

Colorado[®]

 **COUNTRY LIFE**

MEDIA KIT 2024



About Us

Colorado Country Life is an award-winning magazine that is published for participating member electric cooperatives. The publication circulates nearly 175,000 copies to electric co-op members each month.

Staff

Publisher, Cassi Gloe, CCC

Editor, Kylee Coleman

Editorial Assistant, Melinda Taylor

Subscribing Cooperatives

Empire Electric Association

Grand Valley Power

Gunnison County Electric Association

Highline Electric Association

K.C. Electric Association

Morgan County Rural Electric Association

Mountain View Electric Association

Poudre Valley REA

San Isabel Electric Association

Sangre de Cristo Electric Association

Southeast Colorado Power Association

Tri-State Generation and Transmission

Y-W Electric Association

Colorado Rural Electric Association is the statewide service organization representing Colorado's electric cooperatives.

Colorado's Electric Cooperatives

Delta-Montrose Electric Association

Empire Electric Association

Grand Valley Power

Gunnison County Electric Association

Highline Electric Association

Holy Cross Energy

K.C. Electric Association

La Plata Electric Association

Morgan County Rural Electric Association

Mountain Parks Electric

Mountain View Electric Association

Poudre Valley REA

San Isabel Electric Association

San Luis Valley Rural Electric Cooperative

San Miguel Power Association

Sangre de Cristo Electric Association

Southeast Colorado Power Association

Tri-State G&T

United Power

White River Electric

Y-W Electric Association

Yampa Valley Electric Association



ABOUT OUR READERS

81%

describe themselves as
“regular readers” of the magazine

69%

read every issue of
Colorado Country Life

90%

trust the magazine for news
and information about their
local electric cooperative

32 Minutes

average time readers spend
with each issue

*Highlights from research conducted in 2022
by MRI Simmons.*

Making Powerful Connections Across Colorado

For more than 70 years, *Colorado Country Life* has served as the flagship publication for Colorado’s electric cooperatives. Published monthly by the Colorado Rural Electric Association, *Colorado Country Life* readers recognize and trust the magazine as a source of information for issues and events affecting their communities and unique way of life.

Colorado Country Life magazine is delivered every month to electric cooperative members who belong to each participating electric cooperative. Each magazine features human interest stories, gardening advice, outdoors-themed articles, recipes, energy efficiency information and local cooperative news.

We are honored to be the voice of Colorado’s electric co-ops all across the state. We thank our local cooperatives for trusting us to tell their story, advocate for electric co-op interests and highlight the exciting things happening in Colorado’s communities.

Kylee Coleman
Editor, *Colorado Country Life*

Nearly

175,000
Circulation

690,000
Total Audience

Source: 2022 AMP Audit, 2022 American MainStreet Publications™ Reader Profile Study conducted by MRI-Simmons.

PRINT AUDIENCE

Electric cooperative members seek out *Colorado Country Life* for a wide variety of content including energy-saving tips, heartwarming stories, and gift ideas.



GET TO KNOW OUR READERS

58%

Female

42%

Male

86%

Age 50+

70%

Married

89%

Attended College

\$94.8k

Median HHI

Source: 2022 American MainStreet
Publications Audit™ Reader Profile
Study conducted by MRI-Simmons.

OUR READERS LOVE TO TRAVEL

86% took a trip in the last 12 months and enjoyed their favorite vacation activities:

58%

Participated in outdoor sports

51%

Visited a cultural/historic site

40%

Attend an event

33%

Went shopping

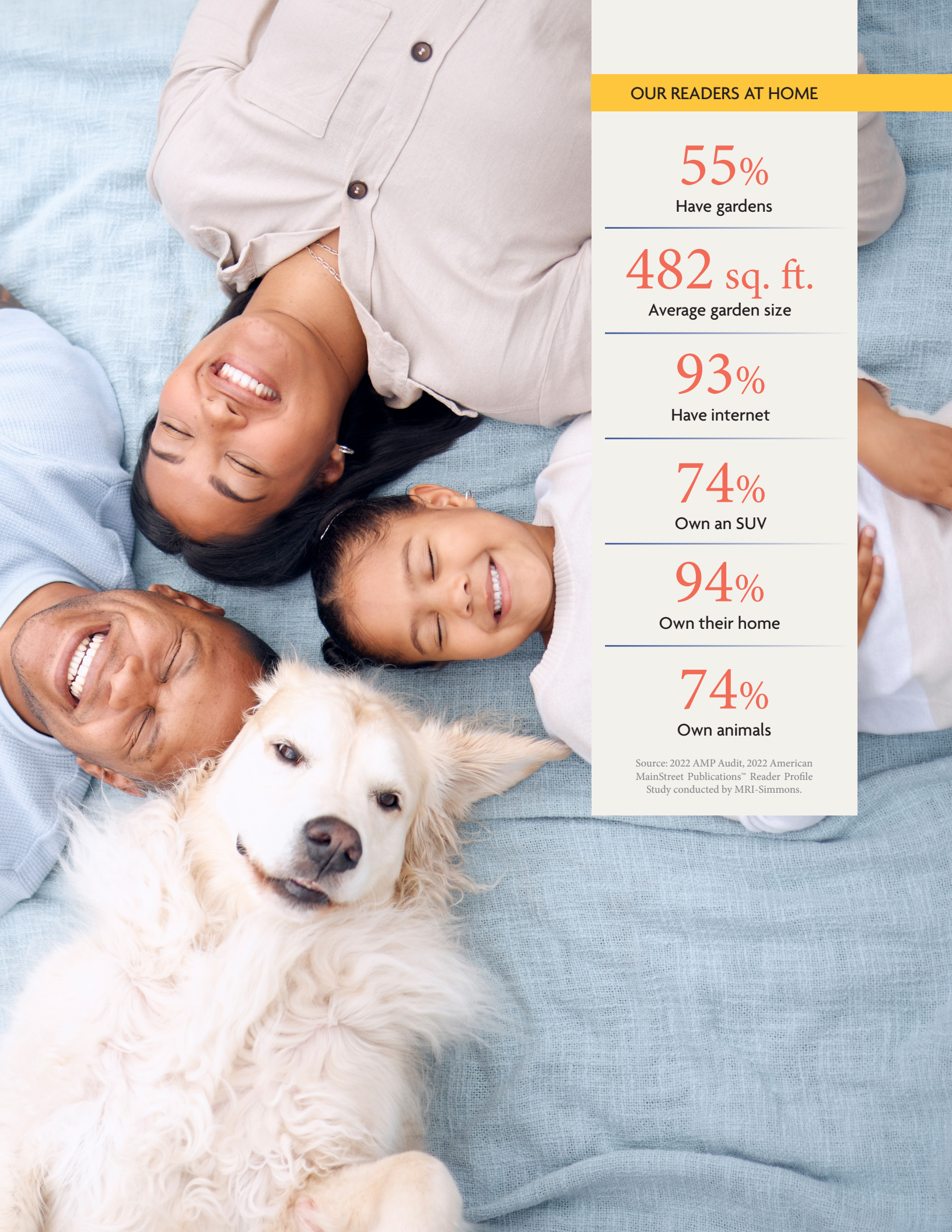
9%

Visited a casino or gambled

9%

Visited a spa

Source: 2022 AMP Audit, 2022 American MainStreet Publications® Reader Profile Study conducted by MRI-Simmons.



OUR READERS AT HOME

55%

Have gardens

482 sq. ft.

Average garden size

93%

Have internet

74%

Own an SUV

94%

Own their home

74%

Own animals

Source: 2022 AMP Audit, 2022 American
MainStreet Publications™ Reader Profile
Study conducted by MRI-Simmons.

OUR READERS LOVE TO ADVENTURE

67%

**PREFER THE
MOUNTAINS
AS THEIR
“GO-TO”
VACATION
DESTINATION**



REACH THE NON-URBAN MARKET

America's electric cooperative consumer publications are a powerful way to reach the unique, non-urban market

3x

Rural Americans are 2.5 to 3 times more likely than the average American to read a magazine

95%

of adults read magazines vs. 81% who use Facebook

96%

of adults prefer to receive their magazine content in print form instead of online



REACH RURAL AMERICA
WITH A MAGAZINE FOR
LESS THAN THE PRICE OF
A POSTAGE STAMP

Print magazines allow you to establish an ongoing monthly dialogue with readers — all for a price per copy that is less than the price of a postage stamp.



2024 Cover Story Topics*

Month	Story
January	Best of Colorado Winners
February	Black Footed Ferret
March	2024 Photo Contest Winners
April	Colorado Poet Laureate
May	Men's Mental Health
June	Colorado Trail
July	A Colorado Curated Breakfast
August	Travel
September	Pets
October	Personality Feature
November	Veteran Equine Therapy Programs
December	ULLR Fest

*Calendar subject to change.

WHAT'S INSIDE...

Viewpoint

A message from CREA Executive Director Kent Singer.

At Home

Covers a wide variety of topics related to what's happening at home, including energy efficiency, caregiving, DIY, and safety tips, just to name a few.

Your Co-op News

Each subscribing cooperative communicates with its members through its local pages in each edition of the magazine.

Recipes

Features local cookbook authors, Colorado-based food bloggers, partnerships with Colorado ag, and magazine readers' recipes.

