WE ARE WACO

The WACOAN has been Waco's city magazine since 2000. Locally owned and published monthly for over 25 years, we serve as a trusted guide to the people, places, and stories that define our community — from shopping, dining, and entertainment to neighborhoods, events, and personal stories worth telling.

Our thoughtfully curated content and distinctive design live across print and digital platforms, with featured stories and businesses amplified through our social media channels. We tell the stories that matter most — often the ones left untold.

WACOAN isn't just the name of our magazine; it's who we are. And we take great pride in representing Waco and the community we call home.

2026 MEDIA KIT

MEDIA KIT REVISED: JAN 9, 2026

Our Magazine

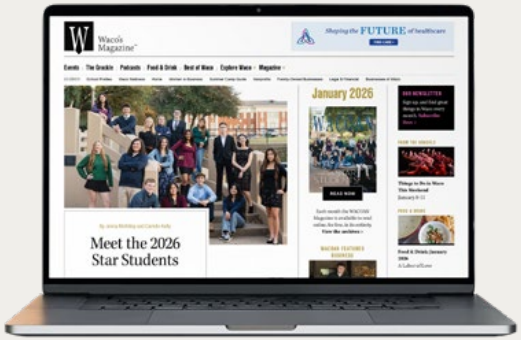
240,000+
YEARLY
CIRCULATION

A Combined Print and Digital Circulation of 20,000+ Every Month

Our Socials

500,000+
MONTHLY
SOCIAL REACH

Reach Our Audience With Targeted Precision



Our Website

16,900+
MONTHLY
VISITORS

Organic Real People, No Inflated Stats

BRAND STRENGTHS

WACO FOCUSED

- Local People
- Best of Waco
- Wacoan of the Year
- Family-Owned Businesses
- Baylor & Education
- Women in Business
- Nonprofits & the Giving Guide

ARTS & CULTURE

- The Arts
- Craftsmanship
- Live Music
- Literature
- Festival on the Brazos
- Waco Symphony Belles & Brass

FOOD & DRINK

- Foodie Culture
- Dining & Cocktails
- Recipes
- New Restaurants

STYLE & DESIGN

- Home Decor
- Fashion
- Boutiques & Shopping
- Entertaining

TRAVEL & EVENTS

- Things to do in Waco
- Waco Weekend
- Day Trips
- Nightlife
- Event Coverage

WACOAN®

WACO'S MAGAZINE™

MICHELLE GEOFFROY JOHNSON

Editor-In-Chief / Publisher

254.722.5182 cell
Michelle@WACOAN.com

OUR WEBSITE

DIGITAL MAGAZINE

OUR READERS

LOCALS

- Between 25 and 65 years of age from diverse backgrounds and professions.
- Affluent community members who intentionally support local businesses, events, and organizations.
- Have discretionary income and value purposeful spending, including support for local nonprofits.
- Actively seek out Waco's amenities — from dining and shopping to arts, culture, and events.

VISITORS

- Include tourists, weekend travelers, Baylor parents and alumni, and event-goers visiting Waco.
- Actively seeking trusted recommendations on where to shop, dine, and be entertained during their stay.
- Highly motivated to spend locally, often discovering new businesses, attractions, and experiences featured in the magazine.

Source: Google analytics, Meta, TikTok metrics

2026 EDITORIAL THEMES

JANUARY

Education

Deadline: 12/10

Profiles:
- Schools
- Dental
- Love Waco/Kids

FEBRUARY

Health

Deadline: 1/10

Profiles:
- Health & Medical
- Weddings
- Love Waco/Kids

Featuring:
Waco Symphony
Belles & Brass

MARCH

Home

Deadline: 2/10

Profiles:
- Home
- Bank
- Realtors of Waco
- Love Waco/Kids

APRIL

Festival on the Brazos

Deadline: 3/10

Profiles:
- Women in Business
- Love Waco/Kids
- Camp Guide

MAY

Caring

Deadline: 4/10

Profiles:
- Nonprofit
- Retirement/ Senior Living
- Love Waco/Kids
- Camp Guide

JUNE

Best of Waco

Professionals, Products and Services

Deadline: 5/10

Profiles:
- Best of Waco
- Love Waco/Kids

JULY

Waco Summer

Deadline: 6/10

Profiles:
- Family-Owned Business
- Neighborhood Guide
- Love Waco Play Waco/Kids

