Alabama LIVING

Alabama’s Largest Consumer Publication

media kit 2014
contact information

Alabama Living Magazine
340 TechnaCenter Drive
Montgomery, Alabama 36117-6031

(800) 410-2737
jjohnson@areapower.com

www.alabamaliving.coop
www.areapower.coop

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Pinterest.com/AlabamaLiving
Award-winning Alabama Living is the official statewide publication of the electric cooperatives in Alabama and the largest magazine of its type in the state, reaching some 415,000 electric cooperative consumers. It provides a vital information and education channel between cooperatives and their memberships. The magazine continues to rank first in the nation in the total number of pages produced by electric cooperative publications, and tops in the number of pages produced per full-time editorial employee. Each year the magazine’s staff produces more than 3,000 pages, compared to a national average of under 1,400, or about 950 pages per staff member, compared to a national average of about 500.

In keeping with the overall mission of the magazine, each individual cooperative’s edition of Alabama Living is designed to look as if it comes directly from the co-op’s headquarters, rather than from the association.

Of the more than 1,300 local co-op pages processed each year, some 500 are custom designed by Alabama Living staff. Magazine staff conduct training sessions for cooperative editors, and provide one-on-one training in layout design and photo software. Several cooperatives produce customized covers for their editions to promote annual meetings and other special events. The magazine continues to provide the most cost-effective vehicle for delivering co-op annual reports, capital credits and annual meeting notices that meet legal deadlines.

The magazine has 22 distinct versions. Each version has content specifically tailored to members of the particular cooperative that receives it.

It is a lifestyle magazine that provides informative guides, engaging profiles, and a unique perspective on rural and suburban Alabama. Subscribers are member/owners of their local cooperatives and of Alabama Living magazine, so they feel a genuine connection with the magazine and entitlement with its content.

To advertisers, Alabama Living delivers:

* An audience that’s difficult to reach and ready to buy.
* Readers who are involved in and interact with the magazine and all its components.
* The largest circulation of any publication in Alabama, reaching over 415,000 homes and businesses each month with more than a million readers.
* Credibility through association with a 61-year-old trusted magazine that has become a tradition for many families.

“I am literally getting a call a day, or someone sees me on the street and lets me know they enjoyed the article. It is obvious Alabama Living is THE MAGAZINE for Alabama! Thank you!”

-Kylie’ McKinney, public affairs specialist
Social Security Administration
Montgomery, Alabama

“W e’ve had a wonderful response so far from people who have read the story about our Campus School students’ collaboration with the Center for the Study of the Black Belt to establish a garden sponsored by the Whole Kid Foundation.”

-Betsy Compton, Director of Public Relations
The University of West Alabama
Livingston, Alabama

Alabama Living is delivered to some 415,000 families and businesses, which are members of 22 not-for-profit, consumer owned, locally directed and taxpaying electric cooperatives. Subscriptions are $3 per year for cooperative members and $6 per year for non-members. Alabama Living is published monthly by the Alabama Rural Electric Association of Cooperatives.
ALABAMA LIVING is...

“Alabama Living is the best-read and most widely circulated magazine in the state of Alabama.” - National Country Market

Inside The Magazine

(Departments):

Editorial Features
Each issue of Alabama Living features a number of stories about Alabama people, places and things. Our experienced staff of writers and editors cover the state in search of relevant stories of interest to our readers, from what makes the ideal road trip to an interview with the Governor and First Lady about life in the Governor’s mansion.

Powerpack Pages
Stories that speak directly to our readers’ daily lives, including a monthly column from the Social Security Administration and Alabama Department of Public Health, among others, are featured.

Spotlight
Statewide events of interest, from music festivals to arts and craft shows, are highlighted each month.

Recipes
Alabama Living Recipes get the highest marks from our readers, surveys tell us. Readers submit some 300 recipes monthly for a chance to be published and win our $250 “Cook of the Month” cash prize.

