



Kansas Country Living

Kansas Country Living magazine's presence in the Sunflower State spans six decades. Many of our readers have grown up with *Kansas Country Living* in their homes. Because of this long-standing relationship, they trust the content of *Kansas Country Living* and the advertisers seen in the magazine.

Each month, 122,000 homes and businesses check their mailboxes for the latest issue, which includes articles on rural living, energy efficiency, travel, recipes and issues affecting rural Kansas. Our readers look forward to...

- ▶ **Around Kansas:** This column highlights the various events, festivals and fairs across the state. In each issue, our writers go in search of unique places to visit when traveling Kansas.
- ▶ **Cook's Library:** Our readers' favorite column shares tales of culinary delights and features a new cookbook each month.
- ▶ **Energy Efficiency:** In this section, we discuss the latest news, provide tips and dispel myths regarding energy efficiency.
- ▶ **Recipes of the Month:** These pages showcase new recipes, these cards guarantee to satisfy the appetites of our readers.

No other magazine in Kansas speaks to the unique, rural market like *Kansas Country Living*. If it is important for you to reach rural Kansans, you should advertise in *Kansas Country Living* magazine.

2012 MEDIA KIT CONTENTS

- 1 | Introduction
- 2 | Reader Interests, Demographics and Circulation
- 2 | Advertising Policies
- 3 | Advertising Rates

STATEWIDE ADVERTISING CONTACT

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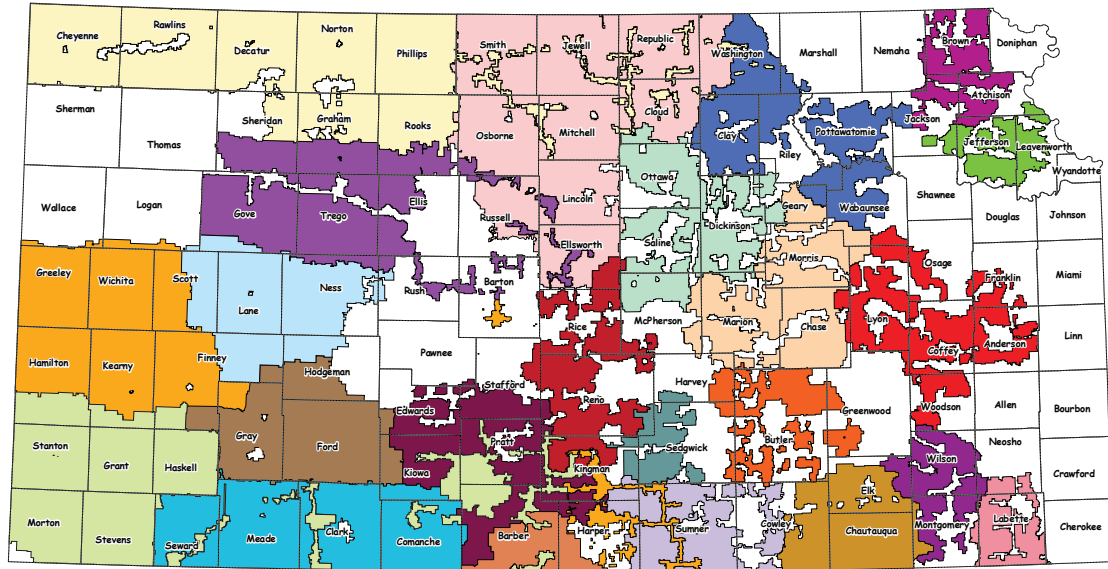
15 Top Reader Interests



- 1 Food and Cooking
- 2 Energy Costs
- 3 Energy Efficiency
- 4 Local Communities, Businesses & Events
- 5 Gardening
- 6 Renewable Energy
- 7 Home Improvement
- 8 Electric Cooperative News
- 9 Interesting Local Personalities
- 10 Environmental Issues
- 11 Features on Youth
- 12 Articles & Photos from Readers
- 13 Features for Young Readers
- 14 Outdoors, Hunting & Fishing
- 15 Retirement & Money

our subscribers

Kansas Country Living Coverage Area



Circulation

- ▶ 122,000 households and businesses make up our circulation, reaching more than 187,000 individuals each month.
- ▶ 97% of subscribers read each issue of *Kansas Country Living* they receive.
- ▶ 87% of readers, across all age groups, are satisfied with the magazine appearance and interesting content.
- ▶ 13 years is the average length of time each reader has enjoyed subscribing to *Kansas Country Living*.

Demographics

- ▶ 74% of our readers are female, while 26% are male.
- ▶ 65% of *Kansas Country Living* readers are over 50 years old, 25% are 40-49 years old, and 10% are 25-39 years old.
- ▶ 34% of our readers are retired, while 19% have careers in agriculture, 25% work in blue-collar trades, and 22% make their living in a white-collar setting.
- ▶ 54% of *Kansas Country Living* readers have attended or graduated from college.

our policies

Approval: All advertising is subject to publisher's approval.

Cancellation: Sixty days written notification of cancellation is required. If frequency discount is given, we reserve the right to back charge if the minimum number of ads is not run.