AUGUST

Community

Deadline: 7/10

Profiles:
- Schools
- The Arts
- Dental
- Love Waco/Kids

Featuring:
Game Day in Waco

SEPTEMBER

Home

Deadline: 8/10

Profiles:
- Home
- Home Wishlist
- Banks
- Realtors of Waco
- Love Waco/Kids

OCTOBER

People of Waco

Deadline: 9/10

Profiles:
- Legal and Financial
- Businesses of Waco
- Employees of the Year
- Love Waco/Kids

Featuring:
Hedonia

NOVEMBER

Best of Waco

Food and Entertainment

Deadline: 10/10

Profiles:
- Best of Waco
- Holiday Wishlist
- Love Waco/Kids

Featuring:
The Giving Guide

DECEMBER

Wacoan of the Year

Deadline: 11/10

Profiles:
- Profiles of the Year
- Holiday Wishlist
- Love Waco/Kids

PUBLISHED MONTHLY

With a combined print and digital circulation of 20,000+ per issue and over **100+ strategically targeted racks in town** including key locations such as **Magnolia**, **Baylor games**, key hotels, **H-E-Bs**, doctor's offices and boutiques, our magazine gets read by WACOANS & visitors looking for services, products, shops, restaurants and events.

With a 6M+ reach across our social media platforms and an average of 16.9k monthly visitors* **on WACOAN.com** you also gain access to our extended regional audience.

Visitors make up a newer segment of our readership as they are interested in knowing where to shop, eat and be entertained while in Waco. 1.94+ million** average yearly visitors to Waco in the last 5 years is an audience worth reaching.

* Organic monthly page views, source: Google analytics
** Statistics courtesy of the Waco Convention & Visitors Bureau

WACOAN
DISPLAY AD RATES

Premium advertising with Waco's leading monthly print and digital placements.

For one price, your ad appears in both our printed and digital magazine. Sign a qualifying 12x contract and receive a bonus package of high-traffic digital ads at no additional cost.

BEST VALUE!

Print Size	12x Contract Rate	6x Contract Rate	1x Contract Rate
Double Page	$2,495	$3,130	$3,295
Full Page	$1,330	$1,500	$1,595
⅔ Page*	$935	$1,055	$1,125
½ Page	$810	$900	$950
⅓ Block	$610	$695	$715
⅓ Vertical*	$730	$815	$850
¼ Page*	$495	$575	$595
Wish List	—	—	$395
Love Waco	$350	$395	$450
Expert Advice**	$475	—	—

12x BONUSES
WORTH OVER
$9,600

On WACOAN.com:

- ★ 2 Pop-Up Ads for 1 week each
- ★ 1 Standard Web Ad for 1 Year
- ★ 1 Featured Business Post

Also Includes:

- ★ Private Access to Specials
- ★ Editorial Access Priority
- ★ Option to Purchase Discounted Pop-Up Ads @$350/week

ASK US ABOUT...

