

Kansas Country Living's

10 Top Reader Interests

1 Energy Efficiency & Home Improvement

2 Food & Cooking

- ▶ **77%** use vitamins or dietary supplements monthly.
- ▶ **71%** regularly read the food, cooking and recipe articles.

3 Local Communities, Businesses & Events

4 Feature Stories

5 Local Electric Co-op News

6 Gardening

- ▶ **91%** own lawn equipment (mower, tractor, tiller, chain saw).
- ▶ **58%** own more than 3 acres of land.
- ▶ **56%** have a garden.

7 Electrical Safety

8 Travel & Outdoor Recreation

- ▶ **79%** have taken a domestic trip for more than a day in the last year.
- ▶ **77%** are pet or livestock owners.
- ▶ **55%** own a recreational vehicle (ATV, UTV, camper, boat, etc.).

9 Industry News

10 Family Friendly Articles

BASED ON MOST RECENT READER MARKET RESEARCH STUDY

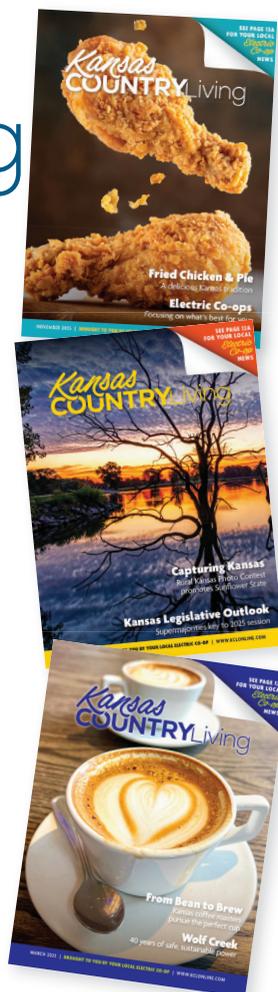
Kansas COUNTRYLiving

Kansas Country Living magazine's presence in the Sunflower State spans seven 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 in the magazine.

Each month, more than 138,000 homes and businesses check their mailboxes for the latest issue filled with original, relevant and useful articles covering topics that impact rural living and features that reflect the lifestyles and cultures of the state's diverse communities.

- ▶ **Around Kansas** highlights various events, festivals and fairs across the state. Each issue provides readers with information about unique places to visit and events to experience when traveling Kansas.
- ▶ **Cooking My Way Home** invites readers to rediscover their Kansas culinary roots.
- ▶ **Energy Wise** provides our readers with the latest information about energy-efficient products and energy efficiency news and tips.
- ▶ **Let's Dish** offers seasonal dishes from snacks to desserts sure to satisfy our readers' appetites.
- ▶ **Safety** addresses all aspects of electrical safety inside and outside the home and other safety topics to help prevent accidents and keep families safe.
- ▶ **kclonline.com** provides a digital experience that complements the published magazine. Each month we have content that is either a print or web exclusive designed to cross promote the website with our readers and the magazine with our website audience.

No other magazine speaks to the unique rural and suburban markets in Kansas like *Kansas Country Living*. Contact us to discuss your advertising options.



ABOUT OUR READERS

- ▶ **MORE THAN 138,000** households and businesses receive the magazine each month.
- ▶ **99%** indicate they can "always trust" *Kansas Country Living*.
- ▶ **95%** own their home; **44%** homes valued at \$200,000-plus.
- ▶ **89%** say the magazine offers a new perspective.
- ▶ **68%** have college and/or post-high school education.
- ▶ **51%** female, **49%** male.
- ▶ **44%** retired, **48%** currently employed, **8%** homemaker or other.

ABOUT OUR KCLONLINE.COM VISITORS

- ▶ **MORE THAN 1,500** visitors access the site on average each month.
- ▶ **MORE THAN 3,500** page views on average each month.
- ▶ **MORE THAN 115,500 EVENTS** annually.
- ▶ **59%** of visits are on a phone, **38%** on a desktop and **3%** on a tablet.
- ▶ **MOST VISITORS VIEW** our homepage, submit an event or magazine archives.

CONTACT US 785-478-4554 | advertising@kansascountryliving.com