

2019

# Alabama

MEDIA KIT

# LIVING





**A**ward-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 offer 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 distinctive 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.



# "Alabama Living is the best-read and most widely circulated magazine in the state of Alabama."

–Greg Wilson, National Country Media

# "It is obvious Alabama Living is THE MAGAZINE for Alabama! Thank you!"

–Kylle' McKinney, Social Security Administration

## 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 more than 415,000 homes and business each month with more than a million readers.
- \* Credibility through association with a nearly 70-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!"

–Kylle' McKinney, Public Affairs Specialist  
Social Security Administration  
Montgomery, Alabama

"We'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



Sept 2017: Sports Issue



June 2017: Travel Issue



Feb 2016: College Issue



Aug 2016: Food and Agriculture Issue



Jan 2015: Best of Alabama



June 2015: Travel Issue



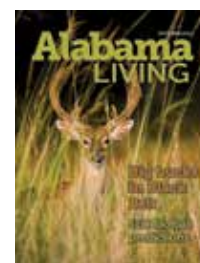
Mar 2015: Entertainment Issue



Aug 2015: Food Issue



Feb 2015: College Issue



Sept 2013: Outdoors Issue

*Alabama Living* is delivered to some 415,000 families and businesses, which are members of 21 not-for-profit, consumer owned, locally directed and taxpaying electric cooperatives. *Alabama Living* is published monthly by the Alabama Rural Electric Association of Cooperatives.



### Recipes

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



### Alabama People

A monthly Q&A interview with some of the unique people who make Alabama a better place to live and work.



### Outdoors

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



### Editorial Features

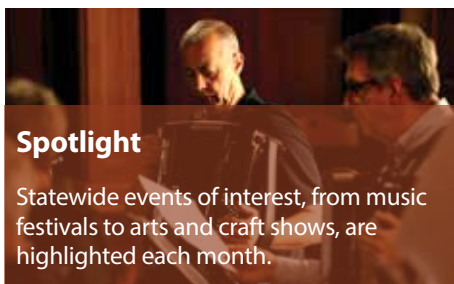
Each issue of *Alabama Living* features a number of stories about Alabama people, places and things. Our experienced staff of writers and editors cover the state in search of relevant stories of interest to our readers, from what makes the ideal road trip to an interview with Alabama music legend Randy Owen.

### 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.



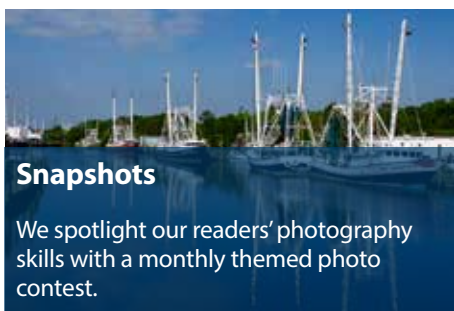
### Gardening

Whether you grow roses or rutabagas, our gardening section can help you get the most from your efforts. Our gardening column includes expert advice and growing tips each month.



### Snapshots

We spotlight our readers' photography skills with a monthly themed photo contest.