News Clips

Keeps readers up-to-date on the latest news in the electric industry by providing a brief extract from published news.

Cover Story

Whether it's a personality profile or a collection of pet stories, the cover story draws readers in to the rest of the magazine.

Gardening

Master Gardener Vicki Spencer covers gardening topics, including things such as composting, drought-tolerant plants, house plants, and garden design.

Get Outside

A different perspective each month explores the abundance of outdoor activities Colorado offers.

Creative Corner

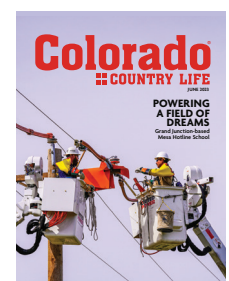
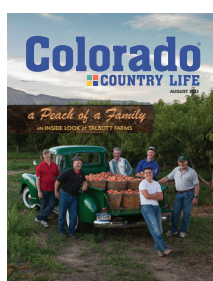
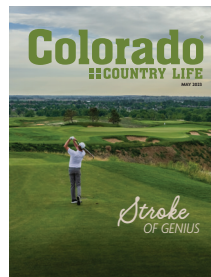
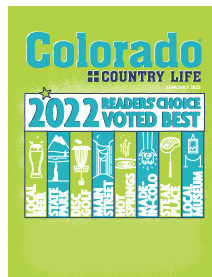
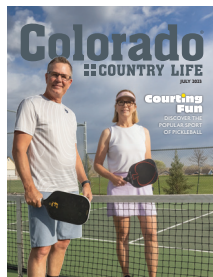
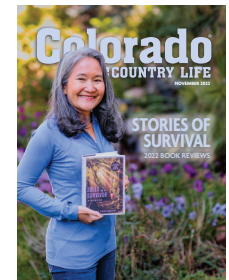
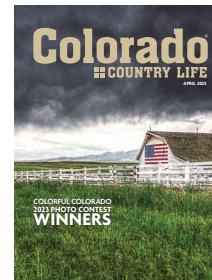
Showcases the creative works of CCL readers, such as original poetry.

Your Stories

Sharing *Colorado Country Life* readers' funny stories and photos they take with the magazine on their travels.

Discoveries

A unique page featuring Colorado products, destinations and events.



JAN Ad Close: Nov. 30 Ad Due: Dec. 9 FEATURE Best of Colorado ENERGY CONNECTIONS First Gear Skid School RECIPES Cheese GARDENING Fiddle Leaf Fig GET OUTSIDE Skiing DISCOVERIES Stay Hydrated in Winter	FEB Ad Close: Jan 3 Ad Due: Jan. 10 FEATURE Black Footed Ferret ENERGY CONNECTIONS Substation Safety and Security RECIPES Potatoes GARDENING Indoor Herb Gardening GET OUTSIDE Backcountry Avalanche Safety DISCOVERIES Discover Grand County	MAR Ad Close: Feb. 1 Ad Due: Feb. 10 FEATURE Photo Contest Winners ENERGY CONNECTIONS Co-op Programs for First Responders RECIPES Bread GARDENING Rain Barrels GET OUTSIDE Nature Photography DISCOVERIES St Patrick's Day in Colorado	APR Ad Close: Mar. 1 Ad Due: Mar. 10 FEATURE Colorado's Poet Laureate ENERGY CONNECTIONS Dairy Methane Digestor RECIPES Hamburgers GARDENING Plants that Deter Pests GET OUTSIDE Rock Climbing DISCOVERIES Celebrate your Pets
MAY Ad Close: Mar. 31 Ad Due: Apr. 10 FEATURE Fishing the Good Fight ENERGY CONNECTIONS Energy-Savings Apps/Smart Home RECIPES Unofficial Super Mario Cookbook GARDENING How to Water Your Garden GET OUTSIDE Trail Cleanup and Maintenance DISCOVERIES Discover Nostalgia	JUN Ad Close: May 1 Ad Due: May 10 FEATURE The Colorado Trail ENERGY CONNECTIONS Co-op Programs for Students RECIPES Fruits, Berries, and Cherries GARDENING Re-blooming Perennials GET OUTSIDE It's Camping Season DISCOVERIES Father's Day Gifts	JUL Ad Close: May 31 Ad Due: Jun. 9 FEATURE A Colorado Curated Breakfast ENERGY CONNECTIONS TBD RECIPES Tomatoes GARDENING Japanese Beetles GET OUTSIDE Boating Safety DISCOVERIES Cooling Off with Ice Cream	AUG Ad Close: Jun.30 Ad Due: Jul. 10 FEATURE Travel Piece ENERGY CONNECTIONS Cybersecurity in the Age of AI RECIPES TBD GARDENING Palisade Peach Festival DISCOVERIES Colorado Wineries GET OUTSIDE Hiking
SEPT Ad Close: Aug. 1 Ad Due: Aug. 10 FEATURE Pets ENERGY CONNECTIONS Voices for Cooperative Change RECIPES Pickling Veggies GARDENING Composting GET OUTSIDE Disc Golf DISCOVERIES Southeastern Colorado	OCT Ad Close: Sept. 1 Ad Due: Sept. 8 FEATURE Personality Profile ENERGY CONNECTIONS Co-op Community Programs RECIPES Apples GARDENING Allium GET OUTSIDE Fall Fishing DISCOVERIES Colorado Makers	NOV Ad Close: Oct. 2 Ad Due: Oct. 10 FEATURE Veteran Equine Therapy Programs ENERGY CONNECTIONS What is Bitcoin? RECIPES Chocolate GARDENING Hydroponics GET OUTSIDE Turkey Hunting DISCOVERIES Historic Hotels	DEC Ad Close: Oct. 31 Ad Due: Nov. 10 FEATURE ULLR Fest ENERGY CONNECTIONS TBD RECIPES Elk GARDENING Variegated Plants GET OUTSIDE Colorado's Hot Springs DISCOVERIES Give Where you Live

