

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 in the magazine.

Each month, more than 128,000 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 to help prevent accidents and other topics important to keeping 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.

2019 MEDIA KIT CONTENTS

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STATEWIDE ADVERTISING CONTACT

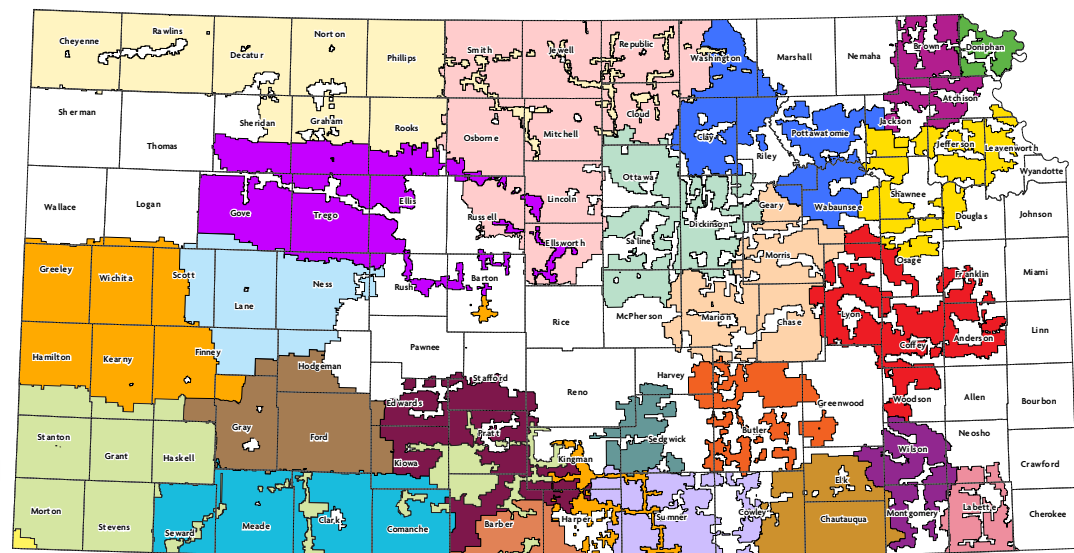
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Kansas Country Living's
10 Top Reader Interests



- 1 Energy Efficiency & Renewables
- 2 Food & Cooking
- 3 Local Communities, Businesses & Events
- 4 Energy Savings
- 5 Kansas Travel & Outdoors
- 6 Interesting Local Personalities
- 7 Home Improvement
- 8 Local Co-op News
- 9 Electrical Safety
- 10 Gardening

SUBSCRIBERS *Kansas Country Living* Coverage Area



CIRCULATION

- ▶ 128,000 households and businesses
- ▶ 85% of subscribers read all or some of each issue
- ▶ 84% of readers, across all age groups, are satisfied with the magazine appearance and content
- ▶ 17 years is the average length of time each reader has enjoyed the magazine
- ▶ 1.6 individuals per subscription read the magazine, which creates a readership of more than 204,800

POLICIES

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

Cancellation: 60 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.

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

DEMOGRAPHICS

- ▶ 59% female / 41% male
- ▶ 61% > 55 years old / 27% 35-54 years old / 11% < 34 years old
- ▶ 31% retired / 20% blue-collar / 19% ag / 27% professional/white-collar
- ▶ 75% of readers have college and/or post-high school education

new accounts. We hold the advertiser or agency responsible for payment and may engage a collection agency if payment is not rendered when due.

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

AD RATES

Display Advertising: Black & White price per ad

Frequency	1/6 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$723	\$1,227	\$1,644	\$2,016	\$2,630
3x	\$705	\$1,196	\$1,603	\$1,966	\$2,564
6x	\$687	\$1,166	\$1,562	\$1,915	\$2,499
12x	\$651	\$1,104	\$1,480	\$1,814	\$2,367

Display Advertising: Full Color price per ad

Frequency	1/6 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$940	\$1,595	\$2,137	\$2,621	\$3,419
3x	\$917	\$1,555	\$2,084	\$2,556	\$3,333
6x	\$893	\$1,516	\$2,031	\$2,490	\$3,249
12x	\$846	\$1,435	\$1,924	\$2,358	\$3,077

1-INCH 2.1875" x 1" (shown actual size)		BW	Color
1x	\$175	\$228	
3x	\$171	\$222	
6x	\$166	\$216	
12x	\$158	\$205	

2-INCH 2.1875" x 2" (shown actual size)		BW	Color
1x	\$350	\$456	
3x	\$342	\$444	
6x	\$332	\$432	
12x	\$316	\$410	

3-INCH 2.1875" x 3" (shown actual size)		BW	Color
1x	\$525	\$684	
3x	\$513	\$666	
6x	\$498	\$648	
12x	\$474	\$615	

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

FULL PAGE
Trim – 8" x 10.5"
Bleed – 8.25" x 10.75"
No bleed – 7.375" x 9"

1/3 PAGE
2.1875" x 9.5"

2/3 PAGE
4.5" x 9.5"

1/6 PAGE
2.1875" x 4.5"

1/3 PAGE SQUARE
4.625" x 4.5"

1/2 PAGE
7.375" x 4.5"