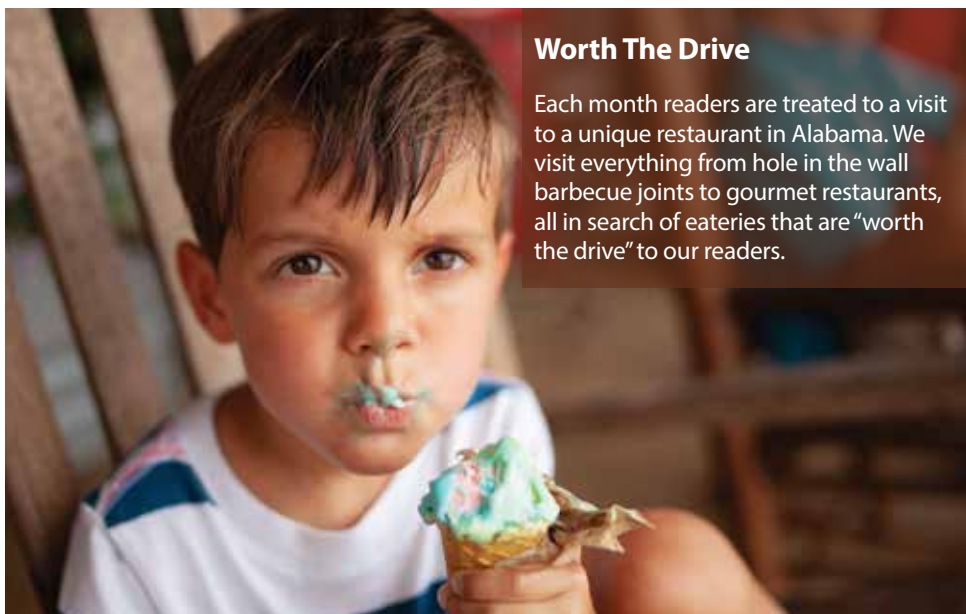
### Game & Fish Forecast

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

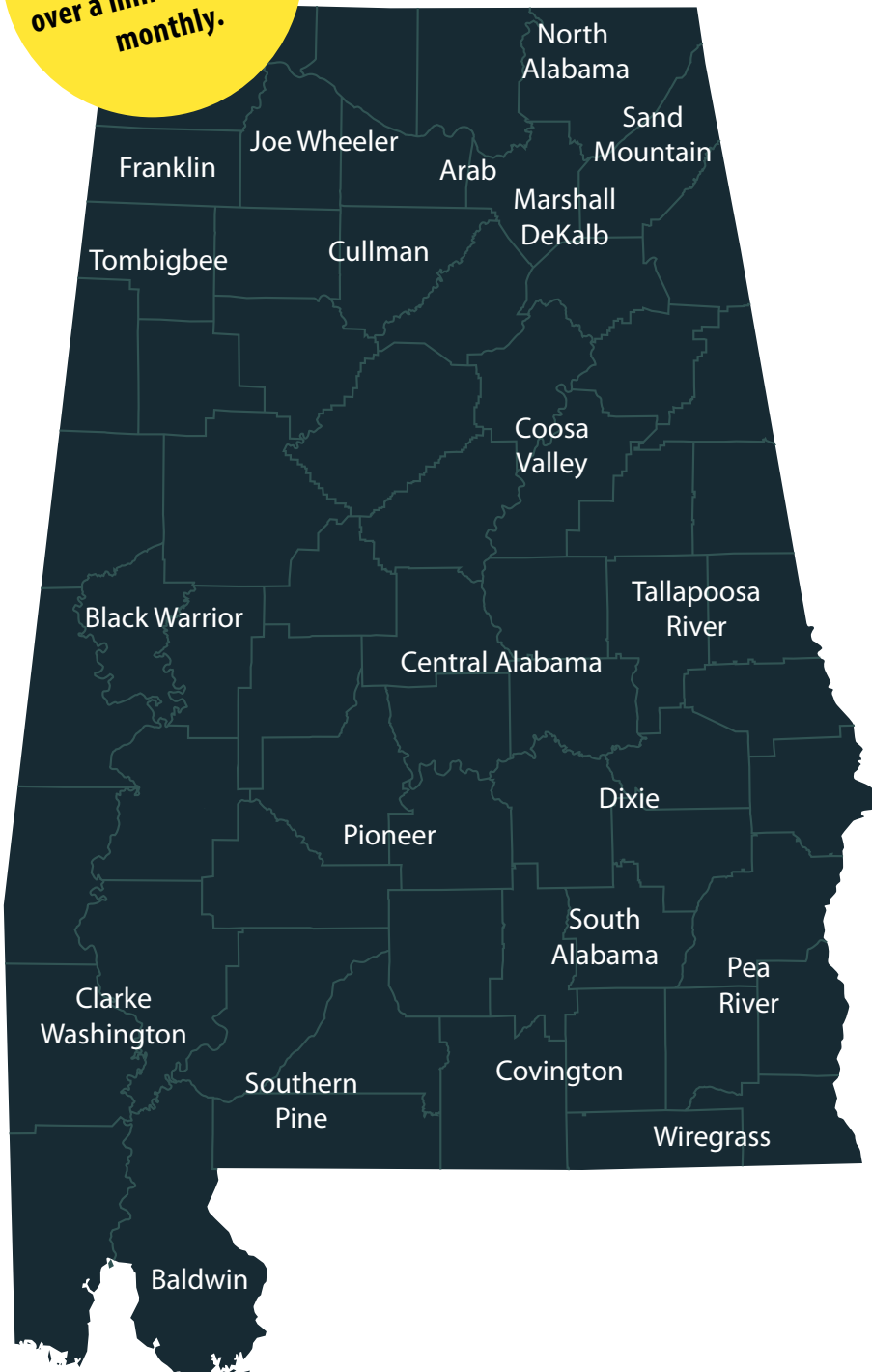


### Worth The Drive

Each month readers are treated to a visit to a unique restaurant in Alabama. We visit everything from hole in the wall barbecue joints to gourmet restaurants, all in search of eateries that are "worth the drive" to our readers.



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



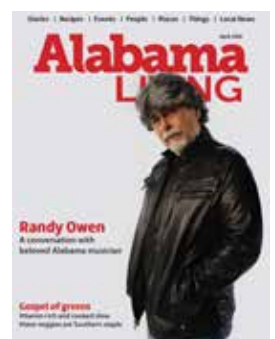
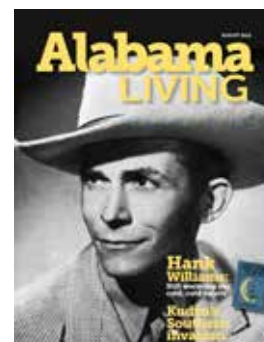
### TOTAL SUBSCRIBERS

Arab	12,501
Baldwin	57,470
Black Warrior	19,014
Central Alabama	32,787
Clarke-Washington	15,218
Coosa Valley	13,479
Covington	18,534
Cullman	34,058
Dixie	22,165
Franklin	5,045
Joe Wheeler	33,698
Marshall-DeKalb	15,399
North Alabama	13,482
Pea River	12,660
Pioneer	10,773
Sand Mountain	23,739
South Alabama	11,270
Southern Pine	17,944
Tallapoosa River	21,260
Tombigbee	7,116
Wiregrass	17,731
Miscellaneous Statewide	2,248
Alabama Welcome Centers	1,600
American Mainstream Publications	40

TOTAL MAILED 414,692

TOTAL PRINTED 419,462

\*BASED ON JANUARY 2019 PRESS RUN



**A**LABAMA LIVING circulates to 21 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. Statewide advertising allows advertisers to reach all 415,000 subscribers at once. Local advertising is also available in many of our 21 cooperative editions, providing smaller advertisers with the ability to target specific markets or towns across the state.