Game & Fish forecast
Avid hunters and fishermen rely on the monthly Vektor Fish & Game Activity Tables to know when to bait their hooks and head for the woods.

Outdoors
The latest state hunting and fishing regulations, as well as our major outdoor events and Personalities are featured.

Safety Tips
Timely and relevant information on electrical safety or energy-saving methods from national and state experts.

Snapshots
We spotlight our readers’ photography skills with a monthly themed photo photo.
STATEWIDE DISTRIBUTION

“More than 415,000 subscribers and over a million readers monthly.”

ALABAMA LIVING circulates to 22 electric cooperatives across the state which includes circulation in all 67 counties in Alabama, as well as subscribers in each of the lower 48 states. (We hope to add Hawaii and Alaska in 2015)

Local Advertising is available in many of our 22 cooperatives, providing advertisers with the ability to target specific markets or towns across the state. (Each co-op has the right to refuse local buys.)

22 COOPERATIVE MARKETS IN ALABAMA

<table>
<thead>
<tr>
<th>Cooperative</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arab</td>
<td>12,488</td>
</tr>
<tr>
<td>Baldwin</td>
<td>52,422</td>
</tr>
<tr>
<td>Black Warrior</td>
<td>19,096</td>
</tr>
<tr>
<td>Central Alabama</td>
<td>29,993</td>
</tr>
<tr>
<td>Cherokee</td>
<td>18,951</td>
</tr>
<tr>
<td>Clarke-Washington</td>
<td>15,278</td>
</tr>
<tr>
<td>Coosa Valley</td>
<td>13,366</td>
</tr>
<tr>
<td>Covington</td>
<td>18,173</td>
</tr>
<tr>
<td>Cullman</td>
<td>32,940</td>
</tr>
<tr>
<td>Dixie</td>
<td>20,047</td>
</tr>
<tr>
<td>Franklin</td>
<td>5,181</td>
</tr>
<tr>
<td>Joe Wheeler</td>
<td>33,241</td>
</tr>
<tr>
<td>Marshall-DeKalb</td>
<td>15,613</td>
</tr>
<tr>
<td>North Alabama</td>
<td>13,173</td>
</tr>
<tr>
<td>Pea River</td>
<td>12,921</td>
</tr>
<tr>
<td>Pioneer</td>
<td>10,780</td>
</tr>
<tr>
<td>Sand Mountain</td>
<td>23,068</td>
</tr>
<tr>
<td>South Alabama</td>
<td>11,120</td>
</tr>
<tr>
<td>Southern Pine</td>
<td>16,768</td>
</tr>
<tr>
<td>Tallapoosa River</td>
<td>20,485</td>
</tr>
<tr>
<td>Tombigbee</td>
<td>6,796</td>
</tr>
<tr>
<td>Wiregrass</td>
<td>16,982</td>
</tr>
<tr>
<td>National Country Market</td>
<td>50</td>
</tr>
<tr>
<td>Alabama Welcome Centers</td>
<td>1,600</td>
</tr>
<tr>
<td>Miscellaneous Statewide</td>
<td>2,674</td>
</tr>
</tbody>
</table>

TOTAL MAILED: 420,148
TOTAL PRINTED: 424,472

* BASED ON DECEMBER 2013 PRESS RUN
### DEMOGRAPHICS

**AN EXTREMELY LOYAL AND INVOLVED AUDIENCE**

- 85% read last 4 out of 4 issues they’ve received, 91% read 3 out of 4
- 65% are spending 30+ minutes reading each issue (Avg 39.1 min.)
- 69% of each monthly issue has more than one reader (2.6 per issue)
- 36% have bought, ordered, recommended, and/or requested a product, service or catalog as a result of AL. LIVING
- 59% believe AL. LIVING’s advertisements provide them with useful information about bargains, new products and services
- 97% of AL. LIVING’s readers trust advertising in our magazine over any other source

