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 Baylor games, Magnolia, key hotels, H-E-Bs, Walmarts, doctor’s offices and boutiques, our magazine gets read by WACOANS & visitors looking for services, products, shops, restaurants and events.

With a 140k+ reach across our social media platforms and an average of 11k monthly visitors on WACOAN.com you also gain access to our extended 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.

WE ARE WACO

The WACOAN has been Waco’s city magazine since 2000. Locally owned and published monthly, we are your guide for personal stories from our community, shopping, events and entertainment, neighborhoods and dining. Our curated content and beautiful designs can be read in print and digital, and featured items can be seen across our social media platforms. We bring you the untold story, where the others leave off.

WACOAN isn’t just the name of our magazine, it’s who we are, and we take pride in that.

* Organic monthly page views, source: Google analytics
** Statistics courtesy of the Waco Convention & Visitors Bureau
2023 EDITORIAL THEMES

JANUARY
Education
Deadline: 12/11
Profiles: Schools • Dental

FEBRUARY
Health
Deadline: 1/13
Profiles: Health & Medical

MARCH
Caring
Deadline: 2/13
Featuring: Waco Symphony Belles & Brass
Profiles: Nonprofit • Senior Living

APRIL
Festival on the Brazos
Deadline: 3/14
Profiles: Women in Business • Summer Camp Guide

MAY
Home & Garden
Deadline: 4/13
Profiles: Home • Realtor • Bank

JUNE
Best of Waco
Professionals, Products and Services
Deadline: 5/12
Profiles: Best of Waco • Small Towns - Explore Gatesville, Temple, Belton

JULY
The Great Outdoors
Deadline: 6/13
Profiles: Family-Owned Business • Select Teams • Small Towns - Explore Clifton, West, Salado

AUGUST
Community
Deadline: 7/12
Profiles: Schools • Automobile • Legal & Financial • The Arts • Dental

SEPTEMBER
Home
Deadline: 8/11
Featuring: Game Day in Waco
Profiles: Home • Sic ’Em Section • Realtor • The Arts • Neighborhoods

OCTOBER
Best of Waco
Food and Entertainment
Deadline: 9/12
Profiles: Best of Waco • Explore Waco

NOVEMBER
People of the 254
Deadline: 10/13
Profiles: Business 254 • The Arts • Small Towns • Explore Waco

DECEMBER
Wacoan of the Year
Deadline: 11/09
Profiles: Profiles of the Year • The Arts • Small Towns • Explore Waco
WACOAN+

Our premium advertising packages includes Waco’s top print and digital ad placements. For the same price your ad will be seen in our magazine, both printed and digital, and on our website.

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<thead>
<tr>
<th>Print Size</th>
<th>12x</th>
<th>6x</th>
<th>3x</th>
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<tr>
<td>Wish List</td>
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**NOTICES & DISCLAIMERS**

Call us to discuss guaranteed placement options. Must coordinate pop-up ads date with sales team and must be in the current contract date range. Bonuses only apply to print ad contracts within indicated size and repeat range.

* The number of available ½ vertical and ¼ page ads are limited.

**BONUSES WORTH UP TO $7,500**

**12x BONUSES**

- 50% OFF YOUR PRINT AD FOR ANY 1 MONTH

On WACOAN.com:

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

Also Includes:

- Purchase Additional Pop-Up Ads @$350/week

**6x BONUSES**

- 25% OFF YOUR PRINT AD FOR ANY 1 MONTH

On WACOAN.com:

- 1 Pop-Up Ad for 1 week each
- 1 Standard Web Ad for 6 Months

Also Includes:

- Purchase Additional Pop-Up Ads @$425/week
- Purchase 1 Discounted Featured Business Post @$250

**ASK US ABOUT...**

**OUR EVENT AND NONPROFIT BUNDLES**

**TURNING YOUR MONTHLY AD INTO A SPECIAL PROFILE**
SOCIAL MEDIA PACKAGE

Add a social media package to any print order, every package includes a monthly production of:

