

2024 MEDIA KIT

CooperativeLiving



REACHING MORE THAN **600,000**
HOMES, FARMS & BUSINESSES
IN VIRGINIA & MARYLAND
CULMINATING IN **1.8 MILLION**
MONTHLY READERS



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 75 years, the magazine offers Virginia and Maryland a circulation of more than 600,000 copies, reaching upwards of 1.8 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.

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 Subscribers	600,000
Readers Per Copy	3
Readers across VA & MD.	1.8 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

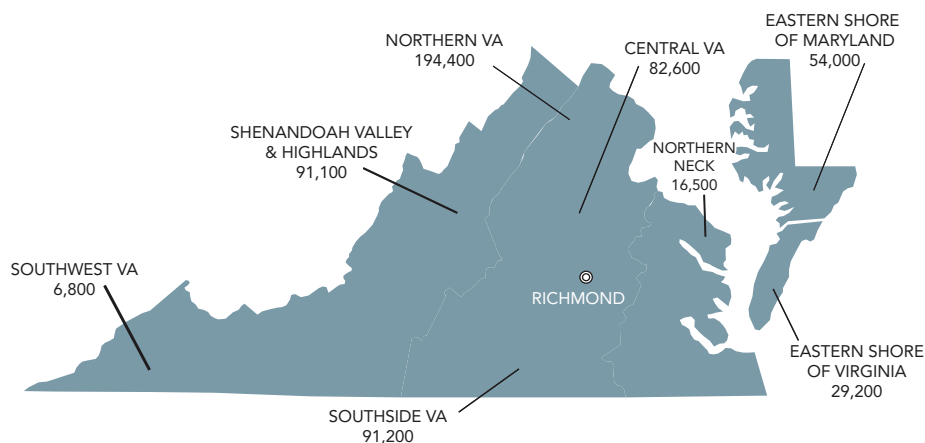
Homeowners	92%
Average Lot Size	12.4 acres
Home Value	\$393,000

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



WITH 3
READERS PER
COPY

more than 1.8 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
Northumberland5,121
Nottoway3,275
Orange11,339
Page13,813
Pittsylvania8,336
Powhatan6,042
Prince Edward3,781
Prince George7,810
Prince William83,042
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 Green37
Boyce292
Clifton107
Crewe145
Culpeper613
Front Royal18
Haymarket7
Hurt51
Kenbridge15
Leesburg2,188
Madison231
Middletown665
South Hill22
Stanardsville275
Stephens City802
Washington164
Waverly48

Maryland Counties

Caroline7,855
Cecil2,955
Dorchester5,532
Kent2,025
Queen Anne's2,949
Somerset2,883
Talbot7,514
Wicomico8,045
Worcester14,352

Testimonials

"For more than 20 years, *Cooperative Living* magazine 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* magazine 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



2024 CALENDAR

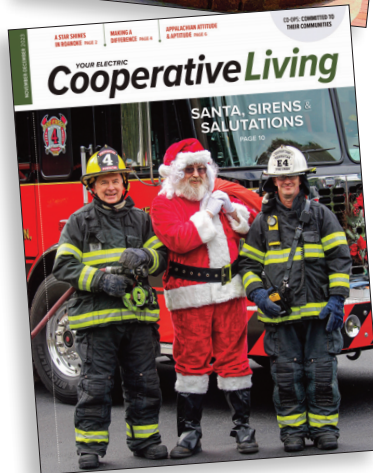
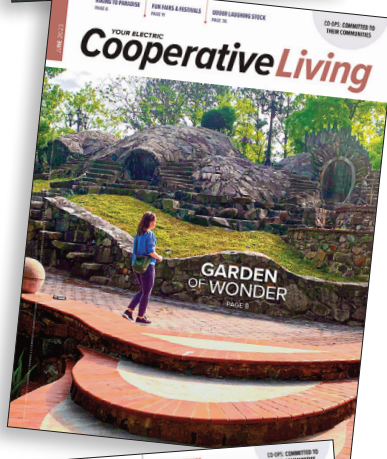
Advertising Policies

- 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.

2024 Editorial Calendar

During the year 2024, 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 skinney@vmdaec.com for more information on advertising in these sections.



