

# OHIO COOPERATIVE *Living*

Ohio's largest  
rural-circulation magazine

## MEDIA KIT 2020



**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 60 years. In fact, since we are the official publication of 24 electric cooperatives serving Ohio and West Virginia, our 300,000 readers 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.\*

- 65% read or looked at *Ohio Cooperative Living* for between 30 minutes and two hours.
- 57.5% used or cut out a recipe.
- 47.9% saved an article for future use.
- 51% of *Ohio Cooperative Living* readers use the magazine to plan activities for themselves or visitors.
- 32% of readers clip/copy articles of interest after they have finished reading them, and 20.9% save issues for future reference.
- 83.4% have taken action from something they have seen in *Ohio Cooperative Living*.
- 49.4% of our readers own 3+ acres of land.
- 70% of our readers own a dog or cat
- Our readers are 9x more likely to shop from a Tractor Supply store
- Our readers are 6x more likely to own a horse
- Our readers are 6x more likely to own a bird
- Our readers are 6x more likely to own a Utility/Sport ATV/ or Utility Vehicle than the average person
- Our readers are 6x more likely to own a personal watercraft
- Our readers are 5x more likely to add a deck/porch/patio
- Our readers are 5 x more likely to remodel their windows
- Our readers are 7x more likely to add sliding - vinyl/metal
- Our readers are 4x more likely to take a bus (charter or tour)
- Our readers are 5x more likely to own spend \$7,000 on a domestic trip

\*Source: Manter Consulting, "Country Living Magazine — Statewide Perception Study," 2016.





# 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 the cooperatives — of which each member is also an owner, and therefore has a financial stake.

Circulation .....301,354\*  
 Readers per copy .....3  
 Total reach .....904,062  
 Women .....51.8%  
 Men .....48.2%  
 Average age .....58.1  
 Adults 35+ .....83.3%  
 Attended college .....59.1%  
 Average HHI .....\$77,700



GOOD EATS

## Goodies from the GRIDDLE

Take the same-old pancakes, waffles, and the like to the next level with a few unexpected — and delicious — additions.

**CHAI SPICED WAFFLES**  
 Prep: 10 minutes | Cook: 15 minutes | Servings: 4  
 2 cups all-purpose flour 1/2 teaspoon white pepper  
 3/4 cup packed brown sugar 2 teaspoons  
 2 teaspoons cinnamon 2 teaspoons ginger  
 1 teaspoon cardamom 1/2 cup whole milk  
 1/2 cup vegetable oil 1/2 cup waffle mix  
 1/2 teaspoon nutmeg  
 Preheat the waffle maker. In a large bowl, sift flour, baking powder, and spices. In a separate bowl, mix eggs, milk, oil, and vanilla. Incorporate dry ingredients into wet ingredients. Spray waffle maker with nonstick cooking spray. Bake according to manufacturer's directions, until golden-brown. Top with your favorite waffle toppings. (See before and after photos on page 10.)

Per serving: 420 calories, 22 grams fat, 61 grams carbohydrates, 45 grams total carbs, 2 grams fiber, 8 grams protein.

MARCH 2019 • OHIO COOPERATIVE LIVING • 15

### GRAND MARNIER AND BRIE FRENCH TOAST

Prep: 5 minutes | Cook: 15 minutes | Servings: 12  
 1/2 cup packed brown sugar 2 teaspoons vanilla  
 1 teaspoon cinnamon, divided 1/2 cup powdered sugar  
 1/2 teaspoon salt 4 eggs  
 1 tablespoon water 1/2 cup whole milk  
 1/2 cup Grand Marnier 12 slices bread (thick, such as Texas toast or brioche)  
 8 tablespoons unsalted butter 7 ounces brie cheese, sliced  
 1/2 cup Grand Marnier (for other orange liqueur)

In a small saucepan, heat brown sugar, 1/2 teaspoon cinnamon, salt, and water until liquid and smooth. Stir in pieces of toast. Spread pecans out on a baking sheet to cool. Set aside.

In a small saucepan, gently heat butter until melted. Whisk in Grand Marnier, vanilla, and powdered sugar until smooth.

In a shallow container, whisk together eggs, milk, and 1/2 teaspoon cinnamon. Heat a lightly oiled skillet (or griddle) over medium-high heat. Quickly coat enough bread slices to fit skillet. Cook until golden brown, about 2 to 3 minutes. Top with slices of brie and candied pecans and drizzle with Grand Marnier sauce. Serve immediately.

Per serving: 355 calories, 45 grams fat, 68 grams carbohydrates, 10 grams total carbs, 2.5 grams fiber, 15.5 grams protein.

