

**TEXAS CO-OP POWER**

**Bigger. Better. 100% Texan.**

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**The right audience.  
The right magazine.  
The right time.**

Research Source: 2007 Reader Profile Study, MRI Custom Research Division

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## The right audience.

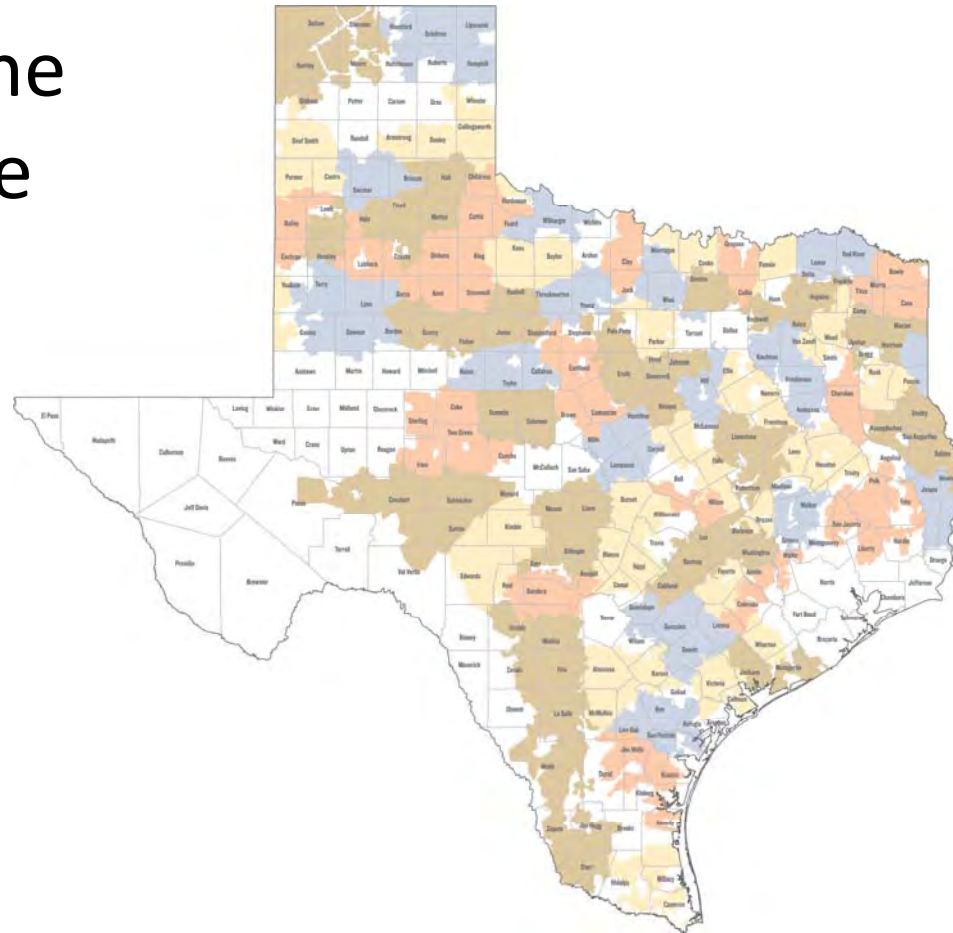
- 1.2 million households each month
  - 3 million readers each month
  - 93% of readers are homeowners
  - Readers spend an average of 43 minutes with each issue
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## The right audience.

- 71% engaged in a home improvement project in past 12 months
  - Average HH income: \$73,900
  - Average home value: \$141,000
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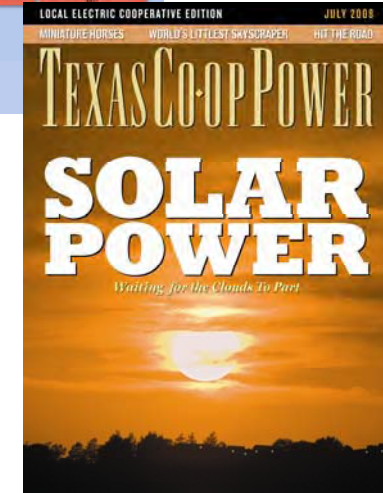
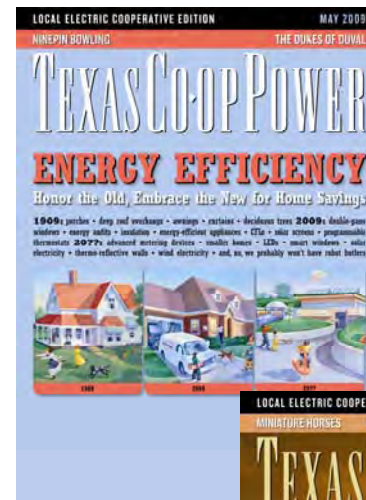
## The right audience.

- Magazine coverage



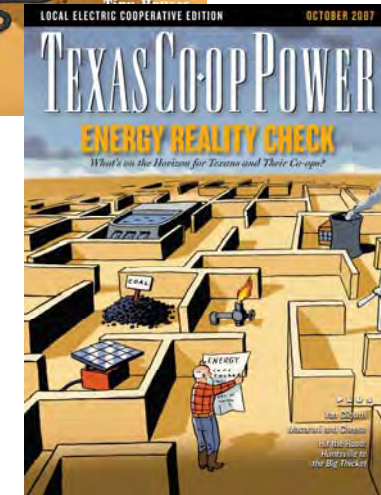
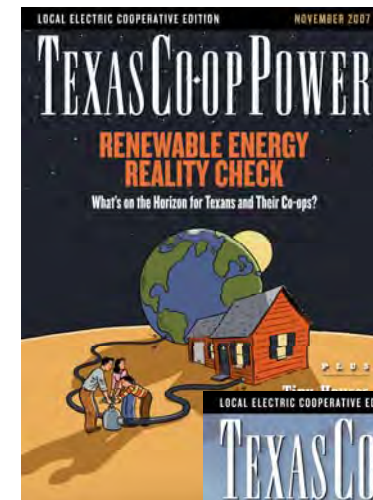
## The right magazine.

- Over 65 years in print
  - Continuously since 1944
- Hyper-local content
  - Up to eight pages of local content in 60 different versions each month
- Each issue contains energy efficiency information



## The right magazine.

- Readers trust the magazine
  - 93% of readers are likely or somewhat likely to trust an ad in Texas Co-op Power compared to ads in other magazines
- Past contests have generated high levels of reader interest



## **The right time.**

- National Dialogue
  - Our Energy, Our Future campaign
  - Possible energy legislation
  - Energy costs will increase
- Co-ops communicating cost-saving measures, especially energy efficiency

## The right time.

- Consumer awareness of energy costs and energy saving is higher than ever
  - Readers have come to expect efficiency information from their co-ops and the magazine
  - Co-ops are well positioned to be part of the solution
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# TEXAS CO-OP POWER

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