January/February

Cooperatives Electrify Guatemala
President's Day

March

Women's Month
Agriculture Week

April

Garden Week
Safe Digging Month

May

National Military Month
Home Improvement Projects
National Beef Month

June

Advertising Special: Summer & Festivals
National Dairy Month

July

Youth Art Contest
Gaff-n-Go

August

Black Business Month
National Peach Month

September

Advertising Special: Fall Fairs & Festivals
National Chicken Month

October

Cooperative Month
National Pork Month

November/December

Advertising Special: Holiday Guide

INCLUDED IN EACH ISSUE:

Our Communities, Powerful Careers,
Happy & Healthy, Energy Sense, Happenings,
Events Calendar, Marketplace/Classifieds,
Cooperative Kitchen, Rural Living and
Say Cheese

2024 CURRENT ADVERTISER RATES

Cooperative Living magazine is the membership magazine of Virginia's and Maryland'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
Full Page	\$9,206	\$8,832	\$8,418	\$7,695
2/3 Page	\$6,605	\$6,362	\$6,147	\$5,716
1/2 Page	\$5,612	\$5,414	\$5,215	\$4,807
1/3 Page	\$4,422	\$4,245	\$4,079	\$3,732
1/6 Page	\$2,911	\$2,839	\$2,734	\$2,597

Premium Positions

Inside Front Cover	\$9,506	\$9,132	\$8,718	\$7,965
Inside Back Cover	\$9,506	\$9,132	\$8,718	\$7,965
Back Cover	\$9,656	\$9,282	\$8,868	\$8,145

Premium positions are subject to availability.

\$475 Per Column Inch; Up to 3 inches

Graphic Design Fee: \$125/hour

Classifieds

Ads are due by 5 pm on the 5th of the month prior.

Non-Business - \$70 (and \$3/word over 25 words)

"Mini" Ad (10 word max.) - \$5/word

Business, Agent or Broker - \$130 (and \$5/word over 25 words)

Display Real Estate - \$299 per block

Publisher reserves the right to designate classification or reject any ad. No personals ads will be accepted.

Digital Ads *(available to print advertisers only)*

Leaderboard (728x90): \$450

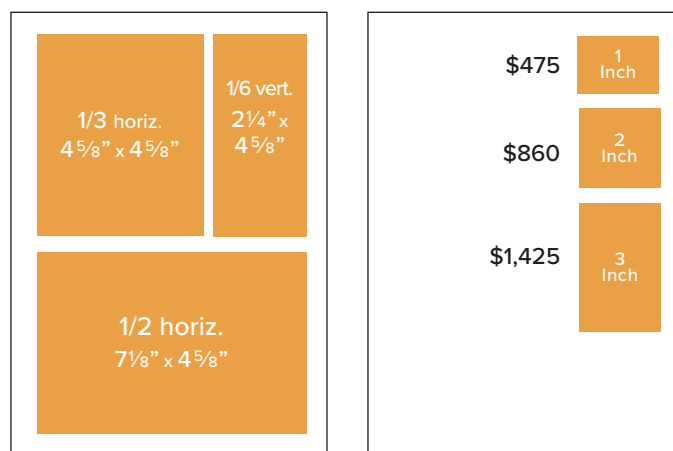
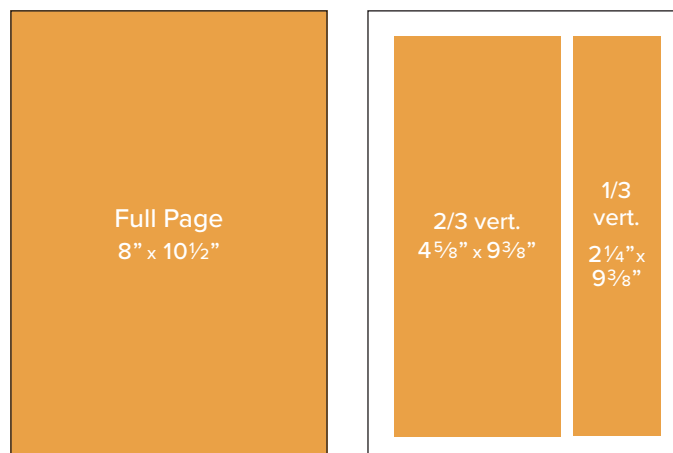
Medium Rectangle (300x250): \$450

Discounts

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

Materials

Press-optimized PDF files preferred. CMYK with all fonts embedded. Other accepted files are: QuarkXPress or EPS. All fonts and images must be included, embedded, or saved as outlines, and CMYK. Files can be e-mailed to skinney@vmdaec.com. 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.



\$475 1 Inch

\$860 2 Inch

\$1,425 3 Inch

- Trim Size: 8 x 10 1/2 inches
- Image Area: Three-column page

Closing Dates

- Space reservation by the 25th of the month, 2 months prior to publication.
- Materials must be received by the 1st day of the month prior to publication.
- No cancellations will be accepted after space reservation deadline.

Advertising Contact

Sonja Kinney, Advertising Account Representative

(804) 297-3429

skinney@vmdaec.com



**Cooperative
Living**