Guaranteed Ad Placement

Turning Your Display Ad into a Special Profile

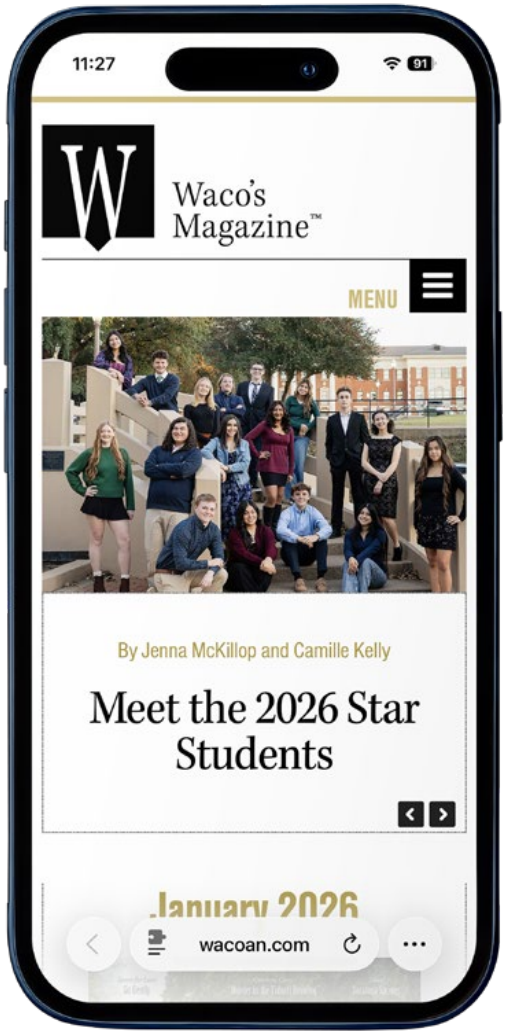
Our Event Promotion Packages

NOTICES & DISCLAIMERS

Bonuses only apply to print ad contracts within indicated size and repeat range. Must coordinate pop-up ad dates with sales team and must be in the current contract date range. *The number of available 2/3, 1/3 vertical and 1/4 page display ads are limited. **Only available on a 12x contract. Profile rate, size, and requirements subject to change based on monthly theme, please contact us for detailed information.

WACOAN.COM
DIGITAL ADS

Enhance your reach by purchasing high-traffic digital ads with no impression limits on our website, WACOAN.com.



WACOAN.COM DIGITAL AD RATES

Digital Ad	Ad Size	Ad Rate	
Pop-Up	960 x 960	$500/week	2 FREE w/12x Contract
Leaderboard	1110 x 200	$450/week	
Standard Block	960 x 960	$680/month	FREE for 1 Year w/12x Contract
Sponsored Blog Post		$750/post	
Featured Business Post		$450/post	1 FREE w/12x Contract
Waco Weekend Blog Sponsor		$300/post	

Digital ad items are first come first serve and have limited spots, please check with our sales team for availability. Sponsored blog posts and featured business posts must be approved for content and style. Please note, web ads are responsive, for best results your ad should be readable when scaled down by 50%.

Source: Google analytics.

In 2025 WACOAN.com Received:

278K+ UNIQUE PAGE VIEWS

156K+ UNIQUE USERS

2025 WACOAN.com User Top Location Demographics:

30.1K+ Waco

22K+ Dallas

7.8K+ Austin

3.6K+ Houston

3.3K+ Fort Worth

1.5K+ San Antonio

WACOAN
SOCIAL MEDIA ADS

Reach our audience where they're most engaged with targeted advertising on our social media, connecting your ad directly to our followers.

WACOAN SOCIAL AD RATES

Social Ad	Ad Rate
Sponsored Ad*	$450
Facebook/Instagram Story**	$200
Facebook/Instagram Reel**	$400
TikTok Post**	$400
Social Production **Social photography/short form video creation**	$650

All social media ads must be approved for content and style.

* Sponsored Ads run across Meta (Facebook/Instagram) and are boosted to a targeted audience. Choose to run a single image or a carousel of up to 10 images. Ads run for 3-7 days. $50 ad budget included, client responsible for any additional budget requested and must be agreed upon before run date.

** Choose to run a video or image carousel for Facebook/Instagram Stories & Reels, and TikTok Posts. Images and videos must be provided by client and approved for content and style. All videos must be in short form style. If client needs photography or video production the social production addon is required.

