

OHIO COOPERATIVE

2026 MEDIA KIT

Living



Celebrating
Ohio
for nearly
seven decades!

Ohio Cooperative Living
engages nearly a million
rural readers each month —
a loyal audience that's
challenging to reach
any other way.

Published by:

**OHIO'S ELECTRIC
COOPERATIVES**

Your Touchstone Energy® Cooperatives 

**OHIO'S
LARGEST
RURAL-CIRCULATION
MAGAZINE**

ABOUT US

and our cooperative spirit

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Ohio Cooperative Living has been a valued presence in rural Ohio homes and businesses for nearly **70 years**. We are the official publication of the 24 electric distribution cooperatives serving Ohio and West Virginia, and our **nearly 1 million readers** not only welcome us into their homes and businesses, they **rely on us**.

Our magazine is the **primary communications link** between the cooperatives and their members, and those members turn to *Ohio Cooperative Living* **month-in and month-out** to stay informed on **news, events, and information** about their cooperatives and their communities.*

Our readers are engaged:

- **84%** read **at least** three out of every four issues.
- **73%** report reading **every issue!**
- **82%** say *Ohio Cooperative Living* is a **“Must Read.”**
- **94%** say *Ohio Cooperative Living* is a name they can **always trust**.
- **94%** are **“Completely Satisfied”** with *Ohio Cooperative Living*.
- **38:** number of **minutes spent reading** an average issue.

They’re on the move:

- **41%** own three or more vehicles.
- **57%** took a vacation or other personal trip lasting longer than one day in the last 12 months. **39%** took three or more such trips.
- **\$2,800:** the average amount readers spent on those vacations.

They act on what they see:

- **62%** cut out or used a recipe.
- **35%** saved an article or advertisement for future reference.
- **17%** bought, ordered, requested information about, or recommended a product or service they saw in the magazine.
- **20%** shared something they saw with a friend or family member.
- **23%** attended a specific event featured in the magazine.



*Source: MRI Simmons "Ohio Cooperative Living Reader Study," 2025

CIRCULATION and demographic profile

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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.

The majority of the nearly **315,000 copies distributed** each month are delivered to higher-income **homeowners** in rural areas, on farms, and in suburbs, small towns and unincorporated communities across Ohio. They have **time on their hands and money to spend**.

Circulation ... 314,941*

Readers per copy3

Total reach944,823

Gender

Women60%
Men40%

Age

35-4914%
50-6431%
65+55%

Employment

Employed part-time77%
Employed full-time29%
Retired56%

Household income

\$50,000-\$74,99922%
\$75,000-\$99,99916%
\$100,000+36%
Average: \$96,800

Education (highest level)

High School diploma28%
Some college/assoc. degree36%
Bachelor/advanced degree33%

Residence

Homeowner (all types)88%
Own a farm/ranch21%
Own 3+ acres46%
Average home value: \$409,000
Average acres owned: 24

* circulation audited by



Daddy longlegs

The gangly harvestmen are about to emerge from hiding to get ready for the long winter.

BY CHRIS WHELAN

The month of August is like an early Thursday morning of a given week. Just as Thursday means the month's coming to a close, August marks the waning of summer. Goldenrod flowers glow in yellow fields, and if you pay it mind, you will find the first twelfth of autumn by month's end.

Daddy longlegs have roosted, come August, the gangly eyes and spindly legs have propped up, and legs to gather an ounce to mate and prepare to overwinter. Sometimes you find them in aggregation of a few to a few hundred individuals, which helps ensure a greater likelihood of both successful breeding and mating through winter.

That's why they are also known as harvestmen — for their propensity to appear at harvest time. They are ubiquitous Ohio, on the farms, in the forest, in the suburbs, in your garages, and in every corner of every city. And they are about to leave again.

But first, here is what they are not. Even though they're called harvestmen or harvest bugs, daddy longlegs are not spiders. Big mistake, otherwise known as arachnophobia. And then there's the other mistake, which comes from the Latin term for "spiders," so named because they're about the size of a spider and look like one. Daddy longlegs are not spiders. Spiders are in the order Araneae. More on that later.

Daddy longlegs are really just long legs. They have a job-like body that lives well above the ground, filled by eight thin legs. And those legs are for more than just walking. They are sensory organs — a combination of eyes and touch and temperature, all in one.

