

WELCOME TO

Cooperative Living

VIRGINIA'S MOST POWERFUL REACH

Cooperative Living magazine is the voice of Virginia's consumer-owned electric cooperatives. Published for more than 60 years, the magazine offers Virginia's most powerful reach, with its more than 490,000 copies reaching upwards of one million readers 10 times annually.

As consumer-owned electric utilities, cooperatives use Cooperative Living magazine as the primary link with the member-owner. Each issue provides information ranging from energy-efficiency news to cooperative annual-meeting notices and proposed bylaws changes.

But electric cooperatives are also mission-bound to improve life in the communities they serve. So each issue of Cooperative Living includes a wide range of entertaining community-support material, ranging from in-state travel stories to local personality profiles and homespun reader recipes.

Cooperative Living magazine is unique in that it is literally owned by those who read it, and this sense of ownership is reflected in an extraordinarily high rate of readership, as indicated in the publication's periodic readership surveys.



DEMOGRAPHICS:

With 2.5 readers per copy more than 1.2 million people read each issue of Cooperative Living.

READERSHIP:

Monthly Readers	490,000
Readers Per Copy	2.5
Readers across Virginia	1.2 Million
Read 4 of last 4 issues	75.2%
Boomers age 45-64	83%
Time spent (15 to 90 min.) reading each issue	94%

Strong Brand Loyalty
Strong reader response
30-60 day shelf-life

SEX:

Male	46%
Female	54%

AGE:

Average age 55

MARRIED:

70%

EDUCATION:

College and Advanced Degrees 55%

HOUSEHOLD INCOME:

Average Income \$83,400
Retired 22%
Homemakers/Students 8%

HOME OWNERSHIP:

Homeowners 93%

Cooperative living

demographics and circulation

*DISTRIBUTION BY METERS:

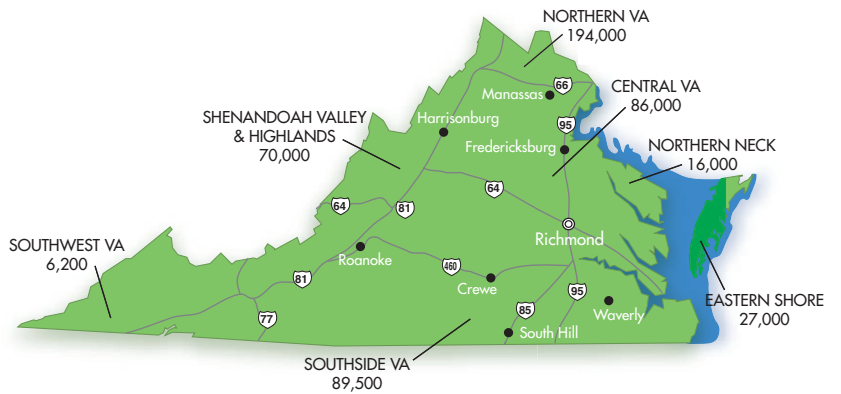
CITIES

Manassas	1
Manassas Park	5,234
Petersburg	18

COUNTIES

Accomack	25,466
Albemarle	5,069
Alleghany	2,264
Amelia	4,405
Amherst	984
Appomattox	1,611
Augusta	17,533
Bath	3,995
Bedford	8,678
Botetourt	1,883
Brunswick	5,993
Buckingham	4,196
Campbell	4,675
Caroline	12,709
Charlotte	4,865
Chesterfield	2,614
Clarke	5,453
Craig	2,143
Culpeper	11,596
Cumberland	2,538
Dinwiddie	6,282
Essex	4,094
Fairfax	26,244
Fauquier	11,121

