

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**

# overview



## MULTI-MEDIA BRAND

The **Living the Country Life** brand is a multi-media solution designed to help marketers engage and interact with an estimated 27 million rural homeowners with property who choose to live in the country. This audience is one of the fastest growing consumer segments with tremendous buying power – more than \$32 billion annually.

**Living the Country Life** is a joint venture between Meredith Corporation and Learfield Communications, which brings publishing, database and broadcast media strengths together to provide ideas and inspiration to rural homeowners. We cover a wide variety of topics that are timely and important to our audiences and your rural lifestyle customers, including lawn and gardening, outdoor equipment, buildings and fencing, and pets and livestock.

Today, the **Living the Country Life** brand includes our **Living the Country Life** magazine, Web site, broadcast programs on RFD-TV and on our extensive radio network, and consumer database. Our media options provide you with the most comprehensive and efficient way to target and reach this important market segment.

## OUR BRANDS

### **Living the Country Life Magazine**

- ▶ 5 issues per year to more than 200,000 qualified rural property owners

### **Living the Country Life Web site**

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

### **Living the Country Life Television Program**

- ▶ Half-hour TV program exclusively on RFD-TV

### **Living the Country Life Radio Network**

- ▶ Daily 2-minute and 3½-minute programs on radio stations nationwide

### **Living the Country Life Database**

- ▶ Access to rural consumers across the country from the extensive 85 million name Meredith Publishing database

reach