**OUR READERS ARE BIG TIME CONSUMERS**

- 30% planned a trip or attended an event as a result of AL. LIVING
- 55% have remodeled/upgraded their home in the last 12 months
- 83% made some sort of energy efficient upgrade in the last year
- 48% own a garden, 85% of those purchased maintenance items
- 85% of those garden owners purchased maintenance items last year
- 91% own their primary residence
- 41% own more than 3 acres of land, 21% own more than 10 acres
- 21% own more than 10 acres
- 13% currently own a vacation/weekend home
- 31.4% ordered health/medical items in the last 12 months
- 46% ordered clothing/apparel in the last 12 months
- 10.5% ordered collector’s items (coins, stamps, etc.) in the last year
- 16% ordered hunting/fishing/camping equipment in the last year
- 15% ordered pet products/supplies in the last 12 months
- 94% carry insurance
- 34.5% own either IRA and/or annuities
- 19% visited an advertiser’s website as a result of AL. LIVING

**OUR AUDIENCE:**

<table>
<thead>
<tr>
<th>Male</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>53%</td>
</tr>
<tr>
<td>Married</td>
<td>73%</td>
</tr>
<tr>
<td>Employed</td>
<td>52%</td>
</tr>
<tr>
<td>Retired</td>
<td>34%</td>
</tr>
<tr>
<td>Attended/Graduated from College</td>
<td>63%</td>
</tr>
</tbody>
</table>

**MEDIAN HOUSEHOLD NET WORTH**

| $154,700 |

**MEDIAN HOUSEHOLD INCOME**

| $53,500 |

98% of ALABAMA LIVING’S AUDIENCE IS OVER 25

- Under 25: 2%
- 25-54: 36%
- 45-64: 47%
- 65-74: 20%
- 75+: 13%
- Mean age 58.7

Source: GFK MRI survey, March 2013. Data and methodology available upon request.
# Rates & Editorial Calendar

## Magazine Rates (Full Color) - Statewide

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Inside Cover (C 2)</td>
<td>$6,893</td>
</tr>
<tr>
<td>Back Inside Cover (C 3)</td>
<td>$6,849</td>
</tr>
<tr>
<td>Back Cover (C 4)</td>
<td>$6,944</td>
</tr>
<tr>
<td>spread ad (D P S)</td>
<td>$8,425</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,666</td>
</tr>
<tr>
<td>Two Third Page (2/3)</td>
<td>$5,140</td>
</tr>
<tr>
<td>Half Page (1/2)</td>
<td>$4,271</td>
</tr>
<tr>
<td>Third Page (1/3)</td>
<td>$3,437</td>
</tr>
<tr>
<td>Sixth Page (1/6)</td>
<td>$1,770</td>
</tr>
<tr>
<td>Twelfth Page (1/12)</td>
<td>$718</td>
</tr>
<tr>
<td>Insert Ad</td>
<td>Call for $</td>
</tr>
</tbody>
</table>

## Magazine Rates (Black & White) - Statewide

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread ad (D P S)</td>
<td>$7,525</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,747</td>
</tr>
<tr>
<td>Two Third Page (2/3)</td>
<td>$3,919</td>
</tr>
<tr>
<td>Half Page (1/2)</td>
<td>$3,041</td>
</tr>
<tr>
<td>Third Page (1/3)</td>
<td>$2,155</td>
</tr>
<tr>
<td>Sixth Page (1/6)</td>
<td>$1,107</td>
</tr>
<tr>
<td>Twelfth Page (1/12)</td>
<td>$444</td>
</tr>
<tr>
<td>Classified Ad (per word, 10 word minimum)</td>
<td>$1.75</td>
</tr>
</tbody>
</table>

## Discounts

<table>
<thead>
<tr>
<th>Ad Buy Rate</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3X</td>
<td>3%</td>
</tr>
<tr>
<td>6X</td>
<td>6%</td>
</tr>
<tr>
<td>12X</td>
<td>12%</td>
</tr>
</tbody>
</table>

