

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, 127,000 homes and businesses check their mailboxes for the latest issue for topics that impact rural living.

- ▶ **Around Kansas** highlights various events, festivals and fairs across the state. In each issue, our writers go in search of unique places to visit when traveling Kansas.
- ▶ **Cooking My Way Home** invites readers to rediscover their Kansas culinary roots.
- ▶ **Cut Your Utility Bills** 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 in Kansas speaks to the unique, rural market like *Kansas Country Living*. If it is important for you to reach rural Kansans, advertise in *Kansas Country Living* magazine.

2018 MEDIA KIT CONTENTS

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

STATEWIDE ADVERTISING CONTACT

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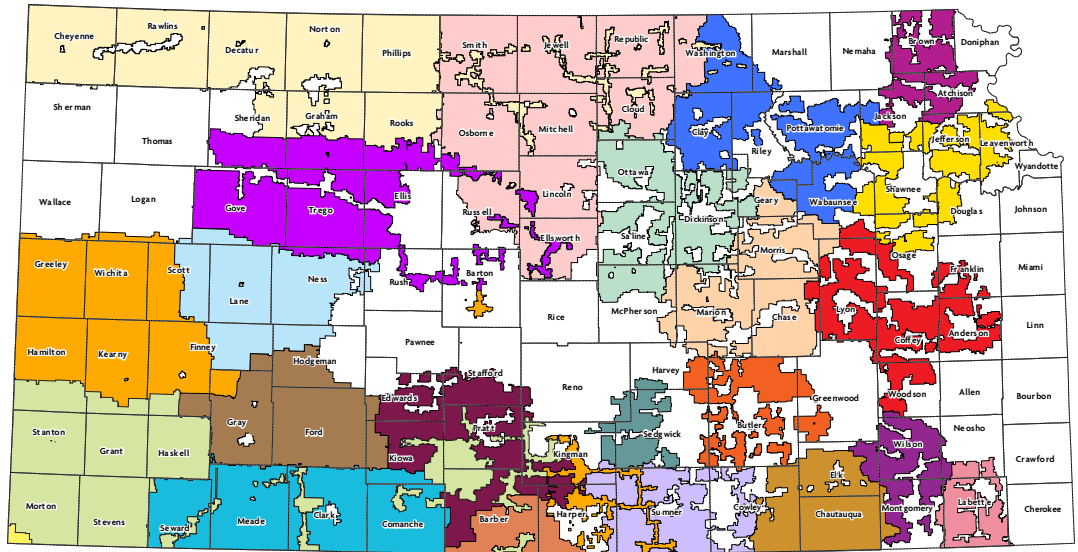
Kansas Country Living's

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

our subscribers Kansas Country Living Coverage Area



Circulation

- ▶ 127,000 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 203,200

our policies

Ad Specifications: Files must be CMYK for color or grayscale for black, and all fonts must be embedded.

Ad File Format: All files must be high resolution (300 dpi minimum). 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.

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.

Deadlines: Ad copy is due one month prior to publication on the first of the month (Example: February ad copy is due Jan. 1).

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

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 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.

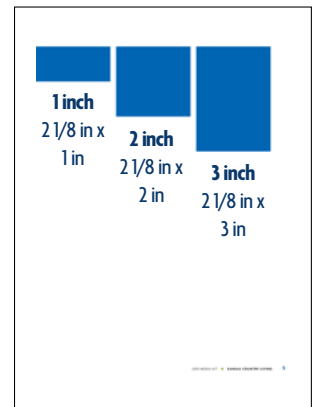
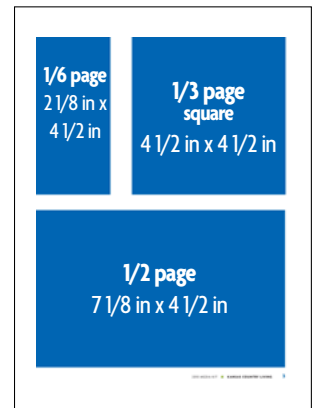
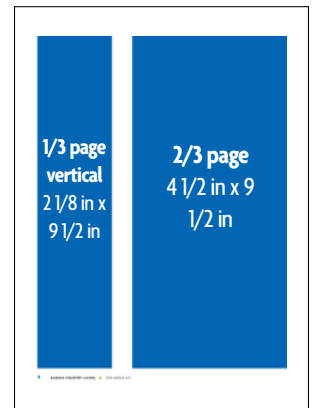
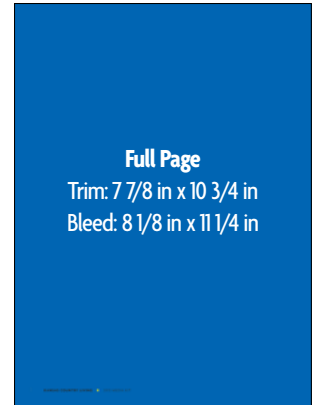
Display Advertising: Black and White price per ad

Frequency	Inch	2 inch	3 inch	1/6 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$175	\$350	\$525	\$723	\$1,227	\$1,644	\$2,016	\$2,630
3x	\$171	\$342	\$513	\$705	\$1,196	\$1,603	\$1,966	\$2,564
6x	\$166	\$332	\$498	\$687	\$1,166	\$1,562	\$1,915	\$2,499
12x	\$158	\$316	\$474	\$651	\$1,104	\$1,480	\$1,814	\$2,367

Display Advertising: Full Color price per ad

Frequency	Inch	2 inch	3 inch	1/6 page	1/3 page	1/2 page	2/3 page	Full Page
1x	\$228	\$456	\$684	\$940	\$1,595	\$2,137	\$2,621	\$3,419
3x	\$222	\$444	\$666	\$917	\$1,555	\$2,084	\$2,556	\$3,333
6x	\$216	\$432	\$648	\$893	\$1,516	\$2,031	\$2,490	\$3,249
12x	\$205	\$410	\$615	\$846	\$1,435	\$1,924	\$2,358	\$3,077

All rates effective Jan. 1, 2018



editorialcalendar *subject to change*

January

Legislative Outlook

February

Healthy Living

March

Lawn & Garden

April

Community Service

& Volunteer

Appreciation Month

May

Travel

June

Home Improvement

July

Solar Education

August

School Food Safety

September

Fall Travel

October

Co-op &

Cybersecurity Month

November

Veterans

December

The Holiday Classics

– Letters, Greeting

Cards & Toys