

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

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.



CIRCULATION and demographic profile

OHIO COOPERATIVE *Living*

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 small towns and unincorporated communities across Ohio. They have **time and their hands and money to spend**.

Circulation ... 314,941* Readers per copy3 Total reach944,823

Gender

Women 60%
Men 40%

Age

35-49 14%
50-64 31%
65+ 55%

Employment

Employed part-time 7.7%
Employed full-time 29%
Retired 56%

Household income

\$50,000-\$74,999 22%
\$75,000-\$99,999 16%
\$100,000+ 36%
Average: \$96,800

Education (*highest level*)

High School diploma..... 28%
Some college/assoc. degree..... 36%
Bachelor/advanced degree33%

Residence

Homeowner (all types)..... 88%
Own a farm/ranch 21%
Own 3+ acres 46%
Average home value: \$409,000
Average acres owned: 24

* circulation audited by



EDITORIAL CALENDAR and deadlines



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 $\frac{1}{8}$ " x 2 $\frac{7}{8}$ ").....	\$487	\$415
Double (2 $\frac{1}{8}$ " x 1 $\frac{1}{8}$ ").....	\$299.....	\$268
Single (2 $\frac{1}{8}$ x 7 $\frac{1}{8}$ ").....	\$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!



BY VICTORIA LARSON



Driving and driving is never a wise idea, but there is a place in Ohio where you can do both at the course.

At Fion Wine Room and Classic Driving Range near Huntsville, a member of Logan County's wine trail, you can tip a glass of chardonnay, a wine that's perfect for the holiday ... and practice your drive, chip, or putt, all in one place.

The unique combination, the brainchild of Mike and Stacy McVan, has been a hit with golfers from Dublin — no upon the concept has been copied in the last few years ago!

"Right now, we have 100+ golfers who own a wine in northwest Ohio," Mike says. "They wanted to do what we decided we didn't want to do: make the wine." Instead, they created



Fion Wine Room and Classic Driving Range, 7485 State Rte. 100, Huntsville, OH 43230, 740-377-8865, www.fionhuntsville.com.

"You can come when the weather is nice or when it's not nice," Mike says. "You can come for a special event, corporate events, weddings, and more." To be honest, though, the McVans say, "You can come over — Logan and Columbus and Toledo," he says.

Granted, the Emerald Isle isn't exactly known for its vineyards. So, if you pour whiskey and other spirits, you can do that, too. "We have a lot of different microbrews to offer," says Mike.

Fion even has a secret menu, favored by regulars. "It's a menu that's not on the regular menu, but it's for the festive holiday peppermint matrix," Mike says. "Everyone leaves with a smile."

Mike and Stacy McVan (right) own Fion Wine Room and Classic Driving Range.

"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

OHIO
COOPERATIVE
Living

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" (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

$\frac{1}{3}$ page (h) 4 $\frac{9}{16}$ " x 4 $\frac{7}{8}$ "	$\frac{1}{6}$ (v) 2 $\frac{1}{8}$ " x 4 $\frac{7}{8}$ "
$\frac{1}{2}$ page 7" X 4 $\frac{7}{8}$ "	

$\frac{1}{3}$ page (v)

2 $\frac{1}{8}$ " x 10"



$\frac{1}{6}$ page (h)

4 $\frac{9}{16}$ " x 2 $\frac{3}{8}$ "

Travel page

$\frac{1}{4}$ page

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$

Marketplace

2 $\frac{7}{8}$ "

1 $\frac{7}{8}$ "

1-col

2 $\frac{1}{8}$ "

$\frac{7}{8}$ "

