD TEXAS	695	635	580	530	—	—
STATE PARK GETAWAYS	1,495	1,345	1,210	1,080	—	—
HUNT TEXAS	995	905	850	750	—	—
FISH TEXAS	1,395	1,245	1,150	950	—	—

BUNDLES	1x	2x	3x	4x	6x	10x
TRAVEL Mag + State Park Getaways	1,995	1,785	1,595	1,325	1,275	—
OUTDOORS Mag + Our Wild Texas	1,095	975	865	770	—	—
HUNTING Mag + Hunt Texas	1,495	1,345	1,210	1,090	—	—
FISHING Mag + Fish Texas	1,895	1,665	1,450	1,145	—	—
LITTLE TEX Any 3 Newsletters	2,495	2,245	2,020	1,820	—	—
BIG TEX All 5 Newsletters	3,995	3,595	3,235	2,910	—	—

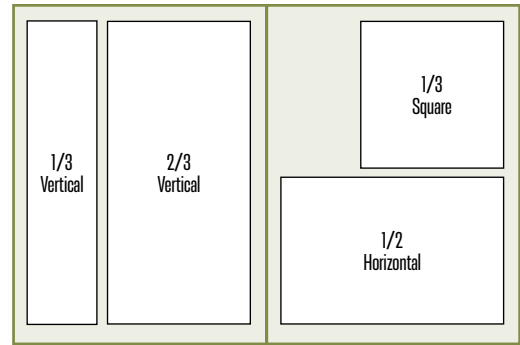
MAGAZINE WEBSITE	1x	3x	6x	10x
LEADERBOARD (720x90)	1,495	1,345	1,210	1,090
SQUARE (250x250)	995	895	805	725
RECTANGLE (250x100)	595	535	480	430

TO ADVERTISE, CONTACT
magazine.advertising@tpwd.texas.gov





Display Ad Specifications



UNIT	LIVE	TRIM	BLEED	NON-BLEED
SPREAD	15.25" x 9.75"	16.25" x 10.875"	16.5" x 11.125"	15.25" x 9.75"
FULL PAGE	7.1875" x 9.75"	8.125" x 10.875"	8.375" x 11.125"	7.125" x 9.75"
2/3 PAGE VERTICAL				4.625" x 9.75"
1/2 PAGE HORIZONTAL				7.1875" x 4.75"
1/3 PAGE SQUARE				4.625" x 4.75"
1/3 PAGE VERTICAL				2.25" x 9.75"

PRODUCTION SPECIFICATIONS

SOFTWARE FORMATS (MAC OR PC) We prefer PDF files. PDFs must be made using high-quality or press-quality settings. Images must be 300 dpi or greater. Image compression must be set to maximum, resulting in no JPEG compression artifacts. All fonts must be embedded and must be subset below 99%. The PDF should contain **only CMYK**, no RGB or spot colors. We will convert RGB colors to CMYK and bear no responsibility for any color shifts as a result. Flatten all transparencies. If your PDF contains transparencies, we will flatten it and bear no responsibility for resulting reproduction problems. Do not nest EPS files into other EPS files. We also accept TIFF & JPEG files. Do not embed ICC profiles within images. We cannot accept Corel Draw, Publisher, or Microsoft Word or PowerPoint files.

RESOLUTION Resolution of all images **must be 300 dpi**. Linework requires a resolution of 800-1200 dpi. Make sure your images are supplied at the size they will be printed.

COLOR All artwork must be in **CMYK** (including all placed/imported logos). **Do not supply files in RGB**. We will convert RGB colors to CMYK and bear no responsibility for any color shifts that result.

FONTS Convert your text to paths/curves/outlines. Otherwise, supply all fonts with your job (OpenType only). Make sure fonts used in EPS, PDF & TIFF files have been embedded properly. Ensure that you check for and remove "stray points" from your artwork. Do not use artificial font formats.

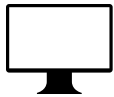
SUPPLY A PROOF Always supply a laser or inkjet proof, a sample of existing printed work. Ensure that you spell-check your job thoroughly and make sure all your details are correct. Advertisers submitting files without proofs forfeit the right to complain about content or quality issues. *Texas Parks & Wildlife* reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

SENDING YOUR AD We do not accept ad submissions via email larger than 10mb, however you may submit your ad via most file-sharing services (Dropbox, Hightail, etc) or through our secure file-sharing link. When you are ready to submit your ad, please contact us through email: magazine@tpwd.texas.gov. Send any packages to *Texas Parks & Wildlife* magazine, 4200 Smith School Road, Austin, TX 78744. Flashdrives, CDs and/or DVDs will not be returned.

COMMON PROBLEMS Most common problems are caused due to low-resolution images, missing fonts, incorrect ad sizes, images not converted to CMYK, text outside the safety area, lack of bleed for bleed ads, ads created in nonstandard applications, unacceptable proofs, spot colors, and embedded color profiles.



Digital Specifications

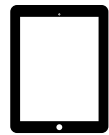


TPWMAGAZINE.COM AD SPECS

Web banners on the www.tpwmagazine.com website (60,000 to 80,000/month) are available in three sizes:

	Dimensions	Format	Max. File Size
Leaderboard	728 x 90	JPG/PNG/GIF	50 KB
Square	250 x 250	JPG/PNG/GIF	50 KB
Rectangle	250 x 100	JPG/PNG/GIF	50 KB

Ads must be designed with a 1 px border or background color to set them apart from editorial content. Ads have a maximum resolution of 150 dpi.



APP AD SPECS

Category	Dimensions	Accepted Formats
Leaderboard	2048 x 315	JPG/PNG

Banners will reproduce at an effective tablet screen resolution of 748 x 85 and an effective phone screen resolution of 620 x 95.

Upon user initiated tap, all app ads may call additional content including:

Full screen video	H2.64 video encoding required
Full screen creative	tablet- max dimensions: 768 x 1024 phone - max dimensions: 640 x 1136
In-app browser	pointing to mobile-optimized website

Reach beyond the page and into the inbox of Texas outdoor enthusiasts with our highly targeted digital advertising opportunities. We offer web banners on tpwmagazine.com website, plus e-newsletters, social media and our mobile app.

E-NEWSLETTERS

Five seasonal E-newsletter opportunities are available:

Banner	
Dimensions	600 x 72
Format	JPG/PNG/GIF
Max. File Size	50 KB

Ads must be designed with a 1 px border or background color to set them apart from editorial content. Ads have a maximum resolution of 150 dpi.

TP&W magazine: 133,224 subscribers available every month there is an issue

Our Wild Texas: 216,957 subscribers
January, April, June, October

State Parks Getaways: 1,584,297 subscribers
March, May, June, October

Hunt Texas: 949,190 subscribers
July, August, October, December

Fish Texas: 1,415,366 subscribers
February, April, September, November

SOCIAL MEDIA

Texas Parks & Wildlife magazine maintains accounts on Facebook and Instagram