

ideas and inspiration for your place in the country



Living the Country Life[®]

www.livingthecountrylife.com

2010 MEDIA KIT

ideas and inspiration for your place in the country

audience



The **Living the Country Life** audience represents significant buying power and a tremendous market opportunity for you.

DEMOGRAPHICS

Household Income – \$75,000+

Acreage Size – 3+ acres

Do-it-yourself Audience

target-market

Dual Readership

- ▶ 52% male
- ▶ 48% female

Perform at Least Some of Their Own Projects, Including:

- ▶ 70% Landscaping
- ▶ 51% Planting trees
- ▶ 38% Fencing
- ▶ 35% Building/construction

Rural Lifestyle Product Ownership

- ▶ 88% Riding lawn mower/garden tractor
- ▶ 86% Outdoor power equipment
- ▶ 80% Truck
- ▶ 77% Out Buildings
- ▶ 49% Tractor 20-49 hp
- ▶ 41% ATV/utility vehicle
- ▶ 31% Livestock trailer



*Living the
Country Life*