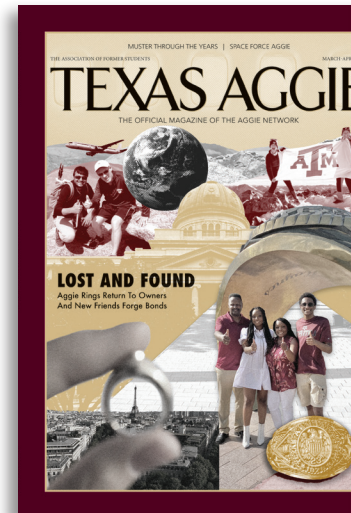
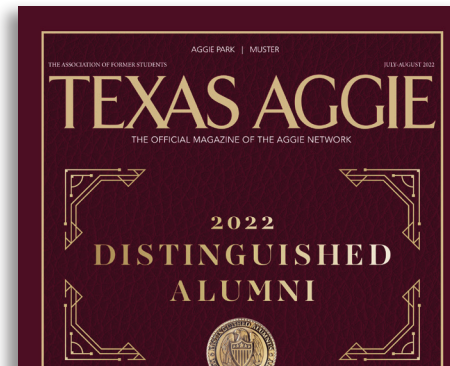
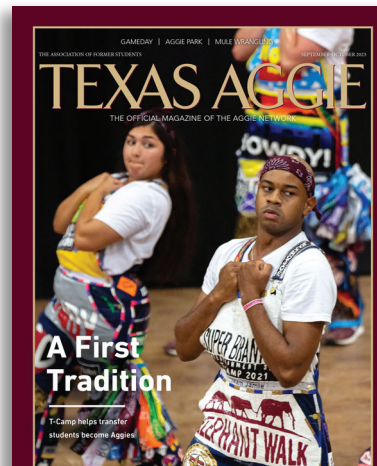
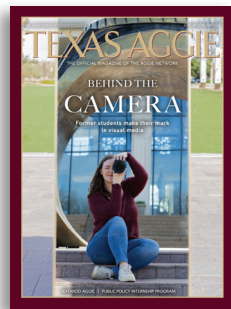
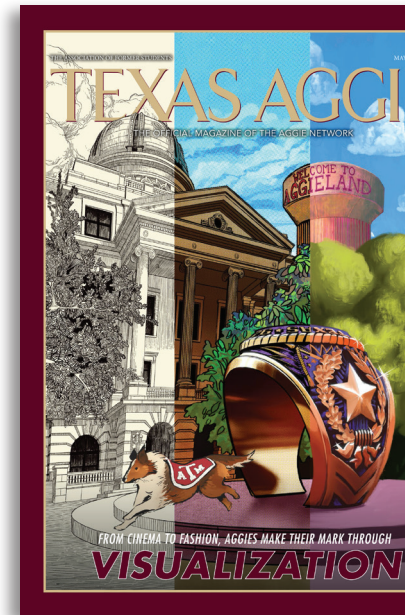
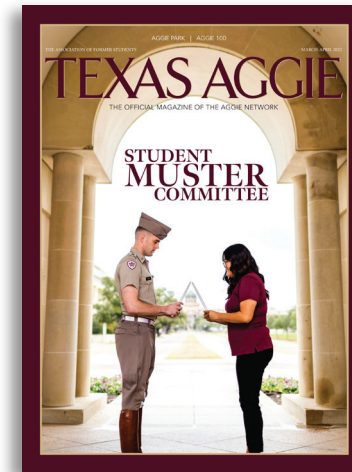
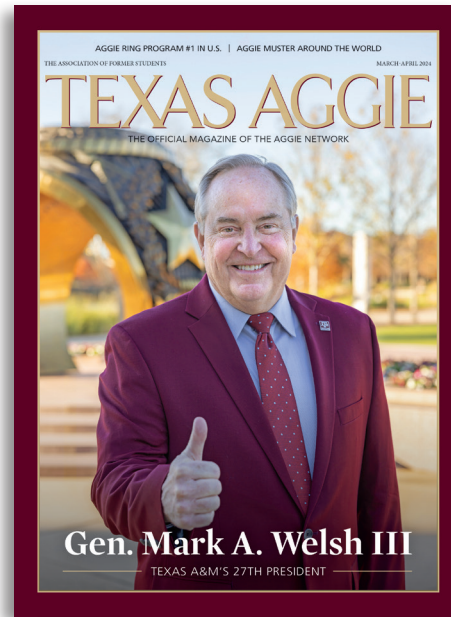
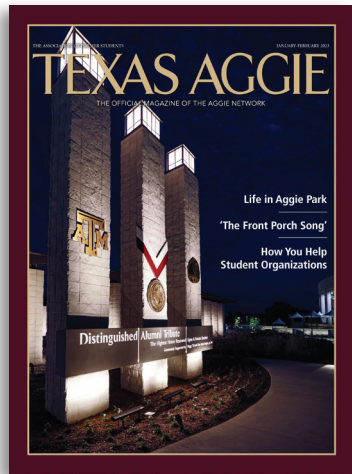