ISSUE DATE	THEME	RELEASE DATE	ART DEADLINE	AD DEADLINE
<b>JANUARY</b>	Best of Alabama 2019 Winners, Alabama's Bicentennial Celebration, Eagle Awareness, Mardi Gras	1/1/2019	12/3/2018	11/23/2018
<b>FEBRUARY</b>	Open, EJI Memoreial & Museum, Negro Baseball Museum, Amistad Mural Collection	2/1/2019	1/4/2019	12/28/2018
<b>MARCH</b>	Open, Legislative Review, Safari Parks in Alabama, St. Patrick's Day, Historic Hotels, (Spring Travel Guide)	3/1/2019	2/1/2019	1/25/2019
<b>APRIL</b>	Open, 50th Anniversary of Talladega Motor Speedway, Top Ten Birding Hotspots, Open	4/1/2019	3/1/2019	2/22/2019
<b>MAY</b>	Open, TELEHEALTH Benefits for Rural Communities, Historic Bell Towers, Intercoastal Waterway	5/1/2019	4/5/2019	3/29/2019
<b>JUNE</b>	Travel Issue, Bicentennial, Motorhomes, 75th Anniversary of D-Day, Alabama's Natural Wonders	6/1/2019	5/3/2019	4/26/2019
<b>JULY</b>	Open, Alabama's Food Festivals, Moon Landing Anniversary, Historic Summer Camps, Odd Alabama	7/1/2019	6/3/2019	5/24/2019
<b>AUGUST</b>	Open, Phenix City History 65 years Later, SEC Football Predictions, College Football Preview, Open	8/1/2019	7/5/2019	6/28/2019
<b>SEPTEMBER</b>	Open, Famous Childhood Homes, Golf Courses, The Dismals, How Alabama Got It's Borders	9/1/2019	8/2/2019	7/26/2019
<b>OCTOBER</b>	Open, Peanuts, Haunted Places of Alabama, Moundville Native American Festival, (Winter Travel Guide)	10/1/2019	9/6/2019	8/30/2019
<b>NOVEMBER</b>	Veteran's Issue, Medal of Honor Winners, Robert Posey, USS Alabama, Goldville, Protected River Basins	11/1/2019	10/4/2019	9/27/2019
<b>DECEMBER</b>	Open, Bicentennial Year in Review, 200 Things to Love About Alabama, Moon Pie Over Mobile, Open	12/1/2019	11/1/2019	10/25/2019

Themes are subject to change without notice. Editorial content subject to change based on strategic opportunities, availability of information, reader and market needs. Alabama Living is published monthly and is typically received the last week of the preceding publication month.



Source: GfK MRI survey, March 2013, January 2016. Data and methodology available upon request



**73% MARRIED**

**43% EMPLOYED**

**43% RETIRED**

**10% HOMEMAKER**

**67% ATTENDED/  
GRADUATED FROM COLLEGE**

**AN EXTREMELY  
LOYAL AND  
INVOLVED  
AUDIENCE**

**97%**

of AL Living's readers trust  
advertising in our magazine  
over any other source

**30%**

have bought, ordered, recom-  
mended, and/or requested a  
product, service or catalog as  
a result of AL Living

**86%**

cut out/save articles,  
ads, coupons, recipes  
for future use

**86%**

read last 4 out of 4 issues  
they've received, 91%  
read 3 out of 4

**42**

average minutes  
spent reading each issue  
of AL Living

**2.6**

average readers  
per household

**59%**

believe AL Living's advertisements provide them with  
useful info about bargains, new products and services

**98% OF ALABAMA LIVING'S  
AUDIENCE IS OVER 25**

**UNDER 25:**  
2%

**25-54:**  
32%

**35-49:**  
20%

**40-64:**  
49%

**35-64:**  
53%

**55+:**  
67%

**MEAN AGE 60.9**



**\$213,500**

MEAN HOUSEHOLD  
NET WORTH

**\$68,000**

MEAN HOUSEHOLD  
INCOME

**\$\$\$**

**OUR  
READERS  
ARE  
BIG TIME  
CONSUMERS**

34%	planned a trip/attended an event as a result of reading AL. LIVING
42%	have remodeled/upgraded their home in the last 12 months
73%	made some sort of energy efficient upgrade in the last year
48%	own a garden
85%	of those garden owners purchased maintenance items
91%	own their primary residence
57%	own more than 1 acre of land
35%	own more than 3 acres of land, (mean: 19.3)
22%	currently own a vacation/weekend home
72%	are pet owners, 78% dog(s), 50% cat(s), (mean 4.5 p/HH)
21%	ordered home improvement items/tools in the last 12 months
24%	ordered automotive products in the last year
20%	ordered cooking/kitchen accessories in the last 12 months
97%	carry insurance, 95% carry auto, 72% carry life
34.5%	own either IRA and/or annuities
20%	ordered home furnishings in the last 12 months
49%	own recreational vehicles/boats/motorhome/camper



