

Authentic Texas

THE HERITAGE MAGAZINE OF TEXAS

2024 Media Kit

AS OF JANUARY 1, 2024

The Heritage Magazine of Texas

Authentic Texas is a collection of storytellers chronicling the rich history and culture of Texas through its authentic people, places, and things. Its mission is to advocate for travel and tourism throughout the Texas Heritage Trail Regions by sharing curated coverage of captivating, generational tales that have made – and continue to make – Texas like no place else.

Catalysts for economic growth in Texas communities, these stories showcase a vibrant heritage, driving tourism into Trail Regions, stimulating local businesses, and supporting the preservation of Texas culture. The authentic spirit of Texas dwells in its people, brought to life through shared stories defining its 178+ year history.

HERITAGE TOURISTS

According to the U.S. Travel Industry Association, cultural and heritage travelers spend more than other types of travelers — an average of \$994 per trip compared to \$611 for all U.S. tourists. On average, heritage travelers tend to have completed more years of formal education; an above-average share of them have obtained college and postgraduate college degrees. This is a key audience with strong purchasing power.



Authentic Texas magazine is published by people from all over the state who love our history and our unique cultural heritage. Texas Heritage Trails LLC is owned and operated by five nonprofit heritage trail organizations.

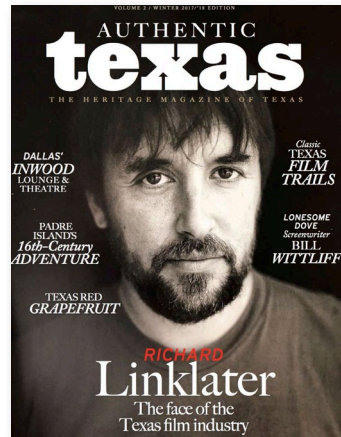
OUR TRAVELER CHARACTERISTICS

- Tend to have higher household incomes than the average U.S. Traveler
- Are slightly older than the average U.S. Traveler
- Are more likely to include shopping as part of their trip
- Stay longer on each trip
- Stay in hotels, motels, and B&Bs more often than in free (i.e., friends & family) accommodations
- Spend more per trip (excluding cost of transportation)
- Spend more per day

It's the audience you want.

Authentic Texas

Authentic Covered



SCHEDULE

Authentic Texas is produced four times a year:

- Issue No. 1 (March/April–May/June)
- Issue No. 2 (June/July–Aug./Sept.)
- Issue No. 3 (September–November)
- Issue No. 4 (December–February)

STATEWIDE DISTRIBUTION

Authentic Texas is distributed at more than 100 Texas heritage sites, large retailers, and select business establishments throughout the state of Texas and across the South as well as by direct mail to subscribers.

BARNES & NOBLE
BOOKSELLERS



Authentic Texas

Authentic Features

PEOPLE

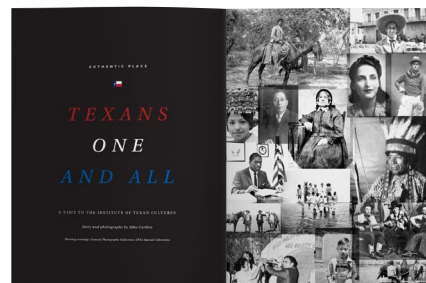
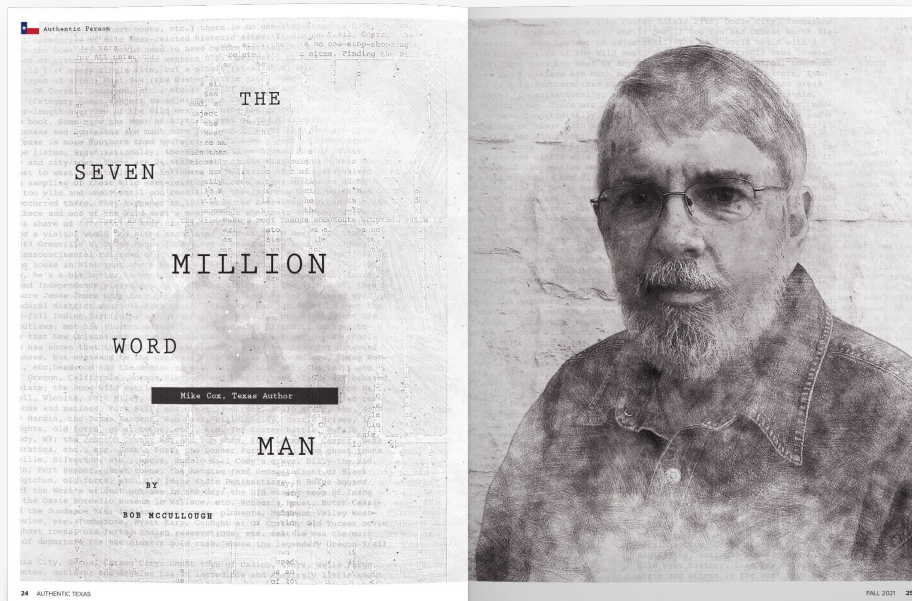
Living figures who are well known — or should be — for their heritage, personality, accomplishments, and creations. Can be a from-here Texan or a come-here Texan, but must have a strong and lasting connection to the Lone Star State.