2025 SOCIAL AUDIENCE MAJORITIES

63.5% VIEW OUR CONTENT WHILE IN WACO	28% OF VIEWERS ARE 35-44 YEARS OLD	75% OF VIEWERS ARE WOMEN

2025 STATISTICS

Source: Meta, TikTok metrics

WACOAN Facebook

3.4M+ VIEWS	27.6K+ FOLLOWERS	46.5K+ INTERACTIONS

WACOAN Instagram*

1.2M+ VIEWS	24.3K+ FOLLOWERS	20.7K+ INTERACTIONS

WACOAN TikTok

146K+ VIEWS	1.75K+ FOLLOWERS	46.6% TRAFFIC FROM FOR YOU SUGGESTIONS

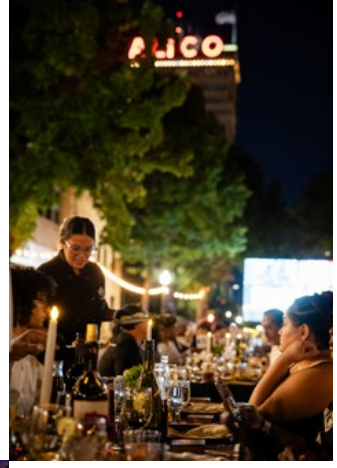
WACOAN LinkedIn

80K+ MEMBERS REACHED	1.2K+ FOLLOWERS	2.3K+ REACTIONS

* Instagram records statistics in 90-day increments, statistics shown are for Oct-Dec 2025 and not the full year.

WACOAN EVENT PROMOTION

Boost your event exposure across our proven print, digital and social audiences.



BRONZE PACKAGE

$500

Event Listing on the WACOAN Shortlist (Print and Online)

Featured Event Post on WACOAN.com for 1 week

1 Social Media Story

GOLD PACKAGE

$1,500

BEST VALUE!

PACKAGE WORTH OVER $2,500

Event Listing on the WACOAN Shortlist (Print and Online)

Featured Event Post on WACOAN.com for 3 weeks

1 Pop-Up Ad for 2 weeks on WACOAN.com

Sponsorship of 1 Waco Weekend Blog Post

1 Social Media Sponsored Ad

2 Social Media Stories

1 Social Media Reel

EVENT PROMOTION ADD-ONS

Add-ons available with any package purchase:

BLOG POST ADD-ON

$600

Sponsored blog post at Grackle. WACOAN.com, written by our team and shared on social media.

PHOTOGRAPHY ADD-ON

$500

WACOAN Photographer will spend 1 hour at event capturing attendee photos (Guest List style) and the images will be published at WACOAN.com

NEWSLETTER ADD-ON

$250

1 Standard Ad in our newsletter – 7.6k Subscribers.

Event promotion packages are only available when bundled with a profile or display ad purchase.

ADDITIONAL SPONSORSHIPS

8.8 MINUTE AVERAGE VIEW TIME

The WACOAN Digital Magazine

Available to read for FREE at Magazine.WACOAN.com — Sponsoring the monthly digital edition gets a full page ad next to the cover page on the digital edition as well as a pop-up ad in the middle of the digital edition. Your business will also appear as "sponsored by" in the digital edition description and on social media posts when announcing or promoting the digital edition.

Full Sponsorship **$750**

7.6K SUBSCRIBED READERS

WACOAN Newsletter

Our monthly email newsletter featuring curated content focused on the greater Waco area.

Standard Ad **$300**
(max 3 advertisers per newsletter)

Full Sponsorship **$1,100**
(1 advertiser gets full sponsorship and is the only advertiser in the newsletter)

WACOAN Podcast

Ask for Details on Full podcast sponsorship and styling guests for video podcast.

Standard ad . . . . . **$500/per spot**
(ad plays during podcast)

WACOAN Presents: Women of Interest is a monthly video podcast headlined by the editor and contributors of the magazine where we interview and chat with different Women of Interest, taking our popular editorial department on the street and in person.