### LIGHT LAVENDER AND LEMON PANCAKES

Prep: 20 minutes | Cook: 20 minutes | Servings: 4  
 1/2 cup fresh lemon juice 4 eggs, separated  
 1 cup sugar 1/2 cup milk  
 1/2 cup all-purpose flour 2 tablespoons vegetable oil  
 1/2 cup whole milk 1/2 teaspoon vanilla  
 1/2 cup lavender buds (or 1/2 cup dried lavender)  
 1/2 cup lemon juice 1/2 cup lemon juice  
 2 tablespoons sugar 1/2 cup lemon juice  
 1/2 cup lemon juice 1/2 cup lemon juice

Heat lemon juice in a small saucepan over medium heat. Add sugar and stir until dissolved. In a small bowl, mix cornstarch with water until a paste is formed. Add a little cornstarch paste to the lemon juice until it thickens into a syrup. (To 2 minutes. Remove from heat, and set aside.)

In a large bowl, sift flour, baking soda, salt, and sugar. In a separate bowl, whisk egg yolks, vanilla, whole milk, oil, and vanilla. Add flour mixture to egg mixture and stir until well blended. Lightly muddle or chop lavender buds and add to the mixture along with lemon and salt. Let batter sit 15 minutes. In another bowl, whisk egg whites until stiff peaks form (7 to 10 minutes). Fold into batter.

Heat a nonstick griddle over medium heat. Working in batches, form each pancake by spooning batter onto skillet. Cook until most of the air bubbles have popped, then flip and cook until pancakes are easy to remove with a spatula, about 1 minutes each. Drizzle with lemon sauce and sprinkle with lavender and blueberries.

Per serving: 338 calories, 18 grams fat, 57 grams carbohydrates, 17 grams total carbs, 3.8 grams fiber, 18.8 grams protein.

16 OHIO COOPERATIVE LIVING • MARCH 2019

Nancy Stranahan, co-founder and director of Arc of Appalachia, stands in a wooded area near the forest's edge. She is surrounded by trees and a stream. The text 'Artistic impression' is overlaid on the image.

## Artistic impression

While acquisition and education are front and center at Arc of Appalachia, so is art.

"What a success!" exclaims Wendy Vickers, a poet who spends a couple weeks at an Arc artist-in-residence program. "Our task was to make art and share our experience and skills with local schoolchildren." A free room at Arc meant free rain to write.

"The Highlands residency experience brought me back to my roots, reminded me of what I could never have forgotten," Vickers says.

"Maude's Cedar Narrows" (see page 10)

Just beyond the woods, we hear water calling. What does it have to say to us today?

The old song passage and presence, moving on and staying attached. Maude's call to us. We cannot stop twice into the same river.

The river keeps moving, you keep changing. A few days ago, this creek seemed to flow to the top of the bluff and beyond, to the sky. It sang with rain, to flow through its banks, snapping at grasses and trees. It said, look, don't touch. It said, you can come to me about, but you'll be better, not worse. I'll stand at a distance, we were too close to talk.

—written by Wendy Vickers during her Highlands residency

18 OHIO COOPERATIVE LIVING • MARCH 2019

land over to Metro Parks and was recommended and will use those funds in turn to buy up even more forest, or perhaps some bit of centuries-old Native American earthworks — another frequent target of Arc acquisition.

## Where and how it all happens

Arc's home base is the 2,600-acre Highlands Sanctuary, the largest of its 18 properties, straddling Rocky Fork Creek. There, visitors can take in all things Arc: silver-groove nature, caves and grottos, natural springs, and all the accoutrements of nature in the wild.

During spring months, a brief just-weeks-long window affords legions of wildflowers just enough time to peak up sunrise and bloom before the forest's dense canopy shades the light. Spring wildflowers and autumn foliage make for the best times at Highlands, where folks can visit for a hike or they can stay, a handful of cottages and homes owned by Arc offer perfect retreats without a commercial, touristy theme — said not "yearly" events and their associated residents.

Not all of the land Arc acquires is purchased — some is gifted, free-and-clear, such as the 75-acre farm in Pike County, donated by the Samsen family in 2005, and an adjacent 70 acres donated by Margie Christ a decade later. Both parcels had been in the respective families since the 1800s, and interestingly, throughout the Samsen family's history, not a single owner had ever timbered the land — they'd only felled the open fields.

## The continuing mission

Of course, they're not making land anywhere, at least in Ohio, and land donors don't just appear every day, so buying what's there can be pricey. Arc raises money mostly from private donors, whose generosity is often motivated by a deep and abiding love of nature and all its immeasurable qualities. Then, utilizing the Clean Ohio Fund, Arc also gets \$3 in return for each \$1 it raises. The program was approved by Ohio voters in 2000 and has led to a number of projects, including preservation of stream corridors and ecologically sensitive areas. That puts Arc in good position when it comes to buying and saving Ohio lands.