The legs are also essential for defense, but not the way you might think. Your common garden variety spider can make tracks, feel, when threatened, which is of course in an effective defense mechanism. Not so for daddy longlegs — they just sort of move along. When attacked by a predator such as a bird or a cat or a spider, they shed a leg. They discarded legs are preprogrammed to wiggle and tremble for minutes as long as they're in contact and freeze off the would-be predator while the daddy longlegs ambles on its remaining legs to the shelter of a rockpile or a leaf. Just fast time you see a daddy longlegs, take note as to how many legs are missing; the appendages do not grow back. Daddy longlegs may shed legs and move and move in the face of a predator, and they throw off a noxious odor.

These defenses, while genuine, spiders can't help to reject their prey with toxic venom, daddy longlegs do not produce venom, nor do they have fangs. Instead, they secrete tiny globes of glue to secure the prey. They're not and shed their front and they are featureless about it. While spiders weave webs for capturing their prey, daddy longlegs are "a spider's worst," daddy longlegs lack the secret and for six glands for each week. Daddy longlegs glide along, using flower pollen, animal dung, stick bugs, mites, spider webs, caterpillars, aphids, and grasshoppers. After meals, they're known to clean their forelegs by raking their appendages through their mouth.

One more difference between spiders and daddy longlegs: the eyes. Spiders possess acute vision, as they should, being eight eyes. Daddy longlegs have only two eyes, and even those, the arachnophobes point, and rarely do they see anything. It's all in the air that daddy longlegs find their way, rather than by sight.

And, oh, by the way, that direction-finding device may be good for another thing. If you happen to lose a cow, the fact is those sensory legs will guide you toward your missing homie.

Destination: Everywhere

Prolific park explorers now look for new trails to tackle.

BY JAMES HIGGINS

PHOTOGRAPHS COURTESY OF MOUNTAIN MOUNTAIN NATIONAL PARK

It's not that they know where they're going, but they're going to go. That's the spirit of the new book, *Destination: Everywhere*, by James Higgins and his wife, Jennifer. The book is a collection of their adventures exploring some of the most beautiful and least-visited national parks in the United States. The book is a collection of their adventures exploring some of the most beautiful and least-visited national parks in the United States.

Inauspicious start
That first trip was rough. It was the first time they had ever gone to a national park, and the trip was off to a rocky start. "It was a disaster," says Higgins.

Active participant
Higgins and his wife are active participants in the outdoors. They have been exploring national parks for over 10 years, and they have a lot of experience to share.

Caring for the land
Higgins and his wife are committed to the land. They have been exploring national parks for over 10 years, and they have a lot of experience to share.

EDITORIAL CALENDAR and deadlines

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Every month, **Ohio Cooperative Living** features stories about the personalities, destinations, and history of the Buckeye State — along with mouth-watering recipes, colorful photos, and the most comprehensive **free calendar of events** in the state!

In addition, we publish several **special issues** each year, with special ad sizes and rates available so advertisers can make their budgets go even farther.

2026 Editorial highlights

JANUARY

Highlights: Photo essay: Icy scenes; Bridges of Union County

FEBRUARY

Highlights: Passion Works; The Lincoln School Story

MARCH

Highlights: Ohio rock climbing; The problem with beavers

APRIL **Lineworker Appreciation Issue**

Highlights: Life on the line: a day in the life of a lineworker

MAY **Travel Issue**

Highlights: Lighthouse living; Festivals of food

JUNE

Highlights: Roller coaster club; Why stay in a yurt?

JULY **America 250 Issue**

Highlights: Revolutionary reenactors; Bald eagles everywhere

AUGUST

Highlights: Show day at the state fair; Tennis takes center stage

SEPTEMBER **Farm Science Review Issue**

Highlights: Agriculture tech; The best in public bathrooms

OCTOBER

Highlights: Monsters, Inc.; Ceramic pumpkin patch

NOVEMBER **Holiday Gift Guide**

Highlights: The best gifts from co-op land; Friday night lights

DECEMBER

Highlights: Dickens Village; Art as experience

Ad closing dates

Advertising orders must be received by the 20th of the month two months preceding publication (For example, Jan. 20 for the March issue).

Artwork is due by the first of the month preceding publication (so Feb. 1 for the March issue). When either of those dates falls on a weekend or holiday, due date will be the next regular work day.

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.

Cancellation of cover positions will not be accepted later than the 10th of the second month preceding publication (e.g., Dec. 10 for the February issue).

ISSUANCE

Magazines are mailed monthly, with a target delivery window within the first four days of every month.