★ 4 hi-res Professional Photographs (for social media use)
★ 1 Video Reel - for TikTok, Instagram/Facebook
★ Inclusion on our Instagram/Facebook stories with tagging
★ $50 towards sponsored Instagram/Facebook Ad

1 Month $750
3 Months $1,900

WACOAN SOCIAL AUDIENCE

Gender

65% WOMEN / 35% MEN

Age Range

18-24 25-34 35-44 45-54 55-64 65+
5% 20% 28% 24% 14% 9%

Meta Sponsored Ads
(Wacoan Facebook/Instagram)

250K+ ESTIMATED PAID AUDIENCE REACH
103K+ AVERAGE PAID AD IMPRESSIONS

WACOAN.com

11K+ PAGE VIEWS /MONTH
510K+ IMPRESSIONS /MONTH

Magazine.WACOAN.com

2K+ PAGE VIEWS /MONTH

WACOAN Faceboook

80K+ PAGE REACH
22K+ FOLLOWERS

WACOAN Instagram

55K+ PAGE REACH
18K+ FOLLOWERS

WACOAN.COM DIGITAL ADS

Enhance your ad reach by purchasing digital ads on our website, just ask for your ad statistics and we will provide analytics:

Digital Ad 1x
Pop-Up Ad $500/week
Featured Business Post $400

Source: Google analytics

Meta Sponsored Ads
(Wacoan Facebook/Instagram)

250K+ ESTIMATED PAID AUDIENCE REACH
103K+ AVERAGE PAID AD IMPRESSIONS

* Non-print advertisers add 25% to social media package price. Hi-res photography delivered (digitally) to the advertiser upon completion of the package agreement each month.

Source: Meta, Twitter metrics
Digital Magazine – 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 .......................... $800

WACOAN Newsletter
Our bi-monthly email newsletter featuring curated content focused on the greater Waco area.

Standard Ad ................................. $250
(max 4 advertisers per newsletter)

Full Sponsorship .......................... $1,000
(1 advertiser gets all 4 ads)

WACOAN Podcasts
Ask for Details on Full podcast sponsorship, location sponsorship, or styling guests for video podcast.

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

Launching in 2023, The People of the 254 and Women of the 254 podcasts will take those departments off the pages and explore them a step further with in-depth and curious questions. Both podcasts will be promoted in the magazine, on social media and our website.

People of the 254 will be a weekly 10 minute audio podcast asking WACOANs why they are here and what they have been up to.

Women of the 254 will be a monthly video podcast headlined by the editors 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.

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

WACOAN Podcasts
Ask for Details on Full podcast sponsorship, location sponsorship, or styling guests for video podcast.

Standard ad ................................. $500/per spot
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EVENT SPONSORSHIPS

DON’T MISS OUT ON THESE EXCITING NEW OPPORTUNITIES
OUR READERS

Typically between 25 and 65 years of age from various cultural backgrounds and professions.

✓ Well-educated, high income earning men and women who are supportive of local businesses and seek to promote the local economy.

♀️ Affluent members of our community who actively participate in local events and organizations.

✓ Enjoy a reasonable amount of disposable income and are socially conscious, supporting local charities and non-profit organizations.

✓ Interested in a variety of amenities around Waco, including events, dining and shopping.

✓ Highly engaged, and on average read all 12 issues of the Wacoan, keeping each issue over 2.5 weeks.

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

FOOD & DRINK
Foodie Culture • Dining • Cocktails
- Recipes • New Restaurants

STYLE & DESIGN
Home Decor • Fashion • Boutiques
- Shopping • Entertaining

ARTS & CULTURE
Art • Craftsmanship • Live Music
- Literature • Festival on the Brazos • Waco Symphony Belles & Brass

TRAVEL & EVENTS
Things to do in Waco • Waco Weekend
- Day Trips • Nightlife • Event Coverage