

Kansas Country Living's

# 10 Top Reader Interests

## 1 Energy Efficiency & Home Improvement

- ▶ **60%** have completed a home improvement project in the last year.

## 2 Food & Cooking

- ▶ **77%** use vitamins or dietary supplements on a monthly basis.
- ▶ **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

# Kansas Country Living

**Kansas Country Living** magazine's presence in the Sunflower State spans nearly 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 132,000 homes and businesses check their mailboxes for the latest issue 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.
- ▶ **Monthly Recipes** offer 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.

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



## STATEWIDE ADVERTISING CONTACT

**Carrie Kimberlin**

785-478-4627 | [ckimberlin@kec.org](mailto:ckimberlin@kec.org)

## POLICIES

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

**Cancellation:** 60 days written notification of cancellation is required. If a frequency discount is given, we reserve the right to back charge if the minimum number of ads is not run.

**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.

**Positioning:** Advertising placed at the publisher's discretion. Second and third covers available at color rates plus 10%. Back cover (measures 8.25" x 8.75" with bleed) at color rate plus 15%.

**Space:** All space is available on a first-come, first-served basis. We cannot guarantee space after the specified deadline.

## FILE FORMATS

All files must be high resolution (300 dpi minimum). Files must be CMYK for color or grayscale for black, and all fonts must be embedded. PDF files are preferred with one page per file. Other acceptable formats include EPS, TIFF, JPG, PhotoShop and InDesign. Hard copy is subject to a layout fee of \$50 per hour with a one-hour minimum.

## DEADLINES

Ad copy is due on the 10th of the month prior to publication. (Example: February ad copy is due Jan. 10).

## ADVERTISING RATES *price per ad*

Frequency	Per Inch 2.1875" x 1"		1/6 page 2.1875" x 4.5"		1/3 page Column: 2.1875" x 9.5" Square: 4.625" x 4.5"		1/2 page 7.375" x 4.5"		2/3 page 4.5" x 9.5"		Full Page Trim – 8" x 10.5" Bleed – 8.25" x 10.75" No bleed – 7.375" x 9"	
	BW	Color	BW	Color	BW	Color	BW	Color	BW	Color	BW	Color
1x	\$175	\$228	\$723	\$940	\$1,227	\$1,595	\$1,644	\$2,137	\$2,016	\$2,621	\$2,630	\$3,419
3x	\$171	\$222	\$705	\$917	\$1,196	\$1,555	\$1,603	\$2,084	\$1,966	\$2,556	\$2,564	\$3,333
6x	\$166	\$216	\$687	\$893	\$1,166	\$1,516	\$1,562	\$2,031	\$1,915	\$2,490	\$2,499	\$3,249
12x	\$158	\$205	\$651	\$846	\$1,104	\$1,435	\$1,480	\$1,924	\$1,814	\$2,358	\$2,367	\$3,077

## ABOUT OUR READERS

- ▶ **132,000** 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.
- ▶ **73%** read 4 of last 4 issues.
- ▶ **68%** have college and/or post-high school education.
- ▶ **64%** cut out or saved a recipe or advertisement from the magazine in the last year.
- ▶ **51%** female, **49%** male.
- ▶ **44%** retired, **48%** currently employed, **8%** homemaker or other.

## SUBSCRIBERS *Kansas Country Living Coverage Area*

