

ideas and inspiration for your place in the country



Living the Country Life[®]

www.livingthecountrylife.com

2010 MEDIA KIT

web site



Living the Country Life Web site has quickly become one of the most popular on-line communities and information resources for rural lifestyleers across the country.

In addition to providing information on everything from animals to utility vehicles and buildings to machinery, the **Living the Country Life** Web site connects rural audiences to one another to share ideas and stories.

More importantly, the Web site helps connect sponsors to this growing and influential audience by providing a wide variety of innovative on-line ways to interact and communicate with customers and prospects.

The **Living the Country Life** Web site is the quick, effective and measurable advertising vehicle that can be customized to accomplish a specific marketing goal or packaged with the magazine, television program and radio buys as part of a comprehensive, multi-media campaign.

Living the Country Life Web Site Content

- ▶ Timely stories from the magazine
- ▶ Interactive rural lifestyle discussion groups
- ▶ Idea Gallery for sharing new ideas
- ▶ Betsy's Backyard Blog on topics of the day
- ▶ How-to Solutions
- ▶ Product Guides
- ▶ Living the Country Life television/video programs
- ▶ Living the Country Life radio programs
- ▶ Much more

usage

web site stats:

Monthly Page Views

- ▶ over 460,000 page views
- ▶ over 100,000 unique users

Living the Country Life Web Site Ad Opportunities

- ▶ Leaderboard position – 728 x 90 35K maximum
- ▶ Skyscraper position – 160 x 600 35K maximum
- ▶ Medium rectangle unit – 300 x 250 35K maximum
- ▶ Channel sponsorships and run-of-site opportunities available

Living the Country Life E-Newsletter

- ▶ More than 40,000 registered users
- ▶ Timely, unique content delivered weekly
- ▶ Numerous ad units and customized opportunities available, including:
 - 300 x 250 and 650 x 90 size ad units 25K maximum
 - Other advertising and sponsorship opportunities