

OHIO COOPERATIVE *Living*



2025 media kit

Ohio's
largest
rural-circulation
magazine

**OHIO'S ELECTRIC
COOPERATIVES**

Your Touchstone Energy® Cooperatives 



American
MainStreet
Publications

ABOUT US

Cooperative spirit gives us a large, loyal audience

Ohio Cooperative Living (formerly Country Living) has been a valued presence in rural Ohio homes and businesses for the past 66 years. In fact, since we are the official publication of 24 electric cooperatives serving Ohio and West Virginia, our nearly 1 million readers in more than 312,000 households not only welcome us into their homes, they rely on us. Ohio Cooperative Living is the primary communications link between the cooperatives and their owner-members, and those members turn to the magazine specifically to stay informed on news, events, and information about their cooperative and their community.*

- **83%** are loyal readers, who read at least three out of every four editions. **76%** report reading every issue.
- **78%** take some action from reading the magazine:
 - **58%** use or cut out a recipe.
 - **37%** share an article or ad with family or friends.
 - **16%** bought, ordered, requested information about or recommended a product or service from the magazine
 - **10%** attended a specific event
- **97%** of *Ohio Cooperative Living* readers own their primary residence.
- **73%** have property of more than 1 acre; the average property size is 25.4 acres.
- **61%** of readers have gardens.
- **63%** own sport utility vehicles and **63%** own pickup trucks.
- **72%** own animals, with **55%** owning dogs, **42%** owning cats, **5%** owning horses, **10%** owning chickens, and **9%** owning other livestock.
- Readers especially enjoy reading about outdoor recreation (**69%**), recipes (**69%**), travel destinations (**64%**), gardening (**55%**), and home improvement (**42%**).



*Source: MRI Simmons "Ohio Cooperative Living Reader Study," 2022

DEMOGRAPHIC PROFILE

Ohio electric cooperatives serve 77 of Ohio's 88 counties, providing power to the rural areas that the large, investor-owned utilities traditionally ignored. As a result, members tend to be quite loyal to their cooperatives, of which each member is also an owner, and therefore has a financial stake.

Circulation 309,935*
Readers per copy 3
Total reach 929,800
Women 51%
Men 49%
Adults 35+ 83%
Attended college 68%
Avg. HH income \$87,400

* as audited by



RATE CARD

GENERAL ADVERTISING RATES

4-color inside ads	12 issues	9 issues	6 issues	3 issues	1 issue
Full page	\$4,550	\$4,840	\$5,125	\$5,520	\$5,690
½ page	\$3,415	\$3,675	\$3,875	\$4,100	\$4,325
⅓ page square	\$2,110	\$2,275	\$2,560	\$2,850	\$3,075
⅓ page horizontal	\$1,025	\$1,085	\$1,310	\$1,540	\$1,710
⅓ page vertical	\$1,025	\$1,085	\$1,310	\$1,540	\$1,710

4-color covers	12 issues	9 issues	6 issues	3 issues	1 issue
Inside front/inside back	\$5,400	\$5,580	\$5,700	\$5,820	\$6,000
Back cover**	\$6,570	\$6,790	\$6,935	\$7,080	\$7,300
**Back cover size 7⅞" x 7¾"					

Marketplace (display classifieds) With pictures	12 issues	9 issues	6 issues	3 issues	1 issue
Single-size	\$134	\$145	\$156	\$167	\$175
Double-size	\$268	\$326	\$306	\$287	\$345
Triple-size	\$400	\$428	\$456	\$487	\$515

Text-only					
Single-size	\$100	\$107	\$115	\$123	\$130
Double-size	\$190	\$206	\$221	\$236	\$250
Triple-size	\$284	\$306	\$328	\$349	\$370

MECHANICAL REQUIREMENTS

- Trim size: 7⅞" x 10⅞"; printed web offset; saddle-stitched; coated 45 to 50 lb. stock.
- Ad sizes:
 - Full page: 7" x 10"
 - ½ page: 4⅞" x 7⅞" (vert.) or 7" x 4⅞" (hor.)
 - ⅓ page: 2⅞" x 10" (vert.) or 4⅞" x 4⅞" (hor.)
 - ⅓ page: 2⅞" x 4⅞" (vert.) or 4⅞" x 2⅞" (hor.)
 - Marketplace ads are all 1 column (2⅞") wide.
 - Single: ⅞" deep; Double: 1⅞" deep;
 - Triple: 2⅞" deep
- Bleed ads: Available on full-page ads only.