Local / Regional Buy: Available Upon Request

## Website Rates

- Full Banner (460 pixels wide x 70 pixels high): $350
- Medium Banner (300 pixels wide x 60 pixels high): $250
- Large Sidebar (218 pixels wide x 600 pixels high): $500
- Half Sidebar (218 pixels wide x 300 pixels high): $300

(Based on availability)

## 2014 Editorial Calendar / Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Theme</th>
<th>Release Date</th>
<th>Art Deadline</th>
<th>Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Legislative Issue / Best of Alabama Results</td>
<td>1/1/2014</td>
<td>11/29/2013</td>
<td>11/15/2013</td>
</tr>
<tr>
<td>March</td>
<td>Lawn &amp; Garden Issue / 4-H in Alabama</td>
<td>3/1/2014</td>
<td>1/31/2014</td>
<td>1/17/2014</td>
</tr>
<tr>
<td>April</td>
<td>Severe Weather Prep / Open</td>
<td>4/1/2014</td>
<td>2/28/2014</td>
<td>2/14/2014</td>
</tr>
<tr>
<td>July</td>
<td>Alabama Chefs / Open</td>
<td>7/1/2014</td>
<td>5/30/2014</td>
<td>5/16/2014</td>
</tr>
<tr>
<td>December</td>
<td>Open / New Year's Trip Guide</td>
<td>12/1/2014</td>
<td>10/24/2014</td>
<td>10/10/2014</td>
</tr>
</tbody>
</table>

* Themes are subject to change without notice  † Editorial content subject to change based on strategic opportunities, availability of information, reader and market needs.
AD SPECS

STANDARD AD SIZES

**Full Page - No Bleed**
7” x 9-1/2”

**Full Page - Bleed**
8-3/8” x 11-1/8”
(1/8” Bleed on all sides)

**1/3 Page Square**
4-5/8” x 4-5/8”

**1/6 Page Vertical**
2-1/4” x 4-5/8”

**1/2 Page Horizontal**
4-5/8” x 7”

**1/2 Page Vertical**
4-5/8” x 2-1/8”

**1/12 Page Square**
2-1/4” x 2-1/8”

**2/3 Page**
4-5/8” x 9-1/2”

**DIMENSIONS**

Publication Trim Size
8-1/8” x 10-7/8”

Full Page with Bleed
8-3/8” x 11-1/8”
(1/8” Bleed on all sides)

Full Page without Bleed
7” x 9-1/2”

2/3 Page
4-5/8” x 9-1/2”

1/2 Page Horizontal
4-5/8” x 7”

1/2 Page Vertical
4-5/8” x 2-1/8”

1/3 Page Square
4-5/8” x 4-5/8”

1/3 Page Vertical
2-1/4” x 9-1/2”

1/6 Page Horizontal
4-5/8” x 2-1/8”

1/6 Page Vertical
2-1/4” x 4 5/8”

1/12 Page Square
2-1/4” x 2-1/8”

**double page spread**

Trim: 16.25” x 10.875”
Live area: 15” x 9.5” (0.5” gutter)
Bleed: 16.5” x 11.125”

**IMAGES**

Visuals can be CMYK, RGB, TIF, JPG or PDF.
All art should be 300 dpi.

REMEMBER: Ad sizes must adhere to the dimensions listed on this page.

Questions about ad design layout can be directed to:
ms Stephenson@Areapower.com

**SENDING ADS**

Preferred file type is PDF. If InDesign is used please include all fonts and links.
Disks or other hard production materials can be sent to:

Alabama Living
ATTN: Production Department
P.O. Box 244014
Montgomery, AL 36124-4014

Digital proofs and files can either be emailed directly to us or uploaded to our FTP or Drop Box sites. Contact for details.

Questions can be directed to: mstephenson@areapower.com
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Katie Jackson, “Power Plants”
John Felsher, “Outdoors”
Randy Glaze “Safe @ Home”
Michael Kelley “Safe @ Home”