

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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# television



The **Living the Country Life** Television program is designed to inform, entertain and educate rural lifestyle homeowners about their way of life. The TV program adds another important and dynamic dimension to the **Living the Country Life** multi-media portfolio, giving marketers the visual power of television to communicate their information.

**Living the Country Life** TV programs are carried on RFD-TV, which reaches more than 40 million households nationwide.

### **Rural Lifestyle Programming**

**Living the Country Life** TV covers a wide variety of program topics of interest to rural lifestyle audiences, including:

- ▶ Country Life Entertaining
- ▶ Gardening Tips
- ▶ Pets and Livestock Tips
- ▶ Acreage Improvements
- ▶ Machinery and Equipment Maintenance
- ▶ Landscaping Advice
- ▶ Much more

### **Format**

- ▶ Half-hour TV program

inform

### **RFD TV Program Times (Central Time)**

- ▶ Tuesday 6:30 PM
- ▶ Wednesday 8:30 AM
- ▶ Sunday 9:30 PM

### **RFD-TV**

RFD-TV began broadcasting December, 2000 and is the only 24-hour channel in America offering an extensive collection of programs serving rural viewers.

RFD-TV focuses on quality programs in these areas:

- ▶ Rural Living
- ▶ Agriculture
- ▶ Horses
- ▶ Entertainment

RFD-TV can be found on DISH Network channel 231, Direct TV channel 345, Mediacom cable, NCTC cable and other small town cable systems.

- ▶ Reaches over 40 million households
- ▶ 80% of viewers watch two or more hours of RFD-TV each day
- ▶ 75.1% of viewers live on a farm or in rural America

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