2026 Media Kit

TEXAS AGGIE

The Official Magazine of the Aggie Network



Issues +
Features

Jan/Feb

The History of
Hullabaloo

Mar/Apr

The Aggie
Network
Outside of
Aggieland

May/June

Aggie Spirits

July/Aug

Aggie Muster

Sept/Oct

Gameday

Nov/Dec

Distinguished
Alumni

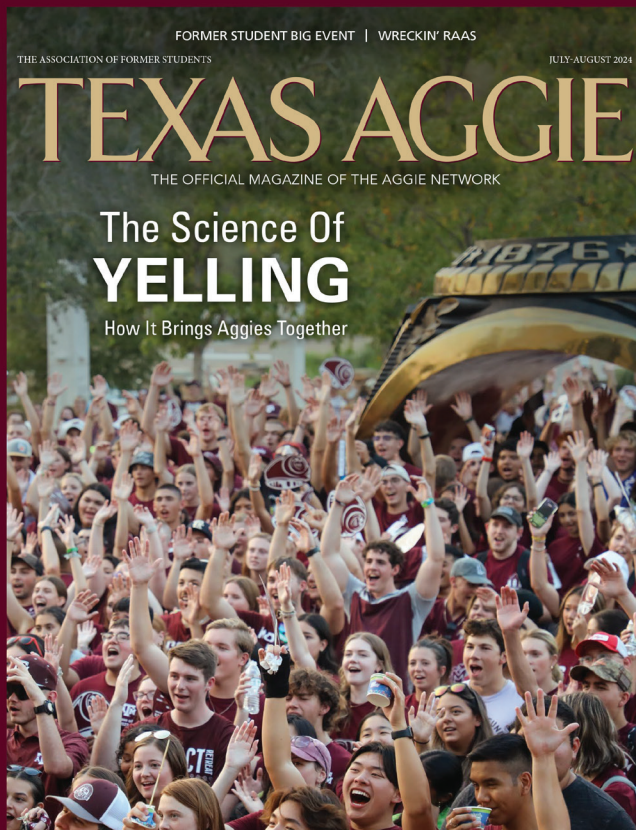
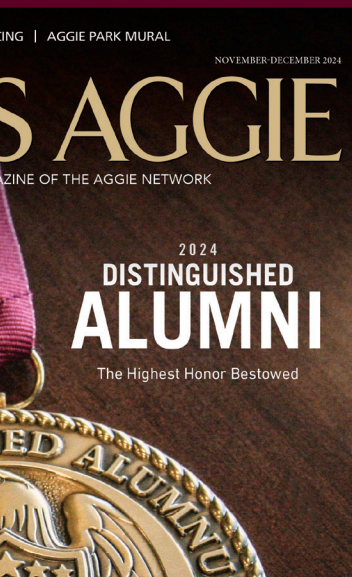


The Aggie Network is hundreds of thousands strong worldwide.
Texas Aggie magazine is the best way to reach them.

The official magazine of the Aggie Network since 1921

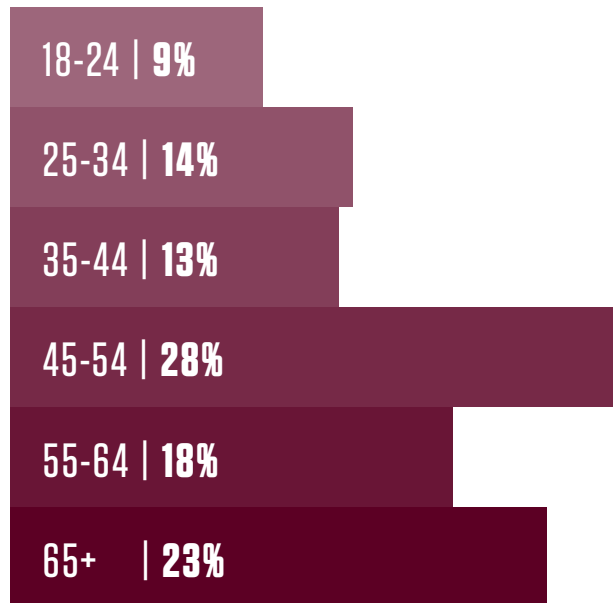
Texas Aggie promotes the interests and welfare of Texas A&M and perpetuates the ties of affection between former students and their alma mater.

