

2020 MEDIA KIT

Cooperative

living



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

Photo by Doug Puffenbarger

REACHING MORE THAN 570,000
HOMES, FARMS & BUSINESSES
IN VIRGINIA & MARYLAND



Virginia's & Maryland's Powerful Connection

Cooperative Living magazine is the voice of Virginia's and Maryland's consumer-owned electric cooperatives. Published for more than 70 years, the magazine offers Virginia and Maryland a circulation of more than 570,000 copies, reaching upwards of 1.4 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.

79%
OF READERS
took action based
on having read
Cooperative Living

Readership Survey Facts:

Travel

Readers that Personally Traveled	73%
Average Trips	3.5 Trips
Own a Vacation/Weekend Home	18%

Home & Garden Purchases:

Own Lawn and Garden Tools.....	91%
Home Improvements/Remodeling	73%
Phone/Catalog/Internet Shopping	78%
Pet Owners.....	63%

Readership

Monthly Readers	584,000
Readers Per Copy	3
Readers across VA & MD...1.4 Million	
Average Time Reading.....	40.7 Minutes
Regular Readers	86%

Gender:

Male.....	35%
Female.....	65%

Average Age63

Married70%

Education

Attended College74%

Household Income

Average Income\$109,000

Home Ownership

Homeowners92%

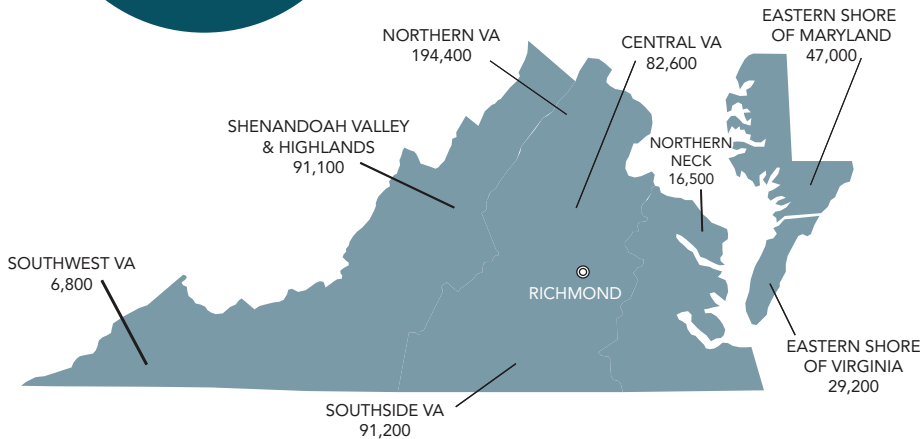
Average Lot Size12.4 acres

Home Value\$393,000



**WITH 3
READERS PER
COPY**

more than 1.4 million
people read each issue
of *Cooperative Living*.



***DISTRIBUTION BY METERS:**

VA Cities

Manassas1
 Manassas Park5,690
 Petersburg20
 Winchester14,199

VA Counties

Accomack25,867
 Albemarle1,936
 Alleghany2,262
 Amelia4,571
 Appomattox1,668
 Augusta18,235
 Bath3,956
 Bedford8,935
 Botetourt1,931
 Brunswick5,957
 Buckingham18
 Campbell4,744
 Caroline13,033
 Charlotte4,877
 Chesterfield2,726
 Clarke5,572
 Craig2,184
 Culpeper12,027
 Cumberland1,365
 Dinwiddie6,432
 Essex4,103
 Fairfax26,506
 Fauquier11,872
 Frederick36,696
 Giles59
 Goochland844
 Greene9,203
 Greensville3,084
 Halifax5,868
 Hanover7,873

Highland2,370
 Isle of Wight4,114
 King & Queen1,753
 King George2,659
 King William4,355
 Lancaster2,194
 Lee6,858
 Loudoun32,742
 Louisa12,614
 Lunenburg4,207
 Madison7,203
 Mecklenburg10,338
 Montgomery415
 Nelson29
 Northampton9,020
 Northumberland ..5,121
 Nottoway3,275
 Orange11,339
 Page13,813
 Pittsylvania8,336
 Powhatan6,042
 Prince Edward3,781
 Prince George7,810
 Prince William ..83,042
 Rappahannock4,990
 Richmond (Warsaw)..2,273
 Roanoke689
 Rockbridge6,780
 Rockingham14,180
 Scott1,253
 Shenandoah10,847
 Southampton3,772
 Spotsylvania23,883
 Stafford6,255
 Suffolk3,436
 Surry2,452
 Sussex1,824
 Warren11,722

Westmoreland5,718
 Wise10

VA Towns

Altavista14
 Berryville2,029
 Blackstone119
 Bowling Green.....37
 Boyce292
 Clifton107
 Crewe145
 Culpeper613
 Front Royal18
 Haymarket7
 Hurt51
 Kenbridge15
 Leesburg2,188
 Madison231
 Middletown665
 South Hill22
 Stanardsville.....275
 Stephens City802
 Washington164
 Waverly48

Maryland Counties

Caroline7,855
 Cecil2,955
 Dorchester5,532
 Kent2,025
 Queen Anne's2,949
 Somerset.....2,883
 Talbot7,514
 Wicomico8,045
 Worcester14,352

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."

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.

2020 Editorial Calendar

During the year 2020, 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.



january

Legislative Guide

february

African American History Feature

march/april

Gardening Month

may

Travel

june

Advertising Special: Summer Festivals & Travel Destinations

july

Youth Art Contest

august

TBD

september

Advertising Special: Fall Festivals & Travel Destinations

october

Cooperative Month

november/december

Advertising Special: Holiday Guide



Included in each issue:

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