- Only full-page ads accepted for cover positions.
 - Cover positions granted on a contractual or first-come, first-served basis.
 - Publisher will not be bound by position requests or other specifications on insertion orders or space contracts that conflict with the provisions of this rate card.
 - Except for covers, placement of all advertising is at publisher's discretion.
 - Your ad will also appear in the popular online version of *Ohio Cooperative Living*. This is not an abbreviated magazine but every digitized page along with live URLs and flip-page technology. It is fully searchable and archived every month.
- d. Material preferred:
- Digital files in Adobe InDesign, Photoshop, or Illustrator documents and/or PDF files. Art elements at 300 dpi or greater resolution, 100% of original size, with all art, fonts, etc., included. Composition and typesetting are chargeable to advertiser at publisher's cost.
- e. Publisher reserves the right to reject advertising it judges to be of substandard quality, or may reset copy at advertiser's expense.

ADVERTISING INFORMATION

ISSUANCE AND CLOSING DATES

- a. Advertising orders must be received by the 20th of the second month preceding the month of publication (e.g., Jan. 20 for March issue).
- b. When closing date falls on a weekend or holiday, issue closes on the next following work day.
- c. Cancellations and changes in insertion orders must be in writing and will not be accepted after the closing date; acceptance is not confirmed until acknowledged by publisher.
- d. Cancellation of cover positions will not be accepted later than the 10th of the second month preceding publication (e.g., Dec. 10 for Feb. issue).
- e. Magazine mailed monthly on or about the 27th of the month preceding publication month.

FREQUENCY DISCOUNTS

- a. Advertiser/agency must submit a space contract or written confirmation of intention to run ads in either 3, 6, 9 or 12 issues within a 12-month period to qualify for the discounted rate at billing time.
- b. Frequency discount takes effect when contract is received in writing by the publisher; discounts are not retroactive to first insertion. Discount is based on total number of issue insertions after contract is signed.
- c. If advertiser/agency does not satisfy the terms of contract within 12 months of first insertion, it will be short-rated for the difference between the actual number of insertions and the number on which the billing was based.
- d. The smallest ad in a frequency contract must be no smaller than one-third of the largest ad to qualify for the discount.

BILLING AND CREDIT

- a. All advertising will be billed at the prevailing rate at time of publication.
- b. Advertising rates subject to change with 30 days' notice.
- c. Payment in full must be received within 30 days of the invoice date.
- d. If payment is delinquent, a 1.5%-per-month service charge (which results in an annual service charge of 18%) will be applied to the unpaid balance.
- e. Publisher reserves the right to request credit information of any advertiser. Cash in advance required until credit is established.

- f. Publisher reserves right to withdraw credit at any time.
- g. Advertiser whose credit is not approved by the publisher will be required to pay in advance by the 20th of the second month preceding publication.

CONTRACT REGULATIONS

- a. All advertisements are subject to the publisher's approval. Publisher reserves the right to reject or cancel advertising at any time.
- b. Unacceptable ads include "per order" ads and those for political candidates, fireworks, alcoholic beverages, cigarettes, firearms, private lotteries, scientifically unproven technologies and ads claiming to provide a health or medical benefit. Also unacceptable is advertising implying endorsement (where none exists) by the publisher.
- c. Advertisements resembling news copy or editorial material will be identified as an "ADVERTISEMENT" by the publisher.
- d. Publisher is not responsible for errors in key numbers, nor is publisher responsible for copy changes received after closing date.
- e. Publisher is not liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control.
- f. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
- g. In the event of nonpayment of bills, the advertiser and agency will be jointly and severally liable for monies due. If legal action or judicial proceedings are instituted or if collected through probate or bankruptcy proceedings, advertiser and agency also will be totally liable for all legal costs incurred by publisher in the collection of payment.
- h. A change in ownership or name/title of client does not release the originating agency/advertiser from liability for payment for ad.
- i. All advertising orders and contracts must contain authorized signature and the complete address and phone number of the agency/advertiser.
- j. Insert rates and information available on request.

All finished artwork is due to *Ohio Cooperative Living* no later than the 1st day of the month prior to publication.

