

# OHIO COOPERATIVE

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## 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

OHIO  
COOPERATIVE  
*Living*

**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 editions
- **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.
- **75%** 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

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

## Gender

## Age

## Employment

## Household income

### Education (highest level)

## Residence

Average acres owned: 24

\* circulation audited by



# EDITORIAL CALENDAR and deadlines

OHIO  
COOPERATIVE  
*Living*

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

OHIO  
COOPERATIVE  
*Living*

## 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 GOLF RANGE**  
4324 S. 15th  
Huntsville, OH 43224-0571  
688-0035, www.fionwinerom.com

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

**Our advertising works!**

"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

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—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

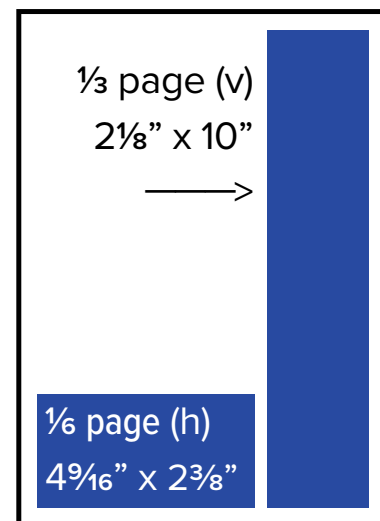
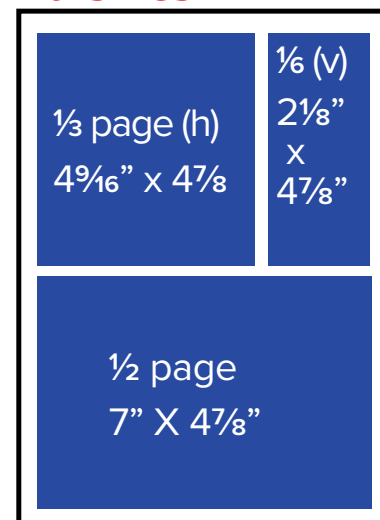
**Press-ready materials:** Only high-resolution PDF files with all art, fonts, etc., imbedded are considered press-ready. Adobe InDesign, Photoshop, or Illustrator documents are acceptable but will be converted to PDF by publisher and are not eligible for press-ready discount.

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

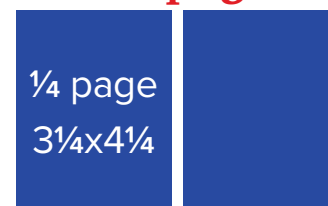
### Fine print

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 is 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



# CONTACT and important information

OHIO  
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*“This publication has some of the **strongest writing** and layout design among all co-op publications **in the country**. There is a good mix of short- and long-form stories, a great mix of high-quality photography, graphics and illustrations, and **innovative layouts** and headline treatments to make the publication dynamic and keep readers engaged. It’s **extremely professional**.”* —Haggard Award Judge



2012 | 2018 | 2022 | 2024

## George W. Haggard



### Memorial Journalism Award

Honoring the outstanding statewide electric  
cooperative magazine in the nation

### Our advertising works!



Dale and Tonya Mabry  
deliver fun and flavor at  
Dalton Union Winery  
and Brewery.

A winning formula that within three months, the Mabrys wanted to expand. Creating more space out of the barn, Dale built a spacious “tasting room” complete with a bar and wine storage for some winter gatherings and an outdoor patio for summer entertaining. “I keep pictures of our customers from Columbus and have sitting on the patio,” says Tonya. “People comment that it is so quiet out here in the country, and they like being in the sun a little.”

Although open only on Friday and Saturday, Dalton Union Winery and Brewery is such a popular destination that it was chosen for the 2018 “Best of Ohio” award by The Ohio County Convention and Visitors Bureau. “Our growth was unexpected and surreal, 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 support the winery. “Four years ago, we would have said there is no way we could be doing this full time,” Tonya says. “We have just realized that we’re not.”

Dale and Tonya have wine grapes that come from dry and are made into wine when grapes are grown in the state of California, Argentina and Australia. They specialize in white wine. “Bordeaux” — including the Bordeaux Blending grapes and green apples, while Bordeaux Black is a blend of dry and sweetening grapes and black cherry. Dale says, “I’ve been in the wine business for 20 years, and I’ve learned a lot about wine and people who love to drink it. It’s a beautiful life, and give people a great experience to do so.”

The Mabrys also produce mead made with honey from a nearby bee farm and had sales in several states such as Colorado, Georgia, Ohio, and Kansas. Because they were wine distributors to many people, they were able to build a strong reputation. Dale focuses on selling local grapes for local wineries and has a lot of local customers. He is especially proud of 2018, a golden year when sales were up 50% from 2017. “We’re really proud of our 2018,” Dale says. “We’re really proud of our 2018.”

Dale and Tonya have been in the business every day since they started. They have a lot of customers and a lot of people who love to drink it. They are really proud of their 2018, and they are really proud of their 2018. “We’re really proud of our 2018,” Dale says. “We’re really proud of our 2018.”



Tonya Mabry pours a glass of Dalton Union Winery and Brewery's 2018 Bordeaux Blending wine from state of Ohio at Dalton Union Winery.



Dale Mabry pours a glass of Dalton Union Winery and Brewery's 2018 Bordeaux Blending wine from state of Ohio at Dalton Union Winery.

*“The response was instant and the response was strong. We had folks coming almost from that first day from all corners of the state — so many people saying, ‘hey, we saw you in the magazine and wanted to come check you out.’ **Most of them probably wouldn’t have heard about us if we hadn’t been in Ohio Cooperative Living.**”*

—Tonya and Dale Mabry, Dalton Union Winery, Marysville

## For information about advertising in Ohio Cooperative Living:

Ohio inquiries:

**Amy Howat**

614-681-5182 | ahowat@ohioec.org

**Jeff McCallister**

614-430-7866 | jmccallister@ohioec.org

National/regional advertising inquiries:

**Cheryl Solomon**

847-612-9015 | cheryl@amp.coop



American  
MainStreet  
Publications