

# OBSERVER

MEDIA KIT 2013





**R**egarded as one of the best independent magazines in the nation, the Observer writes about issues ignored or underreported in the mainstream press and has a commitment to improving the lives of Texans through revelatory and engaging investigative reporting.

The *Observer* has led the state's major dailies and national media, breaking many major stories. *The New York Times*, *Harper's*, *60 Minutes*, *20/20*, and *ABC News* have followed the *Observer's* coverage with their own and our editors and writers have appeared on *NPR*, *Democracy Now!*, *Pacifica Radio*, among others. *The Texas Observer*, long famous for its witty and irreverent view of the great state of Texas, is read by progressives, conservatives, working people, legislators and policymakers from both sides of the aisle, professors, lobbyists, retirees, parents, students.

## We've been recognized

- 34 Association of Alternative Newsweeklies awards
- Utne Reader Best Political Magazine 2005 and nominee for Best Political Magazine 2007
- National Magazine Award Finalist
- James Aronson Award for Social Justice Journalism
- Livingston Awards for Young Journalists Finalist
- Association of Capitol Reporters and Editors

## Book reviews, arts, culture

*The Texas Observer* devotes **one third of each issue** to literature and culture, along with publishing multiple issues throughout the year devoted to book reviews, excerpts, and essays.

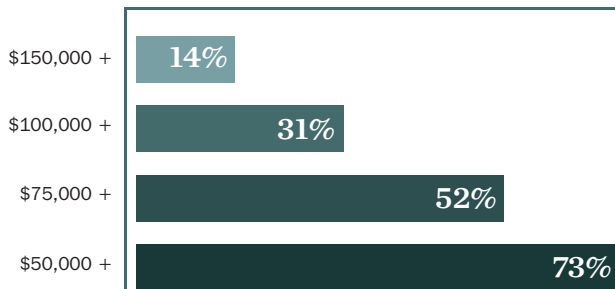
## What They're Saying





### Household Income

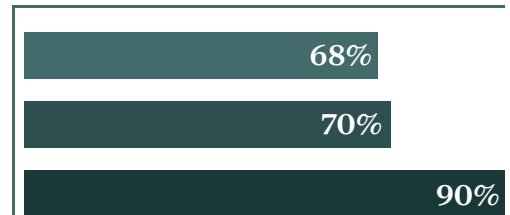
Median income: \$96,000



### Community Leaders

Observer readers are activists and donate to causes and charities.

Volunteered in an organization or community activity  
Contributed to a political campaign  
Donated to a charity or nonprofit



# 50%

of our readers have visited or purchased from a business with advertising in *The Texas Observer*.

### Readership

Total audience: 13,000

Average Web visits per month: 61,000

### Buying Habits

- 84% of our readers buy books regularly
- 61% of our readers are interested in natural, healthy food
- 47% of our readers want to know about what's available in music
- 38% of our readers want to know about socially responsible investing