**98%**

OF ALABAMA LIVING'S  
AUDIENCE IS OVER 25 YEARS OLD

**86%**

OF OUR READERS READ 3 OUT OF  
THE LAST 4 ISSUES THEY RECEIVED

**97%**

OF OUR READERS SAY THEY TRUST THE  
ADVERTISING IN OUR PUBLICATION  
OVER ANY OTHER SOURCE

**79%**

OF OUR READERS READ 4 OUT OF THE  
LAST 4 ISSUES THEY RECEIVED

**86%**

OF OUR READERS SAY THEY CUT/SAVE  
ADVERTISEMENTS, ARTICLES, COUPONS,  
AND/OR RECIPES FOR FUTURE USE

**67**

COUNTIES IN ALABAMA  
RECEIVE OUR MAGAZINE  
MONTHLY

**22**

ALABAMA ELECTRIC  
COOPERATIVES WORKING TOGETHER

**48**

U.S. STATES HAVE SUBSCRIPTIONS  
TO ALABAMA LIVING

**42:**

THE AVERAGE NUMBER OF MINUTES OUR  
READERS SPEND READING EACH ISSUE OF  
ALABAMA LIVING

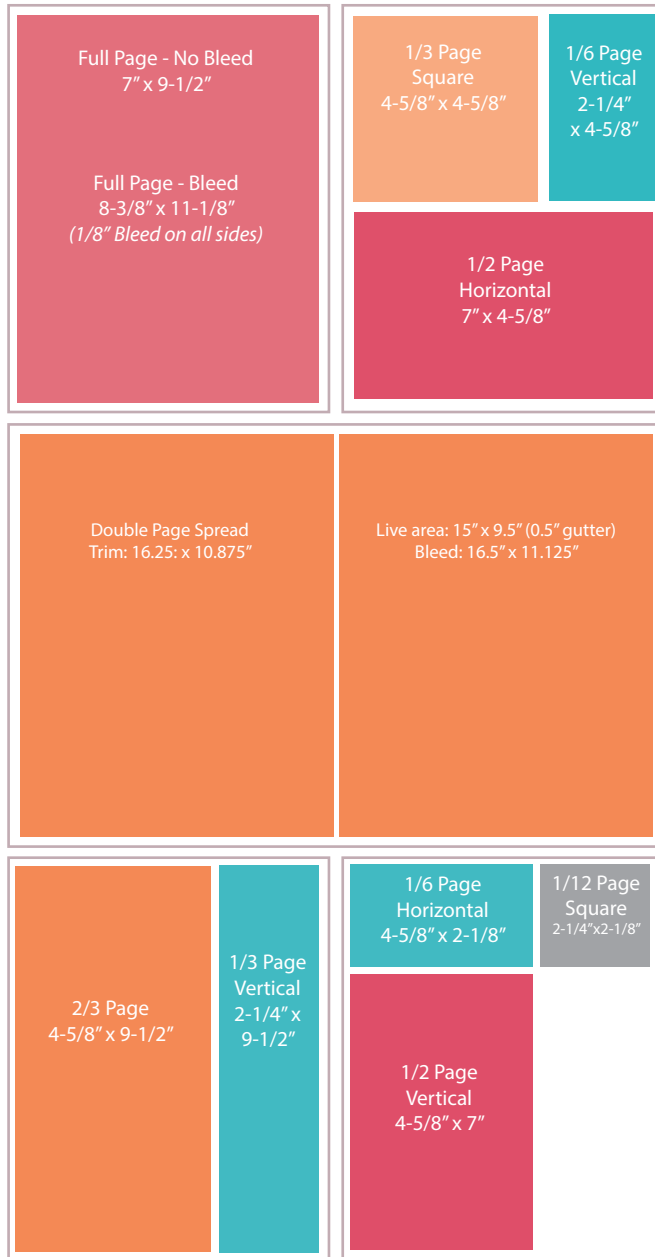
**1**

PUBLICATION DOING IT RIGHT FOR  
OVER 70 YEARS

**REACH MORE THAN  
400,000 HOMES AND  
BUSINESSES EACH  
MONTH**



### STANDARD AD SIZES



### DIMENSIONS

Publication Trim Size	8-1/8" x 10-7/8"
Double Page	15" x 9.5"
Full Page with Bleed (1/8" Bleed on all sides)	8-3/8" x 11-1/8"
Full Page without Bleed	7" x 9-1/2"
2/3 Page	4-5/8" x 9-1/2"
1/2 Page Horizontal	7" x 4-5/8"
1/2 Page Vertical	4-5/8" x 7"
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"