EVENTS

Magazine Reveal Party

We come to your business and host a live social media event to reveal the cover for the monthly issue.

. . . . . **Ask for Details**

Best of Waco Magazine Reveal Party

We come to your business and host a live social media event to reveal the cover for the Best of Waco issue.

. . . . . **Ask for Details**

DON'T MISS OUT ON THESE EXCITING NEW OPPORTUNITIES

PRINT SPECIFICATIONS

Sizes below are in inches, width x height.

SIZE	BLEED	TRIM	LIVE AREA
Double Page	17 x 11.125	16.75 x 10.875	15.5 x 9.625*
Full Page	8.625 x 11.125	8.375 x 10.875	7.125 x 9.625
⅔ Page		4.944 x 9.375	
½ Page		7.542 x 4.625	
⅓ Vertical		2.347 x 9.375	
⅓ Block		4.944 x 4.625	
¼ Page		3.620 x 4.490	

*Please plan appropriately for gutter spacing so images and text do not get cut off.

GENERAL INFORMATION

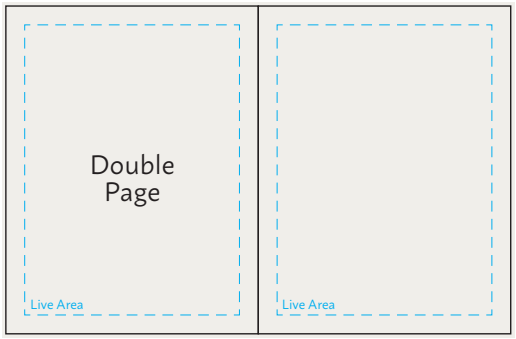
PUBLICATION TRIM SIZE: 8.375" x 10.875"
SAFETY: 0.625" from trim on all sides
BLEED: 0.125" beyond trim on all sides
IMAGE RESOLUTION: 300 dpi
COLOR SPACE: CMYK ONLY
— **No RGB or Spot Colors**

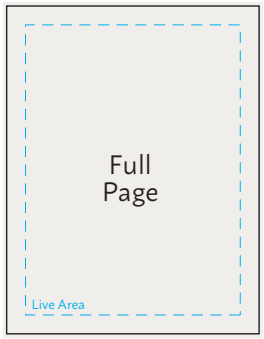
DEFINITIONS

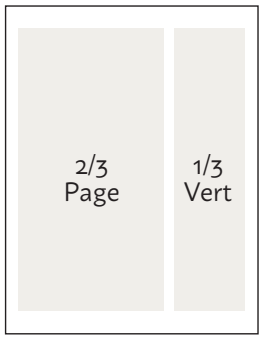
BLEED – The amount of artwork that needs to "bleed" off the edge, over the trim to account for printer shifting – 0.125"

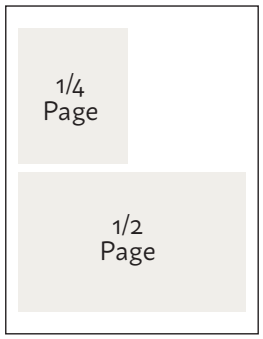
TRIM – The physical size of your ad, for double and full page ads this is also the size that the page will be cut to.

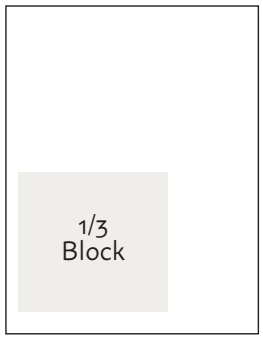
LIVE AREA – The margin area where important info should remain, so items are not cut off or in the fold of the magazine.











PRINT SPECIFICATIONS

Please contact us with any questions.