Fluvanna	8,208
Frederick	34,594
Giles	63
Goochland	1,568
Greene	8,524
Greensville	3,122
Halifax	5,930
Hanover	7,720
Highland	2,307
Isle of Wight	4,022
King & Queen	1,736
King George	2,523
King William	4,204
Lancaster	2,206
Lee	6,908
Loudoun	21,547
Louisa	15,297
Lunenburg	4,183
Madison	6,958
Mecklenburg	10,215
Montgomery	420
Nelson	8,465
Northampton	8,820
Northumberland	5,043
Nottoway	3,212
Orange	11,168
Page	13,335
Pittsylvania	8,308
Powhatan	5,615
Prince Edward	3,807



Prince George	7,426
Prince William	76,865
Rappahannock	4,855
Richmond	2,290
Roanoke	665
Rockbridge	6,700
Rockingham	13,266
Scott	1,247
Shenandoah	10,554
Southampton	3,736
Spotsylvania	22,706
Stafford	5,762
Suffolk	3,374
Surry	2,455
Sussex	1,854
Warren	11,090
Westmoreland	5,487
Winchester	13,800
Wise	5

TOWNS

Altavista	14
Berryville	1,970
Blackstone	126
Bowling Green	33
Boyce	287
Clifton	116
Crewe	145
Culpeper	564
Front Royal	39
Gordonsville	38
Haymarket	3
Hurt	59
Kenbridge	16
Leesburg	1,956
Madison	230
Middletown	393
South Hill	21
Stanardsville	274
Stephens City	788
Washington	151
Waverly	43

TOTAL 603,095

*NOTE: Total meters exceeds readership totals

READERSHIP FAST FACTS FROM OUR READERSHIP SURVEY TELL US:

TRAVEL

Own a Vacation/Weekend Home	82%
Own Investment Real Estate	81%
Took domestic vacation trips	83%
To the beach	56%
General sightseeing	54%

HOME IMPROVEMENTS/GARDEN PURCHASES:

Plan to purchase a riding lawn mower, lawn tractor, or utility vehicle	87%
Households Intending to Purchase a Riding Lawn Mower	36,900
Households Intending to Purchase a Chain Saw	18,450
Households Intending to Purchase a Garden Tiller	14,391
Households Intending to Purchase a Utility Vehicle	15,867
Households Intending to Purchase a Full-sized or Compact Tractor	2,140
Households Intending to Purchase a Household Chipper/Shredder	13,284

2011 IN-STATE RATES

Effective January 1, 2011

Cooperative Living is the membership magazine of Virginia's electric cooperatives and is published 10 times yearly by the Virginia, Maryland & Delaware Association of Electric Cooperatives.

ADVERTISING RATES

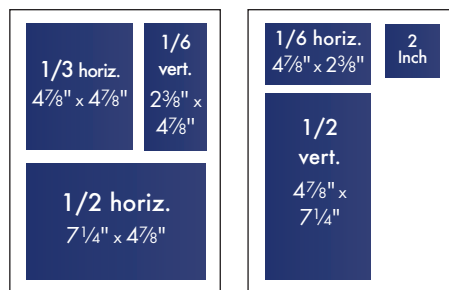
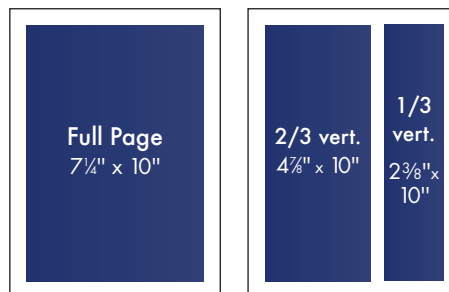
color

SIZE OF AD	ONE TIME	THREE TIMES	SIX TIMES	TEN TIMES
Page	\$7,350	\$7,050	\$6,725	\$6,145
2/3 Page	5,270	5,080	4,910	4,560
1/2 Page	4,485	4,320	4,160	3,840
1/3 Page	3,535	3,390	3,255	2,975
1/6 Page	2,325	2,265	2,185	2,070