ADVERTISING INFO and rates

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Covers

Size/place	1-11X	12X
Back cover	\$6,935	\$6,570
Inside front/back	\$5,720	\$5,400

Display ads

Size	1-5X	6-11X	12X
Full page....	\$5,520	\$4,840	\$4,450
1/2 page	\$4,100	\$3,590	\$3,415
1/3 page	\$2,850	\$2,495	\$2,110
1/6 page	\$1,540	\$1,350	\$1,025

Special sections

Size	Rate
Full page	\$4,450
1/4 page*	\$800

*no discounts available

Marketplace

Size/place	1-11X	12X
Triple (2 1/8" x 2 7/8")	\$487	\$415
Double (2 1/8" x 1 7/8")	\$299	\$268
Single (2 1/8" x 7/8")	\$170	\$143

Information and rates for other options, including inserts and polybags, is available on request.

Advertiser discounts

Frequency: To qualify for the discounted rates listed above, advertiser/agency must submit a space contract or written confirmation of intention to run the required number of ads within a 12-month period at billing time.

Frequency discount takes effect when contract is received in writing by *Ohio Cooperative Living*; discounts are not retroactive to first insertion. Discount is based on total number of issue insertions after contract is signed.

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.

Local advertisers*: 15% discount for companies with headquarters and/or locations exclusively in Ohio.

Press-ready materials*: 15% discount for advertisers supplying high-resolution, press-ready PDF, per published sizes and specifications.

Charitable advertising*: Charitable organizations with a 501(c)3 designation may use the 12X rate no matter the number of insertions.

*discounts may not be combined

Our advertising works!

FION WINE ROOM AND CLASSIC DRIVING RANGE
4324 E. 15th
Huntsville, OH 43224-0575
688-0335, www.fionwinerom.com

SIPS AND SWINGS
A Huntsville hot spot lets patrons partake in pinot while they practice their putting.

FION WINE ROOM AND CLASSIC DRIVING RANGE
Fion Wine Room and Classic Driving Range is a new addition to the area. It's a place where you can enjoy a glass of wine while practicing your golf swing. The venue is a great spot for parties, corporate events, weddings, and more. The bar has a wide selection of drinks and the food is delicious. The venue is a great spot for parties, corporate events, weddings, and more. The bar has a wide selection of drinks and the food is delicious.

"We were seeing so many people come through the doors who we didn't recognize, and when we asked them how they heard about us, they kept saying, 'the co-op magazine,' 'the co-op magazine,' 'the co-op magazine.' I'm amazed at how many people told us they came because they saw us in Ohio Cooperative Living."

—Stacy McVan, Fion Wine Room and Driving Range, Huntsville

SPECIFICATIONS

and fine print

Manufacturing

Printing: Web offset, heatset, SWOP standards; CMYK 4-color process.

Trim size: 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ "

Bleed: Minimum 0.125" ($\frac{1}{8}$ inch); (bleed ads available for full-page placements only)

Paper: Cover — coated 80 lb. gloss, 80 bright; Text — coated 45 lb. gloss, 80 bright

Color: CMYK 4-color process

Binding: Saddle stitched, high folio

Specifications

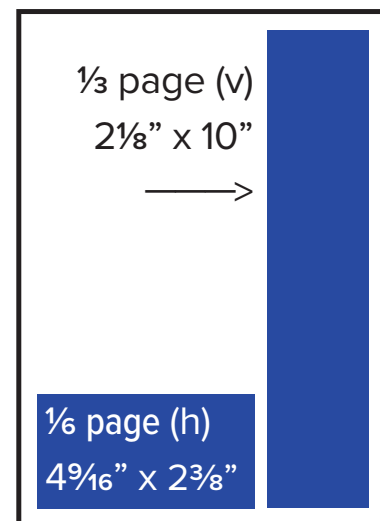
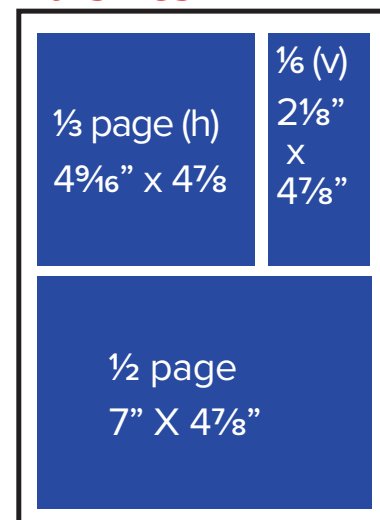
Press-ready materials: Only high-resolution PDF files with all art, fonts, etc., embedded are considered press-ready. Adobe InDesign, Photoshop, or Illustrator documents are acceptable but will be converted to PDF by publisher and are not eligible for press-ready discount.