Questions can be directed to: [mstephenson@areapower.com](mailto:mstephenson@areapower.com)

### 2019 MAGAZINE RATES (FULL COLOR)

	STATEWIDE
FRONT INSIDE COVER (C2)	\$7,100
BACK INSIDE COVER (C3)	\$7,000
BACK COVER (C4)	\$7,200
SPREAD AD (DPS)	\$10,000
FULL PAGE	\$6,800
TWO THIRD PAGE (2/3)	\$5,500
HALF PAGE (1/2)	\$4,400
THIRD PAGE (1/3)	\$3,505
SIXTH PAGE (1/6)	\$1,805
TWELFTH PAGE (1/12)	\$740
INSERT AD	Call for \$

### WEBSITE RATES

[www.ALABAMALIVING.com](http://www.ALABAMALIVING.com)

FULL BANNER (460 PIXELS WIDE x 70 PIXELS HIGH)	\$350
LARGE SIDEBAR (218 PIXELS WIDE x 600 PIXELS HIGH)	\$500
HALF SIDEBAR (218 PIXELS WIDE x 300 PIXELS HIGH)	\$300

(Based on availability)

### MAGAZINE RATES (BLACK & WHITE)

SPREAD AD (DPS)	\$9,000
FULL PAGE	\$5,900
TWO THIRD PAGE (2/3)	\$4,300
HALF PAGE (1/2)	\$3,300
THIRD PAGE (1/3)	\$2,200
SIXTH PAGE (1/6)	\$1,129
TWELFTH PAGE (1/12)	\$453
CLASSIFIED AD (per word, 10 word minimum)	\$1.75
	STATEWIDE

### DISCOUNTS

AD BUY RATE	GROSS DISCOUNT
3X .....	3%
6X .....	6%
12X .....	12%
LOCAL / REGIONAL BUY .....	Available Upon Request

### IMAGES

Visuals should be CMYK, 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:  
[mstephenson@areapower.com](mailto:mstephenson@areapower.com)

### SENDING ADS

Preferred file type is PDF. If InDesign is used please package file to 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 via one of our file transfer services.



## A FEW MORE REASONS TO CONSIDER ALABAMA LIVING

**Alabama Living** has more paid subscribers in Alabama than Southern Living, Business Alabama and Alabama Magazine, combined.

Countless letters and phone calls from our readers tell us how the magazine is used for travel advice, recipes, gardening tips, outdoors, and hunting info, safety advice and as a guide to purchasing decisions.

Advertisers trust **Alabama Living** to deliver their message to the Alabama marketplace, where our subscribers have proven to be loyal and responsive.

Today, **Alabama Living** has matured into a powerful media by penetrating the Alabama marketplace like no other publication of its kind and reaching more than 1 million readers monthly, making the magazine read by more Alabamians than any other!

**Alabama Living** has the largest paid circulation of any monthly publication in Alabama.

More than 415,000 paid subscribers and a total readership of more than 1 million every month!

"We love advertising with **Alabama Living**. The responses we have received from the advertisements that we have placed in the magazine have been tremendous. The demographics of their readership help us successfully reach our target audience."

-S. Christie Haynes

President & CEO

Dawson County, GA.