Texas Aggie is published six times a year as a donor benefit for all active members of The Association of Former Students: this includes former students, current students and friends of Texas A&M; Texas legislators; and Texas A&M University faculty, staff and administration.



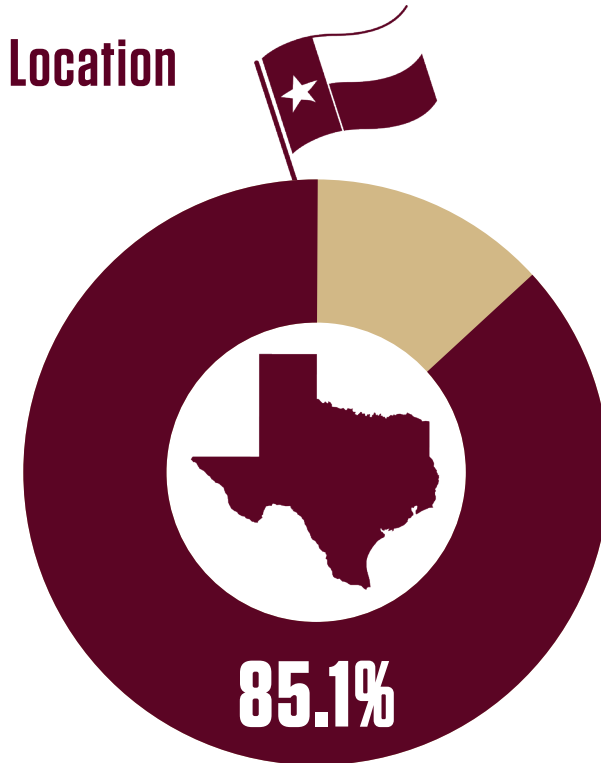
Demographics + Distribution

Age



Average
Household
Income
~\$100,000

Location



of Texas Aggie
readers live in
TEXAS

Why Advertising Will Work for You:

- Over **40%** of magazine recipients keep *Texas Aggie* for over six months
- Over **60%** of readers spend over an hour reading each issue of *Texas Aggie*
- **75.5%** of readers said they'd be interested in patronizing businesses seen advertised in *Texas Aggie*



Ad Rates + Size Specifications

Ad Size	1x Rate	3x Rate	6x Rate
Inside Front Cover*	\$4,519	\$4,061	\$3,661
Inside Back Cover*	\$4,290	\$3,890	\$3,489
Back Cover*	\$4,862	\$4,404	\$4,004
Full Page	\$3,718	\$3,375	\$3,032
Spread	\$7,322	\$6,578	\$5,949
Half Page	\$2,402	\$2,174	\$2,002
1/3 Bookend	\$3,032	\$2,860	\$2,688
1/3 Page	\$1,888	\$1,773	\$1,659

Rates subject to change. All prices are NET RATES, in U.S. dollars, and reflect price per ad, per issue. We do not pay agency commissions nor give agency discounts. We can provide accredited agencies with gross invoices upon request.

