

2017 MEDIA KIT

Cooperative

living



"The Blue Hole" on Highland County's Crab Run.

Photo by Doug Puffenbarger

REACHING MORE THAN 510,000
HOMES & BUSINESSES IN VIRGINIA

• VIRGINIA'S MOST POWERFUL REACH •



Virginia's Most Powerful Reach

Cooperative Living magazine is the voice of Virginia's consumer-owned electric cooperatives. Published for more than 65 years, the magazine offers Virginia's most powerful reach, with its more than 513,000 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.

76%
OF READERS
took action based
on having read
Cooperative Living

Readership Survey Facts:

Travel

Readers that Personally Traveled	72%
Average Domestic Trips a Year	3.6 Trips
Own a Vacation/Weekend Home	18%

Home & Garden Purchases:

Purchased Garden & Property Maintenance Items	85%
Made Energy Efficiency Upgrades to Property	79%
Home Improvements/Remodeling	49%
Phone/Catalog/Internet Shopping	78%
Pet Owners	60%

Readership

Monthly Readers	510,000
Readers Per Copy	2.5
Readers across Virginia	1.2 Million
Average Time Reading	40.7 Minutes
Regular Readers	86%

Gender:

Male	41%
Female	59%

Average Age60

Married70%

Education

Attended College71%

Household Income

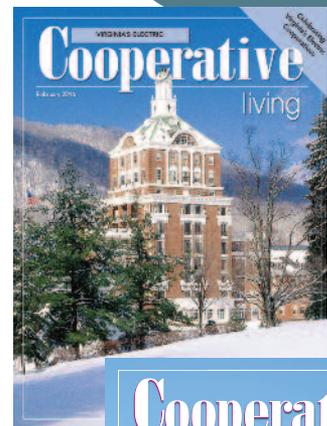
Average Income\$90,000

Home Ownership

Homeowners88%

Average Lot Size 18 acres

Home Value\$312,000



WITH 2.5 READERS PER COPY

more than 1.25 million people read each issue of *Cooperative Living*.



***DISTRIBUTION BY METERS:**

Cities

Manassas	1
Manassas Park	5,543
Petersburg	19
Winchester	14,150

Counties

Accomack	25,839
Albemarle	1,921
Alleghany	2,245
Amelia	4,530
Appomattox	1,670
Augusta	17,986
Bath	3,964
Bedford	8,895
Botetourt	1,918
Brunswick	5,983
Buckingham	19
Campbell	4,717
Caroline	12,928
Charlotte	4,848
Chesterfield	2,708
Clarke	5,529
Craig	2,158
Culpeper	11,904
Cumberland	1,356
Dinwiddie	6,370
Essex	4,090
Fairfax	26,446
Fauquier	11,732
Frederick	36,122
Giles	58
Goochland	843
Greene	9,023

Greensville	3,093
Halifax	5,852
Hanover	7,800
Highland	2,360
Isle of Wight	4,098
King & Queen	1,736
King George	2,646
King William	4,287
Lancaster	2,186
Lee	6,832
Loudoun	30,907
Louisa	12,491
Lunenburg	4,171
Madison	7,147
Mecklenburg	10,324
Montgomery	414
Nelson	29
Northampton	8,932
Northumberland	5,110
Nottoway	3,261
Orange	11,243
Page	13,751
Pittsylvania	8,332
Powhatan	5,937
Prince Edward	3,759
Prince George	7,762
Prince William	81,753
Rappahannock	4,956
Richmond (Warsaw)	2,266
Roanoke	689
Rockbridge	6,737
Rockingham	14,065
Scott	1,265
Shenandoah	10,760

Southampton	3,772
Spotsylvania	23,437
Stafford	6,208
Suffolk	3,413
Surry	2,436
Sussex	1,785
Warren	11,613
Westmoreland	5,674
Wise	8

Towns

Altavista	14
Berryville	2,001
Blackstone	122
Bowling Green	37
Boyce	291
Clifton	108
Crewe	145
Culpeper	613
Front Royal	18
Haymarket	7
Hurt	52
Kenbridge	13
Leesburg	2,179
Madison	231
Middletown	665
South Hill	20
Stanardsville	275
Stephens City	802
Washington	166
Waverly	49

Total598,620

**NOTE: Total meters exceeds readership totals*

Testimonials

"For more than 20 years, *Cooperative Living* has offered us a unique opportunity to reach our customers throughout Virginia who are looking for a builder to build a new home on their land. We truly value our partnership with you and we look forward to working together for many years to come."

**Scott Sleeme
Mitchell Homes**

"*Cooperative Living Magazine* is one of the main pillars of our marketing outreach in Virginia. Our 20 plus years of relationship speaks for itself."

**Shelton Cartwright
Waterfurnace**

"*Cooperative Living* is a fantastic vehicle for Farm Credit. It is a well-produced, trusted, publication that reaches and is read by our target audience. When comparing readers per dollar, there is no other advertising medium that can touch it. Plus, the magazine staff is terrific to work with and they provide great suggestions about ad type and placement."

**Jim Belfield,
Colonial Farm Credit**

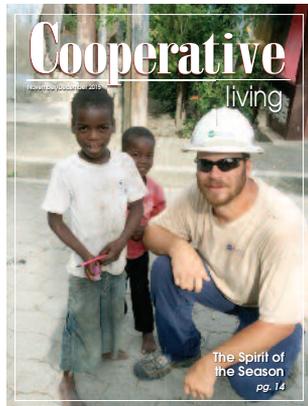
Advertising Policies

- 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. "Advertisements for alcoholic beverages, tobacco, religious and political issues, firearms and gambling are generally not accepted. In certain instances ads for these products and activities may be allowed on an individual basis at the publication's sole discretion."
- 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.

2017 Editorial Calendar

During the year 2017, designated issues of *Cooperative Living* will feature themes reflecting the interests of our readers.

Please note: Special travel and festival sections are available throughout the year for discounted rates. Please contact Amanda at acunningham@vmdaec.com for more information on advertising in these sections.



Included in each issue:

Co-op Currents, Energy Sense, Crossroads Travel Column, Say Cheese Reader Photo, Happenings Events Calendar and Commonwealth Kitchen

january

The Mighty Pen Project (Veterans)
Legislative Guide

february

Pets and Health Theme

march/april

Gardening Theme

may

Artist Theme

june

Advertising Special: Summer
Festivals & Travel Destinations

july

Youth Art Contest

august

Co-op Good Samaritan/Unsung Virginian

september

Collegiate Outdoor Writer Award
Winner Profile
Advertising Special: Fall Festivals
& Travel Destinations

october

Cooperative Issue

november/december

Holiday Issue
Advertising Special: Gift Guide

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