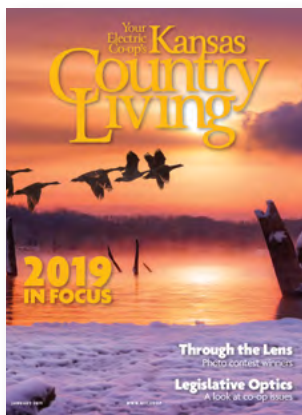


# Kansas Country Living



**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 131,000 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.

## 2020 MEDIA KIT CONTENTS

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

## STATEWIDE ADVERTISING CONTACT

**Carrie Kimberlin**  
P.O. Box 4267  
Topeka, KS 66604  
Phone 785-478-4554  
Fax 785-478-4852  
ckimberlin@kec.org

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

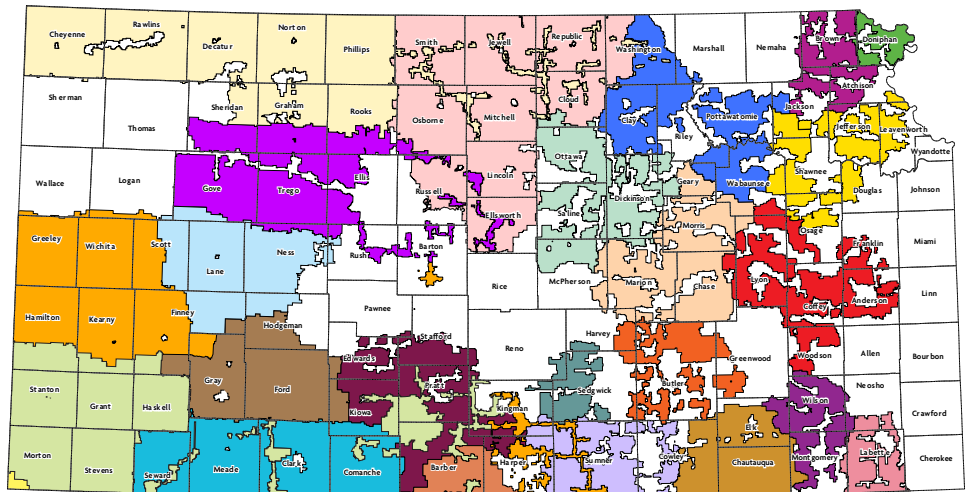
## 8 Travel & Outdoor Recreation

▶ **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.).  
▶ **44%** have taken 3 or more vacations/trips in the last year.

## 9 Industry News

## 10 Family Friendly Articles

## SUBSCRIBERS Kansas Country Living Coverage Area



## ABOUT OUR READERS

- ▶ **131,000** 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.



## 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 new accounts.

**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

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

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

**1/3 PAGE**  
2.1875" x 9.5"

**2/3 PAGE**  
4.5" x 9.5"

**1-INCH**  
2.1875" x 1"  
(shown actual size)

	BW	Color
1x	\$175	\$228
3x	\$171	\$222
6x	\$166	\$216
12x	\$158	\$205

**3-INCH**  
2.1875" x 3"  
(shown actual size)

	BW	Color
1x	\$525	\$684
3x	\$513	\$666
6x	\$498	\$648
12x	\$474	\$615

**2-INCH**  
2.1875" x 2"  
(shown actual size)

	BW	Color
1x	\$350	\$456
3x	\$342	\$444
6x	\$332	\$432
12x	\$316	\$410

**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"

## 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).