Circulation: Each month, we have 122,000 residential and commercial subscribers. According to our recent survey 1.54 individuals per subscription read the magazine, which gives us a readership of more than 187,000.

Commission: 15% discount will be given to recognized ad agencies.

Exclusivity: We do not offer exclusivity of advertised products or services.

Payment: Advance payment is required for all new accounts. We hold the advertiser or agency responsible for payment for advertising published and may engage a collection agency if payment is not rendered when due.

Positioning: Advertising will be placed at the publisher's discretion. Second and third covers available at color rates plus 10%. Back cover at color rate plus 15%.

Proofs: A proof is required with all ads when materials are submitted. Please send a color proof with color ads.

Space: All space in our magazine is available on a first-come, first-serve basis. We cannot guarantee space after the specified deadline.

Display Advertising: Black and White price per ad

Frequency	Inch	2 inch	3 inch	1/6 page	1/4 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$152	\$304	\$456	\$620	\$852	\$1,064	\$1,445	\$1,759	\$2,312
3x	\$148	\$296	\$444	\$605	\$831	\$1,037	\$1,409	\$1,715	\$2,254
6x	\$144	\$288	\$432	\$589	\$809	\$1,011	\$1,373	\$1,671	\$2,196
9x	\$141	\$282	\$423	\$574	\$788	\$984	\$1,337	\$1,627	\$2,139
12x	\$137	\$274	\$411	\$558	\$767	\$958	\$1,301	\$1,583	\$2,081

Display Advertising: Full Color price per ad

Frequency	Inch	2 inch	3 inch	1/6 page	1/4 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$205	\$410	\$615	\$837	\$1,150	\$1,436	\$1,951	\$2,375	\$3,121
3x	\$200	\$400	\$600	\$817	\$1,122	\$1,400	\$1,902	\$2,315	\$3,043
6x	\$194	\$388	\$582	\$795	\$1,092	\$1,365	\$1,854	\$2,256	\$2,965
9x	\$190	\$380	\$570	\$775	\$1,064	\$1,328	\$1,805	\$2,196	\$2,888
12x	\$185	\$370	\$555	\$753	\$1,035	\$1,293	\$1,756	\$2,137	\$2,809

All rates effective January 1, 2012

Color: CMYK for color or Black and White.

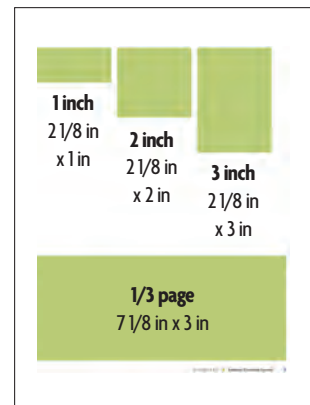
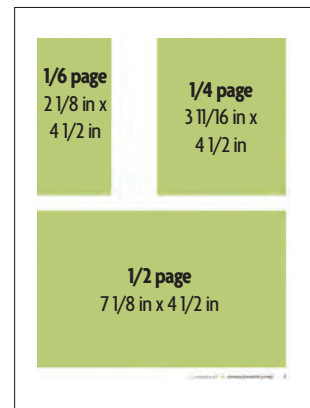
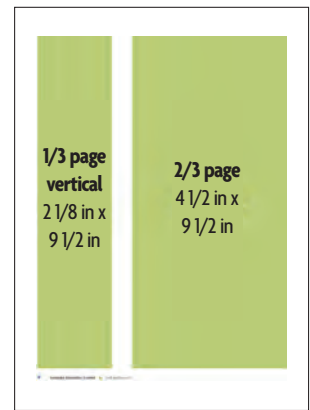
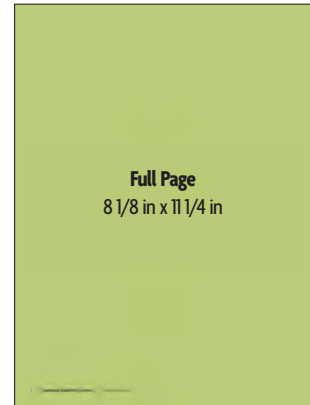
Page Dimensions: Trim—7 7/8 x 10 3/4, Bleed—8.125 x 11.25

Electronic Formats: High resolution PDF files are preferred with one page per file. Other acceptable formats

include EPS, TIFF, JPG, PhotoShop, and InDesign. Hard copy is acceptable, but will be subject to a layout fee of \$50 per hour with a one-hour minimum.

Fonts: Embedded

Resolution: 300 dpi



adsubmissions

2012 Editorial Calendar & Closing Dates

Month	Theme	Insertion Deadline	Ad Copy Due
January	International Year of the Co-op	December 1	December 10
February	Horses	January 1	January 10
March	Birds of Kansas	February 1	February 10
April	Baseball	March 1	March 10
May	Greensburg—Five Years Later	April 1	April 10
June*	Extreme Sports	May 1	May 10
July	BBQ	June 1	June 10
August	Dogs	July 1	July 10
September*	Kansas Bucket List	August 1	August 10
October	Dance	September 1	September 10
November	Military History	October 1	October 10
December	Space Exploration	November 1	November 10

*Special 40-page issue with 10-page travel section included.