Female



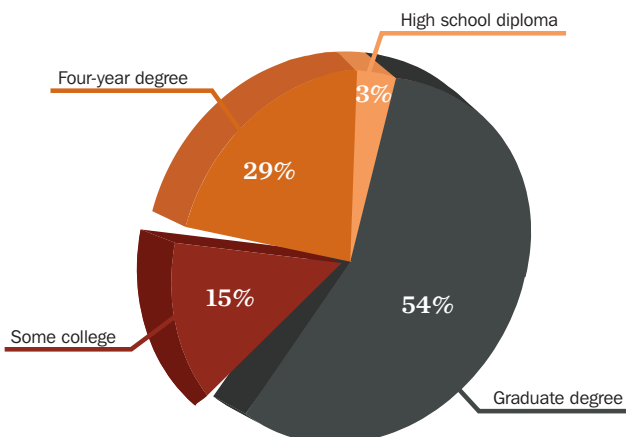
40%

Male

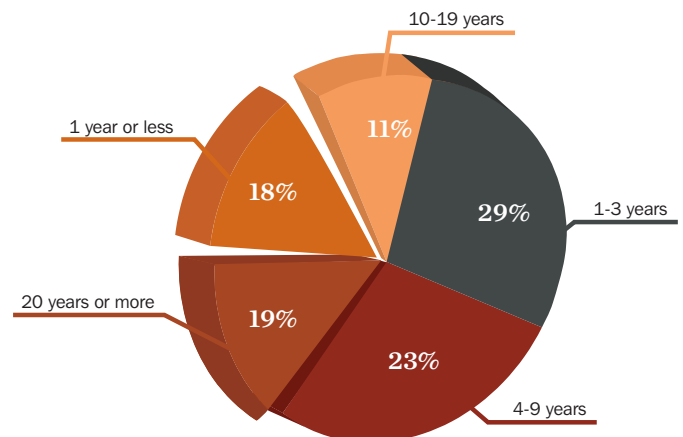


60%

### Education



### Reader Loyalty





## 2013 SCHEDULE

Issue Date	Ad Submission Deadline	Content
January	December 14	
February	January 14	TX Legislative Session**
March	February 14	Books Issue*/Lege Session
April	March 14	TX Legislative Session
May	April 14	Books Issue*/Lege Session
June	May 14	TX Legislative Session
July	June 14	TX Legislative Session
August	July 14	TX Legislative Session
September	August 14	Fall Books
October	September 14	
November	October 14	
December	November 14	Winter Books

\* Books issues have standard content plus 8 extra pages of reviews and essays. All issues have books and/or cultural content.

## PRINT PRODUCTION INFORMATION

## GENERAL INFORMATION

The Texas Observer is printed on web offset on slick paper, full color. Trim size is 8.25" x 10.75". Bleeds are available only on full page ads. If you are submitting a bleed, set type within 1/2" of the trim edge and allow 1/4" over the trim size. Files should be submitted at 300 dpi and a 1:1 ratio.

## ACCEPTABLE FILE FORMATS

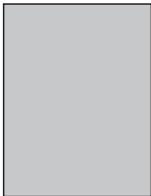
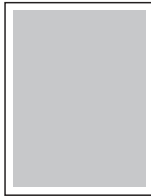
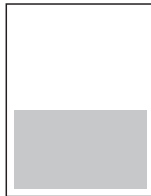
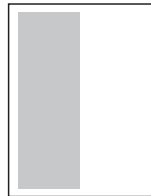
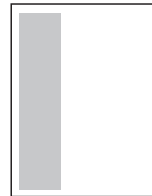


PDF, InDesign or Illustrator files. Color art should be sent in CMYK format. When using InDesign, be sure and collect all links and fonts and compress into .sit file. Layout services are available at the Observer for \$50 per hour, minimum charge \$50.

## DELIVERING ART

- Files up to 4 MB should be sent to [austin@texasobserver.org](mailto:austin@texasobserver.org) with the name of the advertiser and a contact name.
- Files larger than 4 MB need to be compressed using .sit format or sent on a CD.

Files should be sent to: [austin@texasobserver.org](mailto:austin@texasobserver.org)

## PRINT SIZES &amp; RATES

						
<b>Full page bleed</b> 8.5 x 11	<b>Full page, no bleed</b> 7.25 x 9.875	<b>1/2 horizontal</b> 7.75 x 5.125	<b>1/2 vertical</b> 4.533 x 10.25	<b>1/3 vertical</b> 3.05 x 10.25	<b>1/4 page</b> 4.533 x 3.5	<b>Business card</b> 4.533 x 2.5

## ADVERTISING RATES

ALL FULL COLOR	1x	2-5x	6-11x	12-23x	24x+
Back page	\$1000	\$955	\$910	\$865	\$820
Full page	\$750	\$715	\$680	\$645	\$615
1/2 page (v or h)	\$470	\$450	\$430	\$407	\$389
1/3 page (v or h)	\$425	\$400	\$375	\$350	\$325
1/4 page (h)	\$385	\$370	\$352	\$335	\$320
Business card (v or h)	\$190	\$183	\$176	\$169	\$163

## ADVERTISING POLICY

All advertising insertion orders, contracts and copy are subject to the approval of The Texas Observer. We reserve the right to reject any advertising order. The publisher's liability for errors shall not exceed the cost of the ad space. If acceptable ad copy is not received by the due date, the publisher may repeat a previous ad. Payment should accompany art unless credit has been approved. With approved credit, payment is due upon receipt of invoice. Terms may be negotiated for frequency advertising at the discretion of the publisher. Past due accounts will be charged 1.5% interest per month. Both advertiser and agency are jointly and severally liable for payment.



# OBSERVER

## WEB ANALYTICS & AD SPECS

### WEB STATISTICS

UNIQUE VISITORS

MONTHLY AVERAGE

YTD 2012

61,533

1,028,348

PAGEVIEWS

104,797

1,172,832

PAGES VIEWED PER VISIT

1.5



### The Contrarian

#### Koch Comes After the Observer

Koch Industries site calls our story 'dishonest' and 'distorted'.

by Dave Maer / Posted on Oct 31, 2012 / No Comments

Like Tweet Pin it

Our recent cover story on refinery pollution in Corpus Christi apparently touched a nerve over at Koch Industries.