PLACES

Worth the Trip; Places and Spaces; A Sense of Place; Lone Star Places that are “visit-able” by the public.

THINGS

Made in Texas; Found in Texas; Texas Made; Only in Texas. The goods, experiences and services unique to the Lone Star State.



Authentic Departments



TRAIL DRIVES

A story with multiple sites based on a particular theme or commonality, for example Presidential Libraries in the state.

TEXAS ICONS

What you should know about the official symbols that represent the cultural heritage and natural treasures of Texas.

EATS & DRINKS

Places, chefs, recipes. The real tastes of Texas.

DEEP IN THE ART

Showcasing Texas artisans – from sculptors, painters and jewelers to those who create boots, hats and saddles.

TEXAS ORIGINALS

Recognizing those personalities across the state who are engaged in historic and cultural preservation and education.

YONDER

Profiles of the things to know about, see and do in rural communities, small towns and even ghost towns.

CITY LIGHTS

The notable or hidden jewels of places to visit and activities in medium-sized and large cities.

LIVE SHOWS

Editorial features on live music/performing arts.



Schedule & Information

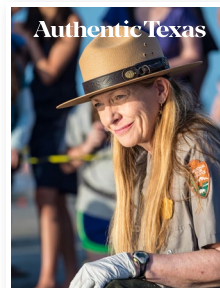
ISSUE	RESERVATIONS	ART DUE	AVAILABLE
Issue 27 (Jan.-March)	Late Nov.	Early Dec.	January
Issue 28 (April-June)	Late Jan.	Early Feb.	April
Issue 29 (July-Sept.)	Late April	Early May	July
Issue 30 (Oct.-Dec.)	Late August	Early Sept.	October

'24-'25

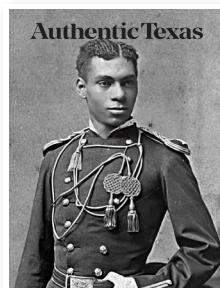
Covers displayed here are only for representation and will change during production.



ISSUE 28
Architectural Treasures



ISSUE 29
Outdoor Adventure



ISSUE 30
Preservation



ISSUE 31
Cowboys of Texas

PUBLISHER

Texas Heritage Trails LLC

DISTRIBUTION

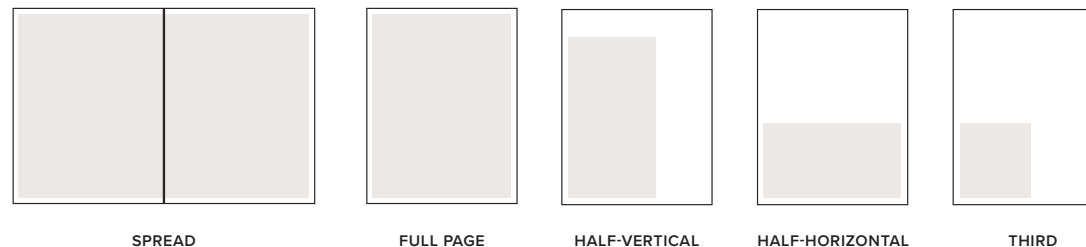
- Available at more than 100 visitor centers, museums, and heritage sites.
- Subscriptions in both print and digital formats.
- Sold at select retail outlets.