**Calendar subject to change.*

Contact Information

Reach out to learn more about how we can help you begin a conversation with Coloradans through the pages of *Colorado Country Life* magazine.

Kylee Coleman, Editor
kcoleman@coloradocountrylife.org
720-407-0711

ADVERTISING INQUIRIES
advertising@coloradocountrylife.org
303-455-4111

Carrying your message beyond the pages of CCL



facebook.com/COCountryLife
instagram.com/COCountryLife

pinterest.com/COCountryLife
youtube.com/COCountryLife

Advertisement Dimensions

PRINT

FULL PAGE	7.375" X 9.875"
2/3 PAGE VERTICAL	4.875" X 9.875"
2/3 PAGE HORIZONTAL	7.375" X 6.625"
1/2 PAGE HORIZONTAL	7.375" X 4.875"
1/3 PAGE VERTICAL	2.375" X 9.875"
1/3 PAGE SQUARE	4.875" X 4.875"
1/4 PAGE	4.875" X 3.625"
1/6 PAGE VERTICAL	2.25" X 4.875"
1/6 PAGE HORIZONTAL	4.875" X 2.5"
2" MARKETPLACE ONLY	2.375" X 2"
1" MARKETPLACE ONLY	2.375" X 1" (MINIMUM SIZE)

DIGITAL

BANNER	810 X 100
MEDIUM RECTANGLE	300 X 200

Trim Size: 8.125" x 10.875"

Live Area: 7.375" x 9.875"; columns to a page: 3

Bleed Ads: All ads intended to bleed should have a .25" of bleed on all four sides

Printing Process: Web Offset

Line Screen: 150 line screen

Binding: Perfect Bound

Required Material: Digital files only – PDF/X1A preferred. Photoshop and InDesign documents also accepted. All fonts (PostScript only) and artwork must be embedded in files. Missing fonts will be replaced at the discretion of *Colorado Country Life* magazine. All images must be at least 300dpi, CMYK and color-corrected.

All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards. Visit swop.org for more information.

Production Contact:

Cassi Gloe, Publisher

cgloe@coloradocountrylife.org

720-407-0712

2024 Publishing Schedule

ISSUE	RESERVATION DEADLINE	AD CLOSE/ MATERIALS DUE	ENTERS MAINSTREAM
JANUARY	NOVEMBER 30	DECEMBER 10	DECEMBER 31
FEBRUARY	JANUARY 3	JANUARY 10	JANUARY 28
MARCH	FEBRUARY 1	FEBRUARY 10	FEBRUARY 28
APRIL	MARCH 1	MARCH 10	MARCH 31
MAY	APRIL 1	APRIL 11	APRIL 30
JUNE	MAY 2	MAY 8	MAY 31
JULY	JUNE 1	JUNE 10	JUNE 30
AUGUST	JULY 1	JULY 11	JULY 30
SEPTEMBER	AUGUST 1	AUGUST 10	AUGUST 31
OCTOBER	SEPTEMBER 1	SEPTEMBER 9	SEPTEMBER 30
NOVEMBER	SEPTEMBER 30	OCTOBER 9	OCTOBER 31
DECEMBER	NOVEMBER 1	NOVEMBER 10	NOVEMBER 30
JANUARY 2025	DECEMBER 1	DECEMBER 9	DECEMBER 31

Join US

We bring your message to homes and businesses across Colorado through *Colorado Country Life* magazine. Partner with us today.

Advertising

advertising@coloradocountrylife.org

303-455-4111

Kylee Coleman, Editor

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720-407-0711