

ideas and inspiration for your place in the country



Living the Country Life[®]

www.livingthecountrylife.com

2010 MEDIA KIT

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radio



Living the Country Life Radio is a nationally syndicated program connecting marketers with “rural lifestyles” during their busy workdays. Carried on more than 265 stations across the country, the 2-minute or 3½ -minute recorded programs cover a wide variety of timely and informative rural lifestyle topics and air twice daily during morning and afternoon drive times.

The highly educational and entertaining **Living the Country Life** Radio programs, combined with the reach and impact of local radio stations, create a powerful package in reaching this important audience. Affiliates choose which format fits their station and audience needs.

Format

- ▶ 3½ minutes (2½-minute program, 1 minute commercial)
- ▶ 2 minutes (1 minute program, 1 minute commercial)

Radio Network

- ▶ 265 stations and growing
- ▶ Rural lifestyle listeners in more than 38 states and expanding

Integrated With Other Media

Package with **Living the Country Life** television, print and Web site to create a powerful multi-media solution that connects you with the customers you want to reach. Check with your sales representative for latest information, stations and rates.

frequency



*Living the
Country Life*

- Editor in Chief Betsy Freese lives the rural lifestyle and serves as the on-air host for the
- Living the Country Life Radio programs.