

ADVERTISE2026/27

Put your agave brand in front of readers who are ready to taste.

Every price, every inclusion and every number on this page is public.

Agave Today reaches readers through our partnership with Live From The Southside Magazine, including a 19,000+ subscriber digital magazine and newsletter list, 110,000+ monthly website page views and a 180,000+ social media community. These are introductory prices, and they lock in for the life of your contract. Buy now and you keep the best rate we will ever offer.

Published monthly in both print and digital. Agave Today Magazine is available globally at all major booksellers, so your ad reaches readers on the page and on the screen.

PUBLISHED BY LISA PIETSCH ♦ AUTHOR OF AGAVE 101

- ♦ Tequila, Mezcal, Sotol & Beyond
- ♦ Monthly in Print & Digital
- ♦ Linked Full-Page Ads
- ♦ Prices Posted Openly
- ♦ Introductory Rates, Locked In

OUR REACH

Your brand reaches beyond the magazine.

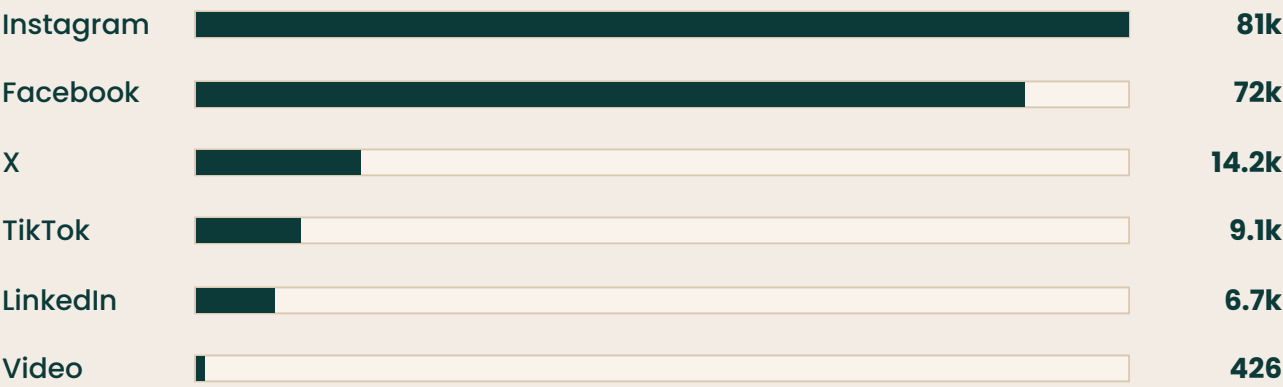
Through Live From The Southside Magazine, an Agave Today ad sits inside a publishing network with a large digital audience across email, web and social. Here is what that network reports.

19,000+ MAGAZINE & NEWSLETTER SUBSCRIBERS Digital magazine and email readers.	110,000+ MONTHLY WEBSITE PAGE VIEWS Readers who come back to the site every month.	180,000+ SOCIAL MEDIA COMMUNITY Followers across Facebook, Instagram, LinkedIn, X, TikTok and video.
3,000,000+ SOCIAL MEDIA VIEWS PER MONTH Monthly views across the network's social channels.	7,000+ MONTHLY DIGITAL MAGAZINE VIEWS Issues opened and read online.	98.7% NEWSLETTER DELIVERY RATE Emails that reach the inbox.

Source: Live From The Southside Magazine media kit. These figures describe the partner network's combined audience.

Where the social audience lives

Followers combined across the network's two main accounts.



Texas first, readers nationwide

Strongest in Texas, with confirmed audience connections across the country and abroad.

TEXAS MARKETS

San Antonio, Austin, Dallas–Fort Worth, Houston, Corpus Christi, El Paso, Laredo and more.

U.S. MARKETS

New York, Los Angeles, Chicago, Phoenix, Philadelphia, San Diego, Las Vegas and Washington, D.C., plus readers in many other states.

INTERNATIONAL AUDIENCE CONNECTIONS

Canada, Mexico, Puerto Rico, United Kingdom, Germany, Finland, India, Philippines, Nigeria, South Africa and Australia.

Three packages. Every price listed.

Each package includes a linked, full-page ad for your brand in every issue of Agave Today Magazine for 12 months, beginning immediately upon payment, plus a place in the Agave Today Holiday Cocktail Guide. The cover packages add a cover placement.

INTRODUCTORY PRICING

Buy now and lock in the best rate you will ever see.

These prices are strictly introductory. Rates go up in the 4th quarter of 2027. **Your price is locked at the rate in your original contract, no matter how our prices change later.**

COVER PLACEMENT

Cover / Ad Package

\$2,000

for 12 months · about \$167 a month

- Your brand on one Front Cover of Agave Today Magazine
- Linked, full-page ad in every issue for 12 months, beginning immediately upon payment
- Inclusion in the Agave Today Holiday Cocktail Guide

RESERVE THIS PACKAGE

COVER PLACEMENT

Inside Cover / Ad Package

\$1,500

for 12 months · \$125 a month

- Your brand on one Inside Cover of Agave Today Magazine
- Linked, full-page ad in every issue for 12 months, beginning immediately upon payment
- Inclusion in the Agave Today Holiday Cocktail Guide

RESERVE THIS PACKAGE

EVERY ISSUE

Full Page Ad Package

\$1,000

for 12 months · about \$83 a month

- Linked, full-page ad in every issue for 12 months, beginning immediately upon payment
- Inclusion in the Agave Today Holiday Cocktail Guide

RESERVE THIS PACKAGE

What changes from one package to the next

INCLUDED	COVER / AD \$2,000	INSIDE COVER / AD \$1,500	FULL PAGE AD \$1,000
Linked full-page ad in every issue, 12 months	Yes	Yes	Yes
Starts immediately upon payment	Yes	Yes	Yes
Holiday Cocktail Guide inclusion	Yes	Yes	Yes
Brand on one Front Cover	Yes	No	No
Brand on one Inside Cover	No	Yes	No
Added cost over Full Page Ad	\$1,000	\$500	—

Monthly figures divide the 12-month price by 12 and are rounded to the nearest dollar.

ANSWERED UP FRONT

What advertisers ask first.

Will these prices go up?

Yes. These are introductory prices and they increase in the 4th quarter of 2027. Advertisers who sign now keep the rate in their original contract, whatever we charge later.

Does my ad link to my brand?

Yes. Every package includes a linked, full-page ad, so readers can click straight through.

What are the ad specifications?

Full-page ads are sized for an 8.5 x 11 inch page with 0.75-inch margins on all four sides. Please keep text, logos and key images inside those margins. Artwork should be full color and high resolution, ready for print. Ads and cover images must be submitted as JPG or PNG files.

When does my 12 months begin?

Immediately upon payment. You do not wait for a start date.

What does a cover package add?

Your brand on one Front Cover (Cover / Ad, \$2,000) or one Inside Cover (Inside Cover / Ad, \$1,500) of Agave Today Magazine, on top of everything in the Full Page Ad package.

What should my ad include?

We recommend including your website URL. Digital readers can click straight through from your linked ad, but print readers cannot, so a visible web address gives them a way to find you.

Ready to reach agave readers?

Tell us which package fits your brand. Introductory prices rise in the 4th quarter of 2027, and the rate in your contract stays locked.

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