PRODUCTION DIRECTOR

Brittany Ross
Brittany@WACOAN.com

COMMON AD PROBLEMS TO AVOID

We do not recommend using Canva and similar social media focused applications for print design. These are not standard industry/ publication applications and do not easily produce print-ready artwork for offset printing presses.

Please check your ad for these errors before uploading:

- Incorrect dimensions
- Text outside the live area
- Full page ads that do not include a bleed
- Use of low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space

PLEASE CHECK ALL DEADLINES

Late ads and last-minute changes increase the chance of print error.

Ad Material DISCLAIMER: The WACOAN is dedicated to quality print production. We check every ad sent in but cannot be held responsible for materials that are not in accordance with specifications. Please check to make sure submitted ads meet all specifications and deadlines.

AD DELIVERY

THE PREFERRED WAY to send us files is by uploading them at our simple and secure portal at **Upload.WACOAN.com**

You may email us at **Ads.WACOAN.com** and **Brittany@WACOAN.com**

ACCEPTABLE FILE FORMATS

PDF/X-1A:2001 — The PDF must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that the color space is CMYK and all elements are a minimum of 300 dpi and 100% in size. We also accept 300dpi CMYK JPG or TIFF files in 100% size.

AD CREATION

We offer FREE* ad services when purchasing an ad. Please check with our sales team for requirements. Ads we create may be revised up to 3 times before incurring a $15 per revision fee.

*Any photos, creative or ad material created by the WACOAN remains property of the WACOAN and is available for use only in the WACOAN and WACOAN entities.

DIGITAL AND SOCIAL MEDIA SPECIFICATIONS

Sizes below are in pixels, width x height.

WEBSITE DIGITAL ADS

- Pop-Up 960 x 960
  - — URL to link
  - — JPG, PNG or GIF* optimized for web
- Leaderboard 1110 x 200
  - — URL to link
  - — JPG, PNG or GIF* optimized for web
- Full Banner 1425 x 125 (desktop)
  800 x 400 (mobile)
  - — URL to link
  - — JPG, PNG or GIF* optimized for web
- Standard 960 x 960
  - — URL to link
  - — JPG, PNG or GIF* optimized for web
- Featured Business 1200 x 900
  - — No copy or logos on the image
  - — Provide logo if desired
  - — Provide 1-5 images
  - — JPG or PNG optimized for web
  - — Short write up, 2,500 characters max, will be edited by WACOAN staff
  - — URL to link(s)
  - — Contact info, phone / address
- Sponsored Blog Post 1200 x 900
  - — No copy or logos on the image
  - — Provide logo if desired
  - — Provide 1-10 images
  - — JPG or PNG optimized for web
  - — General write up concept direction, will be written by WACOAN staff
  - — URL to link(s)
  - — Contact info, phone / address
- Waco Weekend Sponsorship 1200 x 900
  - — URL to link
  - — JPG or PNG optimized for web

MISC DIGITAL ADS

- Newsletter 960 x 960
  - — No copy or logos on the image
  - — URL to link
  - — JPG, PNG or GIF* optimized for web
  - — 3-6 word tagline
  - — body-copy, no more than 300 characters

SOCIAL MEDIA ADS

- Post or Ad 1200 x 1200
  - — No copy or logos on the image (post only)
  - — Provide logo if desired
  - — Provide 1-5 images
  - — JPG or PNG optimized for web
  - — 2-4 sentences of copy (subject to light editing for style and grammar)
  - — URL to link, if desired
  - — Instagram and Facebook handles
  - — Any preferred hashtags (5 max)
- Story or Reel 1080 x 1920 (9:16 ratio)
  - — Provide logo if desired
  - — Provide 1-5 images, or video
  - — 2-4 sentences of copy (subject to light editing for style and grammar)
  - — URL to link, if desired
  - — Instagram and Facebook handles
  - — Any preferred hashtags (5 max)

*If running GIFs, animation length must be 5.5 seconds or shorter.
Animations can be set to looped but a single animation cycle must be 5.5 seconds or shorter.