Since its inception, Arc has raised more than \$15 million and preserved 6,200 acres at 18 sites. It also offers a steady menu of forest-oriented programs, including wildflower and other guided hikes, live music, holiday forest events, birding, butterfly and bee fly gatherings, and plant and insect identification workshops, among others.

"What we are doing is very much for humanity," Stranahan says. "It's not just for the sake of all of those living things that call the forests home. It's for our own sake, too."

JAMES PROFFIT is a freelance writer from Middletown.

MARCH 2019 • OHIO COOPERATIVE LIVING • 15

# RATE CARD

## GENERAL ADVERTISING RATES

Four color inside	1 issue	3 issues	6 issues	9 issues	12 issues
Full page	\$5,690	\$5,520	\$5,125	\$4,840	\$4,550
$\frac{2}{3}$ page	\$5,410	\$5,125	\$4,835	\$4,595	\$4,325
$\frac{1}{2}$ page	\$4,325	\$4,100	\$3,875	\$3,675	\$3,415
$\frac{1}{3}$ page	\$3,075	\$2,850	\$2,560	\$2,275	\$2,110
$\frac{1}{6}$ page	\$1,710	\$1,540	\$1,310	\$1,085	\$1,025

Four color covers					
Cover $\frac{2}{3}$	\$6,000	\$5,820	\$5,700	\$5,580	\$5,400
Cover 4**	\$7,300	\$7,080	\$6,935	\$6,790	\$6,570
**Cover 4 size 7 $\frac{7}{8}$ " x 7 $\frac{3}{4}$ "					

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

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

- 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.

## MECHANICAL REQUIREMENTS

- Trim size: 7 $\frac{7}{8}$ " x 10 $\frac{3}{8}$ "; printed web offset; saddle-stitched; coated 45 to 50 lb. stock.
- Each page divided into three columns:
  - 1 column—2 $\frac{1}{8}$ " x 10" (140 agate lines)
  - 2 columns—4 $\frac{9}{16}$ " x 10" (280 agate lines)
  - 3 columns—7" x 10" (420 agate lines)
- Ad sizes:
  - Full page: 7" x 10"
  - $\frac{2}{3}$  page: 4" x 10"
  - $\frac{1}{2}$  page: 4 $\frac{9}{16}$ " x 7 $\frac{3}{8}$ " (vert.) or 7" x 4 $\frac{7}{8}$ " (hor.)
  - $\frac{1}{3}$  page: 2 $\frac{1}{8}$ " x 10" (vert.) or 4 $\frac{9}{16}$ " x 4 $\frac{7}{8}$ " (hor.)
  - $\frac{1}{6}$  page: 2 $\frac{1}{8}$ " x 4 $\frac{7}{8}$ " (vert.) or 4 $\frac{9}{16}$ " x 2 $\frac{3}{8}$ " (hor.)
  - Marketplace ads are all 1 column (2 $\frac{1}{8}$ ") wide.
  - Single:  $\frac{7}{8}$ " deep; Double: 1 $\frac{1}{8}$ " deep;
  - Triple: 2 $\frac{7}{8}$ " deep

- Bleed ads: Available on  $\frac{1}{2}$ ,  $\frac{2}{3}$  and full-page ads only.
- Material preferred:
  - Digital submissions are preferred. Formats: Adobe InDesign, Photoshop or Illustrator documents and/or PDF files. Art elements at 300 dpi or greater resolution, 100% of original size, supplied in Mac format via CD or DVD and all art, fonts, etc. included. Hard-copy proofs at 100% size to match each supplied digital file must be provided. No submissions will be accepted via e-mail attachment. Hard copy: All hard copy submissions may be subject to scanning charges to convert to digital. Composition and typesetting are chargeable to advertiser at publisher's cost.
- Publisher reserves the right to reject advertising it judges to be of substandard quality, or may reset copy at advertiser's expense.

# ADVERTISING INFORMATION

## 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.
- 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.

## 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.
- 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.

## ISSUANCE AND CLOSING DATES

- a. Magazine mailed monthly on or about the 27th of the month preceding publication month.
- b. Advertising orders must be received by the 20th of the second month preceding the month of publication (e.g., Jan. 20 for March issue).
- c. When closing date falls on a weekend or holiday, issue closes on the next following work day.
- d. 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.
- e. 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).

## 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, 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.

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




# GENERAL INFORMATION

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

American MainStreet Publications is *Ohio Cooperative Living's* exclusive advertising representative.

For information on advertising in *Ohio Cooperative Living*, contact Cheryl Solomon, [cheryl@amp.coop](mailto:cheryl@amp.coop)

Advertisers: Send camera-ready artwork to John White at [john@amp.coop](mailto:john@amp.coop)

When making payments for advertising, send checks made payable to *Ohio Cooperative Living* to  American Community Media