**Covers are our most premium option and receive the most traffic of any Texas Aggie placement.*

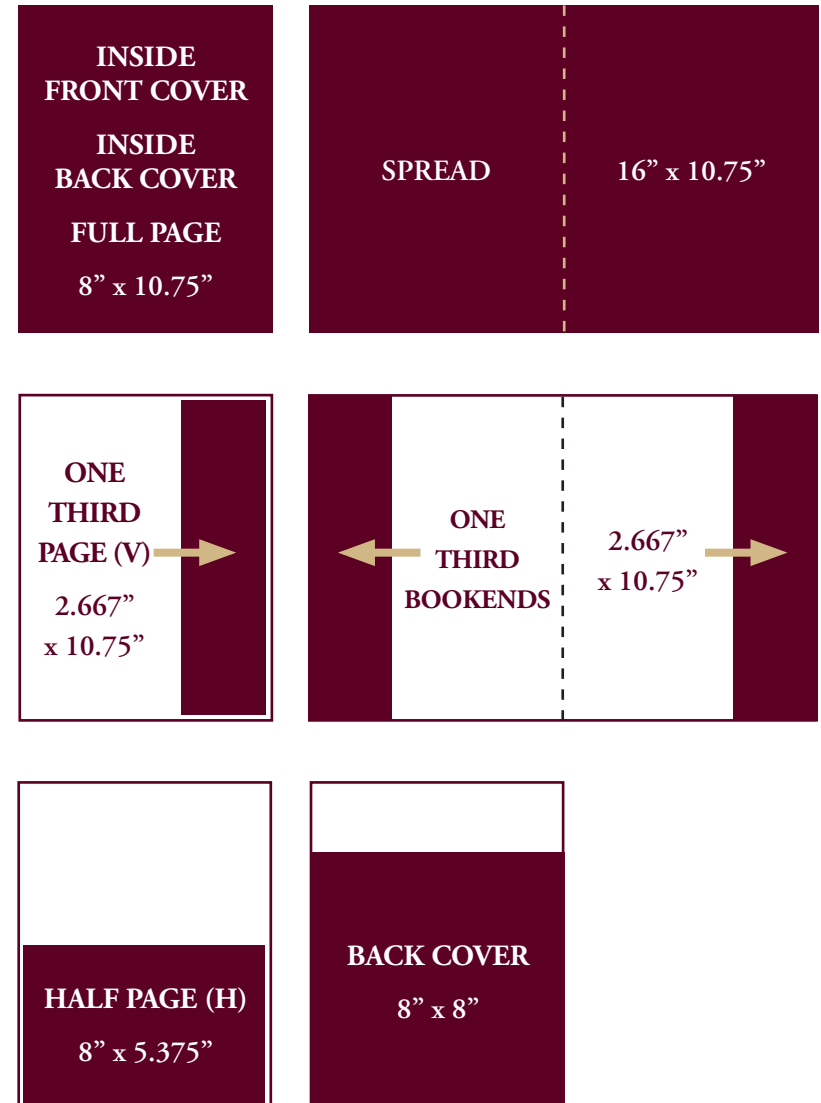
Priority Placement

- 15% premium on an issue-by-issue basis
- 10% premium on a contract basic, excluding cover positions

**Premium placement includes pages 1,2,3,6, and 8. This does not include covers.*

Discounts

- Nonprofit: **10%**
- A&M Affiliate: **5%**
- Pre-pay: **5%**



**All ads require a .125" bleed and .25" margin.*

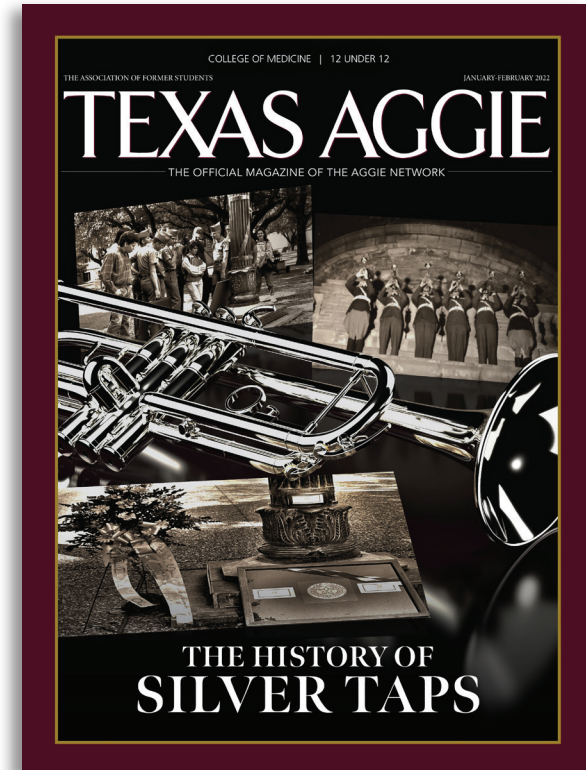
Deadlines

2026 Production Deadlines

Issues	Ad Reservations	Ad Materials
Jan/Feb 2026	10/14/25	11/7/25
Mar/Apr 2026	12/11/25	1/10/26
May/June 2026	12/15/25	1/15/26
July/Aug 2026	2/20/26	3/11/26
Sept/Oct 2026	6/26/26	7/10/26
Nov/Dec 2026	8/25/26	9/12/26

*Production deadlines are subject to change. All dates listed are tentative.

Texas Aggie reserves the right to edit and refuse any and all advertising. Rates subject to change. Acceptance of an advertisement does not imply endorsement by *Texas Aggie* or The Association of Former Students.



[AggieNetwork.com/Advertise](https://aggienetwork.com/advertise)

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