

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 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 READERSHIP SURVEY CONDUCTED

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 133,000 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.
- ▶ **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.

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

- ▶ **133,000** 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.

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

POLICIES

Approval

All advertising is subject to the publisher's approval. Advertising, where the sole purpose is to promote the consumption of alcoholic beverages or tobacco, shall not be accepted. However, advertising may be accepted for the purpose of advertising services, businesses, or events at which alcohol is produced or is served as an incidental part of agritourism, entertainment or economic development.

Cancellation

Sixty (60) days written notification of cancellation is required. If frequency discount is given, *Kansas Country Living* reserves the right to back charge if the minimum number of ads is not run. Rates subject to change after expiration of contract. Except for the obligation to make payments, neither party will be liable for any failure or delay in its performance under this Agreement due to any cause beyond its reasonable control, including but not limited to acts of war, terrorism, cyberterrorism, acts of God, earthquake, flood, extreme weather, disaster, embargo, riot, sabotage, civil disorder, strike, labor shortage or dispute, governmental act or regulation, pandemic or epidemic (including but not limited to COVID-19), failure of the Internet or internet service provider, curtailment of transportation facilities, or the unavailability of materials, purchased services, utilities or fuel, provided that the delayed party: (a) gives the other party prompt notice of such cause, and (b) uses its reasonable commercial efforts to promptly correct such failure or delay in performance.

Exclusivity

We do not offer exclusivity of advertised products or services.

Payment

Advance payment is required for all new accounts.

Space

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

RATES *price per ad*

Size	Frequency			
	1x	3x	6x	12x
2 INCH 2.1875" x 2"	\$550	\$500	\$450	\$400
1/6 PAGE 2.1875" x 4.5"	\$1,175	\$1,075	\$975	\$875
1/3 PAGE Column: 2.1875" x 9.5" Square: 4.625" x 4.5"	\$1,800	\$1,700	\$1,600	\$1,500
1/2 PAGE 7.375" x 4.5"	\$2,500	\$2,350	\$2,200	\$2,050
FULL PAGE Trim – 8" x 10.5" Bleed – 8.25" x 10.75"	\$3,750	\$3,550	\$3,350	\$3,150
INSIDE COVER Trim – 8" x 10.5" Bleed – 8.25" x 10.75"	\$4,050	\$3,850	\$3,650	\$3,450
BACK COVER Bleed – 8.25" x 8.75" (<i>sold for 2023</i>)	\$4,175	\$3,975	\$3,775	\$3,575

AD COPY

- ▶ All advertising is full color.
- ▶ Files must be high resolution (300 dpi minimum).
- ▶ Fonts must be embedded.
- ▶ PDF files are preferred with one page per file. Other acceptable formats include EPS, TIFF, JPG, Photoshop and InDesign.
- ▶ Design services are available.

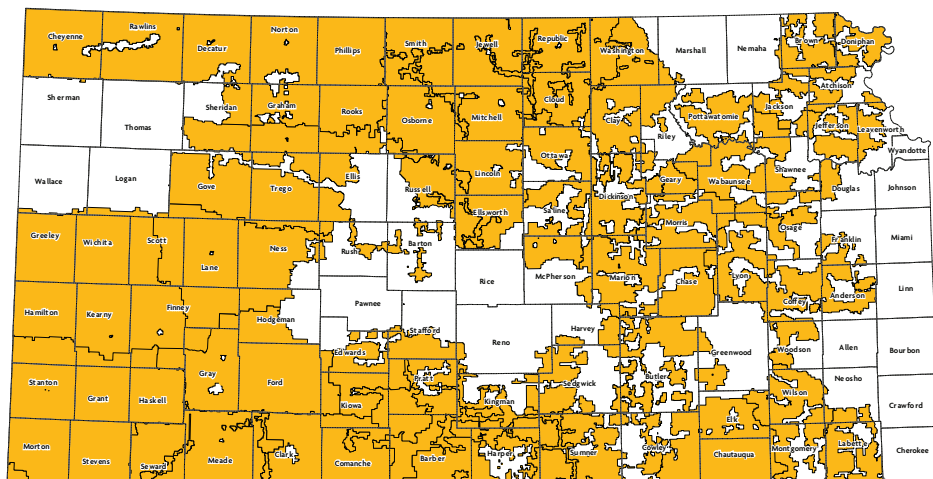
DEADLINES

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

POSITIONING

Advertising placed at the publisher's discretion. Unless placement is specifically noted on insertion order.

SUBSCRIBERS *Kansas Country Living Coverage Area*



ASK ABOUT DIGITAL ADVERTISING

KCL *online*

KCLonline.com provides online exclusives, events, energy tips and more!

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