"Kochworld" profiles the fence-line communities bordering the Koch and Citgo-owned refineries in Corpus. Melissa del Bosque and Jen Reel spent months interviewing sick residents living in the shadow of refineries spewing large amounts of known carcinogens such as benzene and 1,3-butadiene.

Koch's response? Attack the messenger.

The company—owned by billionaire brothers Charles and David Koch, famous for contributing hundreds of millions to conservative causes, including climate change denial—has posted a lengthy response to our story at [kochfacts.com](#) headlined "Confronting Dishonest and Distorted Advocacy Journalism by a Soros-Funded Publication."

Strangely, though Koch's response employs the words "dishonest," "distorted," "misleading" and "flawed," I couldn't find a single challenge to any of the reported facts in our story.

Instead, the Koch folks devote five paragraphs to attacking Melissa del Bosque's reporting techniques and the Observer's integrity. Reminds me of the old lawyer strategy: When you don't have a case to make, attack the other side.

Koch officials' main complaint is that Melissa misled them about the intent of her story. It's an unfounded assertion. Melissa was pretty frank with Koch officials that she was working on a story about the impact of refinery pollution on the neighborhoods near their facility and asked for the company's response to specific resident complaints. She also asked the company to detail its positive impacts on the community. We then quoted the Koch responses fairly and accurately at three different points in the story. But you can judge for yourself: Koch has posted large parts of Melissa's email exchanges with company spokesperson Katie Stavinska at [kochfacts.com](#).

Koch officials seem most perturbed that we didn't include information about health studies they sent us. According to the company spokesperson, "Numerous independent health studies have not indicated causation."

Notice the careful wording there. They don't claim that these studies have vindicated Koch's refinery or shown that emissions have no impact on human health. Rather, it's "have not indicated causation."

And that's true. The studies the company cites—a federal investigation and an ongoing TCEQ study—document the amount of carcinogens released into the community and also discuss health problems in the area, including alleged frequent birth defects, but make no statement on whether the pollution has caused these health problems. Causation, as we write in our story, is very difficult to establish, and there's no definitive link between Koch Industry's emissions and the health problems of its neighbors. However, other public health studies, including [this one from Houston](#), have shown that people living near refineries are more likely to endure serious health problems, including elevated rates of leukemia—studies that bolster the anecdotal evidence offered by residents.

As for Koch's other accusations, well, we do receive some funding from the Open Society Foundations of George Soros fame (though we don't have any Open Society Fellows on staff, as Koch officials allege; no idea where they got that one). While we do lean left, the Observer certainly isn't partisan or ideological, as any number of Texas Democrats burned by our reporting can tell you. And we don't engage in "advocacy" journalism. Our story isn't advocating for anything; we simply produced a thoroughly reported account—so thoroughly, in fact, that even Koch can't seem to find factual errors in it—about the lives of people living near the refineries. But don't take my word for it. Go read [the story](#) yourself, if you haven't already.

Meanwhile, Koch has spread its attack to media sites like Poynter's Media Wire, using Melissa's headshot in web ads

UPPER  
BOX  
(245 X 250)

SMALL BANNER  
(245 X 50)

LARGE  
SKYSCRAPER  
(245 X 600)

### VISITS BY COUNTRY IN 2012

United States 735,280

Canada 24,331

UK 21,310

Australia 9,220

Germany 5,201

Mexico 4,388

India 2,708

France 2,453

New Zealand 2,125

Chile 2,032

Sweden 1,990

Netherlands 1,830

Ireland 1,655

Spain 1,222

Italy 1,212

Japan 1,177

Brazil 1,010

## WEBSITE AD RATES

SPECS	width x height	max file size	cost/week
UPPER BOX	245 x 250	30k gif/jpeg	\$100
SMALL BANNER	245 x 50	5k gif/jpeg	\$80
LARGE SKYSCRAPER	245 x 600	30k gif/jpeg	\$200

# ADVERTISE NOW!

When you place an advertisement in the *Observer*, you associate your business, service, publication, event, or organization with a highly regarded Texas institution. You will get the attention of educated and affluent readers who care about Texas—active who shop Texas businesses and attend events and fundraisers. If you support progressive values in your business practice, *The Texas Observer* is the place to reach devoted customers.

“The Observer is the finest example of pure journalism I know. It does, in fact, comfort the afflicted and afflict the comfortable. If you’ve ever wondered whether there’s more going on out there, try the Observer. There is.”

– MOLLY IVINS



## CONTACT

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800-639-6620 • [business@texasobserver.org](mailto:business@texasobserver.org)