\$375 Per Column Inch; Up To 3 Inches; Home Shopper Only

black and white

SIZE OF AD	ONE TIME	THREE TIMES	SIX TIMES	TEN TIMES
Page	\$6,585	\$6,290	\$5,970	\$5,380
2/3 Page	4,505	4,335	4,135	3,805
1/2 Page	3,730	3,565	3,400	3,095
1/3 Page	2,760	2,625	2,480	2,215
1/6 Page	1,560	1,500	1,425	1,310



MATERIALS

Press-optimized PDF files are our preferred format, as long as all color is CMYK with all fonts embedded. Other accepted digital file formats for Macintosh computers are: QuarkXPress, Illustrator, Photoshop or EPS. All fonts and images must be included, embedded, or saved as outlines, and any color work should be saved in CMYK format. Files can be sent to us on zip disks, CDs, e-mailed to acunningham@odec.com or sent to our FTP site. Call for instructions. Please provide us with a hard copy to ensure accuracy. If we are creating your ad, please send original art and photos for scanning purposes.

- Trim Size: 49½ x 65¼ picas or 8¼ x 10⅞ inches
- Image Area: Three-column page
- Bleeds: No extra charge
- Ad revisions will be \$35.00 per hour

	Picas	Inches
a. 1 col. —	14 x 60	(2⅞ x 10)
b. 2 col. —	29 x 60	(4⅞ x 10)
c. 3 col. —	44 x 60	(7¼ x 10)

PREMIUM POSITIONS

subject to availability

* Back cover add \$450. ** Inside cover add \$300.

discounts

- 15% discount for correctly formatted digital ad file.
- Discounts do not apply to special promotional rates.

CLOSING DATES:

- Space must be reserved by the 1st day of the month prior to publication.
- Materials must be received by the 5th day of the month prior to publication.
- Cancellations must be in writing and received 30 days prior to issue date.

CLASSIFIEDS:

Personal - \$65 (and \$2.50/word over 25 words)
 "Mini" Personal Ad (10 word max.) \$5/word
 Business - \$125 (and \$5/word over 25 words)

Cooperative living

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calendar and policies

2011 EDITORIAL CALENDAR

During the year 2011, designated issues of *Cooperative Living* will feature themes reflecting the interests of our readers:



JANUARY

Down Home in Middleburg
Legislative Guide

FEBRUARY

Down Home in Purcellville

MARCH/APRIL

Down Home in Stratford Hall

MAY

Down Home in Onley

JUNE

Down Home in Yale

JULY

Down Home in Bracey
Youth Art Contest

AUGUST

Down Home in Rustburg

SEPTEMBER

Down Home in Clifton Forge

OCTOBER

Down Home in Front Royal

NOVEMBER/DECEMBER

Down Home in Edinburg

ADVERTISING POLICIES

- a. Publisher requires prepayment for first insertion of all new advertisers or advertising agencies.
- b. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement. All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.
- c. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, owners, and employees, against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violations of rights of privacy, copyright infringement, or plagiarism.
- d. Alcoholic beverages, tobacco, religious issues, and political advertising not accepted.
- e. Publisher will label editorial-style advertising copy with the words "paid advertisement."
- f. Advertising will not make promotional or merchandising reference to the Association in any way except with permission of the publisher for each such use.
- g. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with stated advertising policy will be binding on the publisher. While exact position and page number cannot be guaranteed, efforts will be made to accommodate the advertiser's position requests.
- h. Orders containing incorrect rates will be regarded as clerical errors, and insertions will be billed at prevailing rates.
- i. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.
- j. No deductions, allowances, or refunds will be given for errors in key numbers. Key numbers inserted at advertiser's risk unless part of the advertising material. Publisher will insert key numbers at no additional charge.
- k. Rates quoted on the card are for digital files only. Composition (other than key numbers) needed to complete an advertisement will be billed at cost and not given agency discount.
- l. In the event an incorrect price is printed in an ad, because of an error in the magazine production department, the advertiser will be furnished a letter relieving him/her of responsibility for the incorrect price. However, the magazine WILL NOT pay any differences in prices appearing in an ad.