

2021 MEDIA KIT

# Cooperative

living



Shenandoah Valley Electric Cooperative  
*Photo by Jim Robertson*

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 Age .....63

Married .....70%

### Education

Attended College .....74%

### Household Income

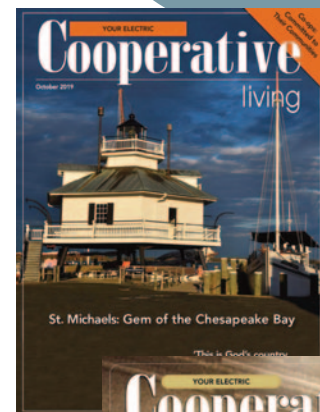
Average Income .....\$109,000

### Home Ownership

Homeowners .....92%

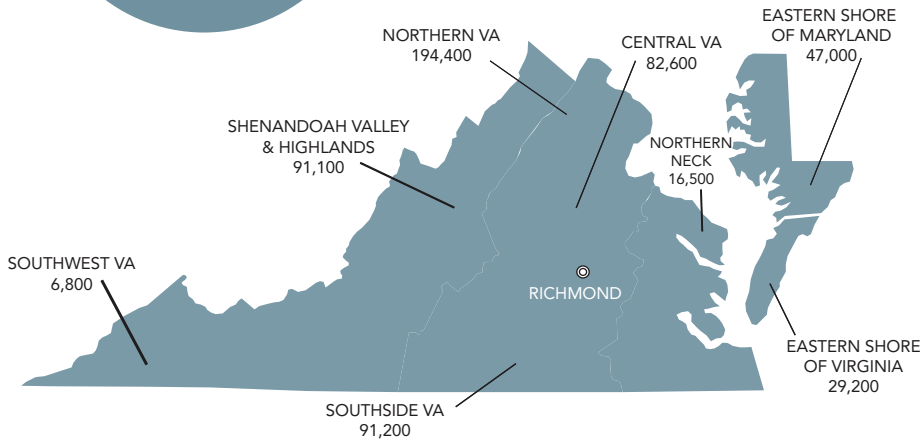
Average Lot Size .....12.4 acres

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

Manassas	.....1
Manassas Park	....5,690
Petersburg	.....20
Winchester	.....14,199

#### VA Counties

Accomack	.....25,867
Albemarle	.....1,936
Alleghany	.....2,262
Amelia	.....4,571
Appomattox	....1,668
Augusta	.....18,235
Bath	.....3,956
Bedford	.....8,935
Botetourt	.....1,931
Brunswick	.....5,957
Buckingham	.....18
Campbell	.....4,744
Caroline	.....13,033
Charlotte	.....4,877
Chesterfield	.....2,726
Clarke	.....5,572
Craig	.....2,184
Culpeper	.....12,027
Cumberland	.....1,365
Dinwiddie	.....6,432
Essex	.....4,103
Fairfax	.....26,506
Fauquier	.....11,872
Frederick	.....36,696
Giles	.....59
Goochland	.....844
Greene	.....9,203
Greensville	.....3,084
Halifax	.....5,868
Hanover	.....7,873

Highland	.....2,370
Isle of Wight	....4,114
King & Queen	....1,753
King George	.....2,659
King William	.....4,355
Lancaster	.....2,194
Lee	.....6,858
Loudoun	.....32,742
Louisa	.....12,614
Lunenburg	.....4,207
Madison	.....7,203
Mecklenburg	....10,338
Montgomery	.....415
Nelson	.....29
Northampton	....9,020
Northumberland	..5,121
Nottoway	.....3,275
Orange	.....11,339
Page	.....13,813
Pittsylvania	.....8,336
Powhatan	.....6,042
Prince Edward	....3,781
Prince George	....7,810
Prince William	..83,042
Rappahannock	....4,990
Richmond (Warsaw)	..2,273
Roanoke	.....689
Rockbridge	.....6,780
Rockingham	....14,180
Scott	.....1,253
Shenandoah	....10,847
Southampton	....3,772
Spotsylvania	....23,883
Stafford	.....6,255
Suffolk	.....3,436
Surry	.....2,452
Sussex	.....1,824

Warren	.....11,722
Westmoreland	....5,718
Wise	.....10

#### VA Towns

Altavista	.....14
Berryville	.....2,029
Blackstone	.....119
Bowling Green	.....37
Boyce	.....292
Clifton	.....107
Crewe	.....145
Culpeper	.....613
Front Royal	.....18
Haymarket	.....7
Hurt	.....51
Kenbridge	.....15
Leesburg	.....2,188
Madison	.....231
Middletown	.....665
South Hill	.....22
Stanardsville	.....275
Stephens City	.....802
Washington	.....164
Waverly	.....48

#### Maryland Counties

Caroline	.....7,855
Cecil	.....2,955
Dorchester	.....5,532
Kent	.....2,025
Queen Anne's	.....2,949
Somerset	.....2,883
Talbot	.....7,514
Wicomico	.....8,045
Worcester	.....14,352

## 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.

## 2021 Editorial Calendar

During the year 2021, designated issues of *Cooperative Living* will feature themes reflecting the interests of our readers. Content is subject to change.

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



### january

Legislative Guide

### february

African American History Feature

### march/april

Celebrating Cideries

### may

Outdoor Features

### june

Advertising Special: Summer  
Festivals & Travel Destinations

### july

Youth Art Contest

### august

Artisans and Crafts

### september

Advertising Special: Fall Festivals  
& Travel Destinations

### october

Cooperative Month  
Motorsports

### november/december

Advertising Special: Holiday Guide

#### Included in each issue:

Energy Sense, Say Cheese Reader  
Photos, Happenings Events Calendar  
and Cooperative Kitchen