

ideas and inspiration for your place in the country



# *Living the Country Life*<sup>®</sup>

[www.livingthecountrylife.com](http://www.livingthecountrylife.com)

## **2010 MEDIA KIT**

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# magazine



*Living the Country Life* Magazine premiered in 2001 as one of the first national magazines devoted to providing timely, useful and entertaining information to the rural lifestyle market.

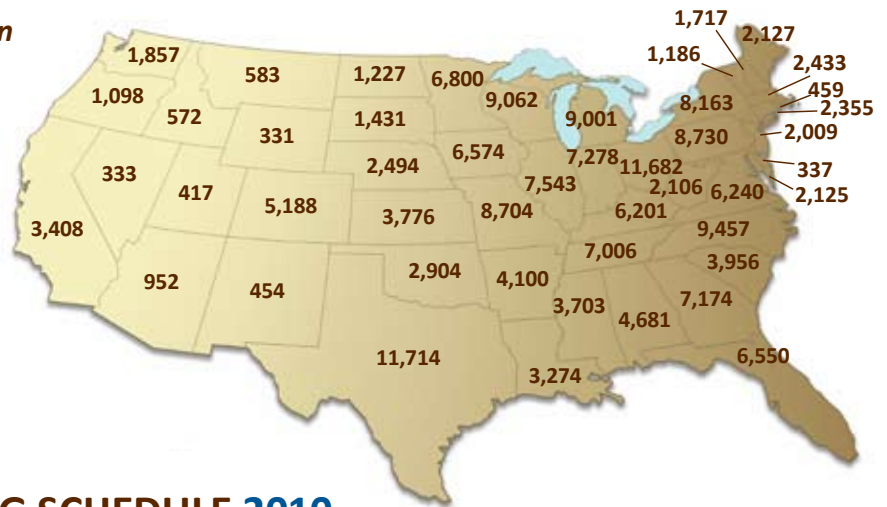
Today, *Living the Country Life* Magazine is published five times a year and is read by more than 760,000 rural homeowners, which includes pass-along readership of 3.8 readers per copy. It provides the most effective way for marketers to get product and service information into the hands of rural buyers who spend nearly \$32 billion per year on their lifestyle.

In addition, *Living the Country Life* Magazine serves as the official magazine of the 14,000-member Country Living Association.

## CIRCULATION DISTRIBUTION

### Total Circulation

▶ 200,000



## PUBLISHING SCHEDULE 2010

Issue	Ad Close Date	Materials Due Date	Mail Date
April	2/01/10	2/05/10	2/26/10
June	3/29/10	4/02/10	4/30/10
August	5/31/10	6/04/10	7/02/10
October	8/02/10	8/06/10	9/03/10
December	10/04/10	10/08/10	10/29/10

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With five issues published each year, *Living the Country Life Magazine* covers a wide variety of timely and widely interesting topics in an informative and enjoyable way.

Each issue contains a feature story about folks who enjoy their special place in the country along with regular highlighted columns and articles on topics of relevance and importance to living a rural lifestyle.

Regular *Living the Country Life Magazine* features include:

- ▶ Editor-in-chief column; From my place to yours
- ▶ Reader supplied letters, pictures and emails in:
  - Comments from the Country
  - All around the Homestead
  - Country View
- ▶ Livestock corner
- ▶ Greeb Living
- ▶ Landscape/Gardening
- ▶ Wildlife
- ▶ Buyers' Guide
- ▶ Recipes
- ▶ Humor Columnist

## commitment

*Living the  
Country Life*



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*Living the Country Life Magazine* reaches a highly target and affluent rural lifestyle audience with significant buying power. More importantly, our readers are easily motivated, with 96 percent having made some purchase decision or taken other action as a result of reading *Living the Country Life*. Advertising in the magazine can help marketers generate results.

## ADVERTISING RATES 2010

### Run of Book

Unit	4 color
Spread	\$28,840
Page	\$14,420
2/3 Page	\$10,815
1/2 Page	\$8,652
1/3 Page	\$6,057
Covers 2,3, & 4	\$15,450

focused

### Market Place

Unit	4 color	Black & 1 Color	Black & White
Full Page	\$9,554	\$7,746	\$6,682
2/3 Page	\$7,162	\$5,581	\$4,677
1/2 Page	\$5,734	\$4,581	\$3,678
1/3 Page	\$4,010	\$3,106	\$2,547
1/6 Page	\$2,261	\$1,404	\$1,381
Three Inches	\$1,298	\$846	\$834
Two Inches	\$976	\$560	\$547