Resolution: Art elements must have a resolution of 300 dpi or greater, 100% of original size, Minimum size of type is 6 pt.

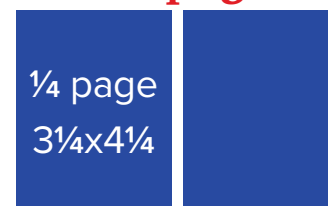
Fine print

1. Only full-page ads accepted for cover positions. Cover positions granted on a contractual or first-come, first-served basis. Except for covers, placement of all advertising is at publisher's discretion.
2. 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. Advertisements that imply endorsement by the publisher where none exists are prohibited. Irrespective of that, all advertisements are subject to the publisher's approval and publisher reserves the right to reject or cancel advertising at any time for any reason.
3. Payment in advance required until credit is established. Publisher reserves right to withdraw credit at any time. Payment in full must be received within 30 days of invoice date. 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.
4. Advertisements resembling news copy or editorial material will be identified as an "ADVERTISEMENT" by the publisher.
5. Publisher is not responsible for errors in key numbers, nor is publisher responsible for copy changes received after closing date.
6. 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.
7. 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.
8. 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.
9. A change in ownership or name/title of client does not release the originating agency/advertiser from liability for payment for ad.

Ad sizes



Travel page



Marketplace



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Memorial Journalism Award



a winning formula that within three months, the Mabrys needed to expand. Carving more space out of the barn, Dale built a spacious "tasting house" complete with a handsome stone fireplace for cozy winter gatherings and an outdoor patio for summertime sipping. "A large portion of our customers come from Gakushuu and love sitting on the patio," says Toriya. "People comment that it is so quiet out here in the country, and they like seeing all the stars at night."

Although open only on Friday and Saturday, Dulson Union Winery and Brewery is such a popular destination that it was chosen the 2018 Tourism Business of the Year by the Union County Convention and Visitors Bureau. "Our growth was unexpected and unreal, and we really have to try to keep up with it," says Dale. In fact, he and Tonya have left their former occupations — respectively, technology project management and data center support — to operate the winery. "Four years ago, we would have said there's no way we'd now be doing this full time," Tonya says. "It's been just wonderful for us."

Dallan Utison's diverse wines range from sweet to dry and are made on-site using select juices purchased from his *en route* in California, Argentina and Australia. Their signature white wine — Summertime — balances the flavors of Riesling grapes and green apples, while bestseller Black Home is an off-dry red containing pinot noir and black cherry. Hula Sunrise, a wine cocktail served year-round, blends white wines with coconut, lime and pineapple juices, and grenadine. "It's like a vacation in a glass, and gives people a great excuse to drink here," says TAYLOR.

The Mahrys also produce mead made with honey from a nearby bee farm and hard ciders in seasonal flavors such as rhubarb, pumpkin spice, and lemon-berry. Because they want non-wine drinkers to fully participate in the Dalton Union experience, they've also added an in-house brewing system. Dale focuses on using local grains for Dalton Union's handcrafted beers, and he is especially proud of 450404, a golden ale whose name came from Marysville's ZIP code. "With locally grown barley and hops, it's 100% Marysville from grain to glass," he says.

Dulson Union offers live entertainment every Saturday night, and from April through October, food trucks supplement the character trays served in the tasting house. Customers also are welcome to bring their own food or to order pizza from local shops. "Dale and I love hosting others and getting together with people," says Torja. "Now we get to do that every Friday and Saturday."

A woman with long brown hair, wearing a black polo shirt with a logo, is smiling and pouring red wine from a bottle into a glass. She is standing behind a bar with various bottles and glasses visible.

A man in a dark jacket is pouring beer from a large draft system. The system has many taps, each with a label. The labels are organized into sections: 'CRAFT BEER' (1-12), 'HARD CIDER' (13-15), and 'PILSENER' (16-18). The man is holding a glass and pouring from tap 12, which is labeled 'PILSENER'. The background is a dark wall with the draft system.

Dallas Green Winery and Brewery, 2000 Stark Road,
Maricopa, AZ 85138 857-665-5888 www.dallasgreen.com

—Tonya and Dale Mabry, Dalton Union Winery, Marysville