ISSUE SIZE & QUALITY

72 to 96 pages in length (+cover)
8.375" x 10.875", Matte, full-color or depending on if issue is a special edition, premium materials may be used.

Advertising Rates

ISSUE	DIMENSIONS <small>(See below for trim, etc for final dimensions on full page ads)</small>	FREQUENCY		
		1X 4 COLOR	2X 4-COLOR	4X 4-COLOR
Back Cover	8.375w x 10.875"* (Trim Size)	\$7,800	\$7,254	\$6,708
Inside Front Cover	8.375w x 10.875"* (Trim Size)	\$7,500	\$6,975	\$6,450
Inside Back Cover and pages 1, 3, 5, 7	8.375w x 10.875"* (Trim Size)	\$7,150	\$6,650	\$6,149
Inside Front Spread	16.75w x 10.875"* (Trim Size)	\$12,515	\$11,640	\$10,763
Inside Back Spread	16.75w x 10.875"* (Trim Size)	\$12,000	\$11,160	\$10,320
Full Page	7.25w x 9.75"	\$6,750	\$6,277	\$5,805
1/2 Page Horizontal	7.125w x 4.75"	\$4,350	\$4,045	\$3,741
1/2 Page Vertical	4.75w x 7.125"			
1/3 Page	3.75w x 4.25"	\$3,050	\$2,836	\$2,623



PRINTING DETAILS

Magazine is printed from digital files direct to plate and printed via web offset, 150-line screen. Trim size is 8.375" x 10.875".

AD REQUIREMENTS

300 DPI, CMYK or Grayscale Files
TIF, PDF or JPG

FULL PAGE ADS

Trim size of magazine :: 8.375 x 10.875"
Live area (.625' from trim, each side) 7.25 x 9.75"
Bleed :: add .125" to each side
Finale file (with bleed) :: 8.625 x 11.125"

Digital Rates

UNIT	DIMENSIONS	FREQUENCY			
		EVENT ONLY 30-DAYS	COST/QUARTER DIGITAL ONLY 1X	COST/QUARTER DIGITAL ONLY 4X	BUNDLED WITH 4X PRINT AD
Leaderboard / End of Page Banner	1950 x 500	\$600	\$1050	\$903	\$787
Sidebar Vertical	600 x 1200	\$450	\$800	\$688	\$600
Sidebar Square	600 x 600	\$300	\$550	\$473	\$412



LEADERBOARD



END OF PAGE BANNER



SIDEBAR VERTICAL



SIDEBAR SQUARE

SOCIAL MEDIA CAMPAIGNS

Instagram Ad Posting	\$300
Facebook Ad Posting	\$300

E-NEWSLETTER CAMPAIGN

Article Inline	\$250
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1 AD DURING 7-DAY PERIOD

MONTHLY WITH HOTLINKS

AD REQUIREMENTS

100 DPI, RGB Files
JPG or PNG

PLACEMENT DETAILS

All dimensions are in pixels and also require URL or tracking URL to accompany art files.

AD BUNDLING

Options to bundle digital and print advertising are available, as well as bundling different digital options.

Requirements & Contacts

PRINTING DETAILS

Magazine is printed from digital files direct to plate and printed via web offset, 150-line screen. Trim size is 8.375" x 10.875".

PAYMENT TERMS

Payment due at time of contract with payment made no later than 30 days after printing. Check payable to:

Texas Heritage Trails LLC

P.O. Box 208

Abilene, TX 79604

Credit cards are accepted but subject to a 3% processing fee. All accounts not paid in full within 30 days of invoice date will incur a late charge of 1.5% per month from the due date until paid in full.

AD DESIGN SERVICES

\$250 for 1/6 or 1/3 page

\$350 for 1/2 or 2/3

\$500 for full page

\$200 for digital Sidebar V or SQ

\$350 for digital Leaderboard and Inline

up to 2 rounds of changes

(additional changes billed

at \$45 per round)

DELIVERY OF AD MATERIALS

Via E-mail

sales@authentictexas.com

If ad file is larger than 5MB, contact:
ads@authentictexas.com for FTP info.

ADVERTISING INQUIRIES & RESERVATIONS CONTACT:

Jeff Gross

Director of Media Sales

(512) 766-3930

JGross@AuthenticTexas.com