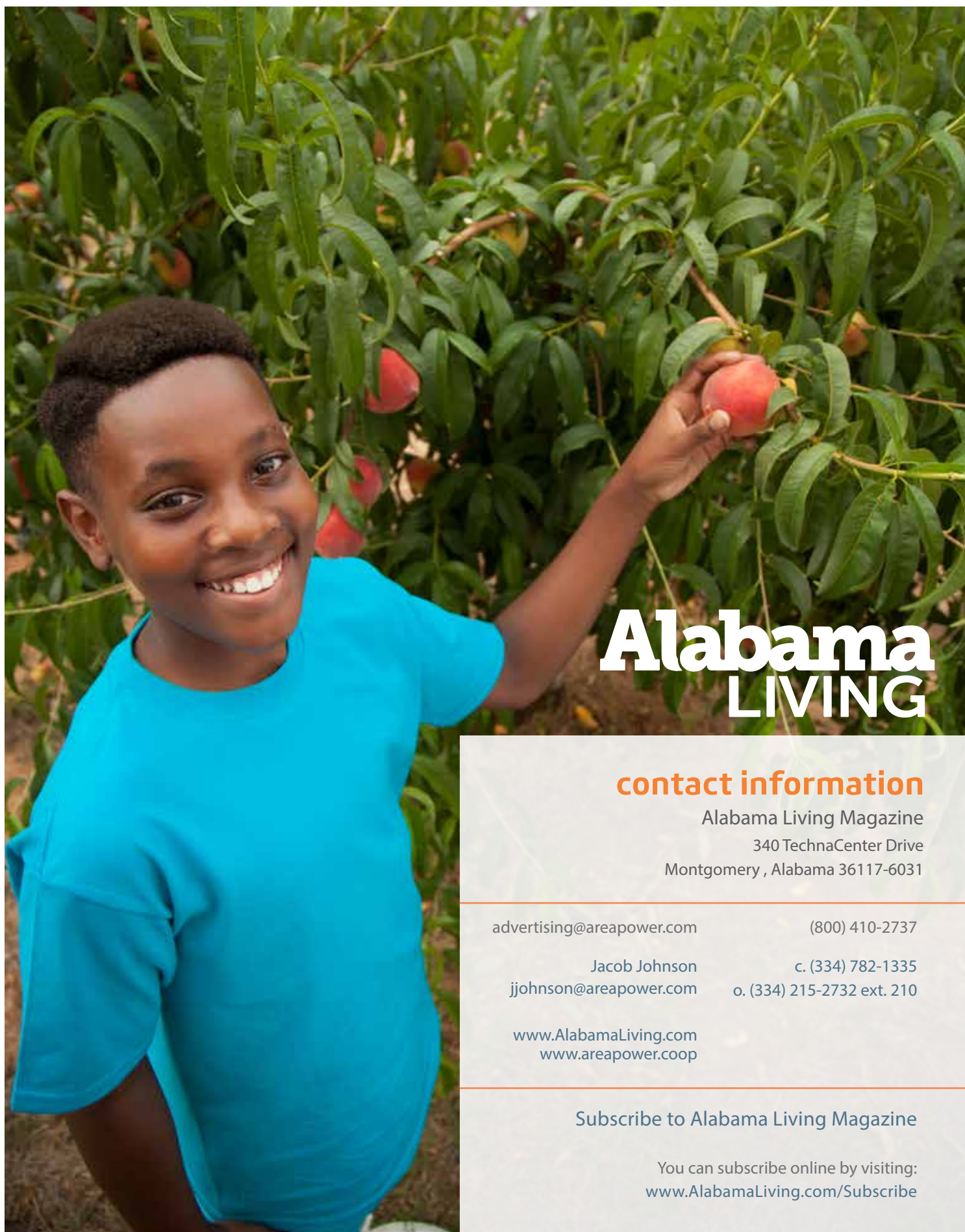
Chamber of Commerce

Office of Tourism Development



Reach more than a  
million readers each  
and every month.





# Alabama LIVING

## contact information

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o. (334) 215-2732 ext. 210

[www.AlabamaLiving.com](http://www.AlabamaLiving.com)  
[www.areapower.coop](http://www.areapower.coop)

## Subscribe to Alabama Living Magazine

You can subscribe online by visiting:  
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# Alabama LIVING

Alabama's Largest Lifestyle Magazine

MEDIA KIT 2018



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Alabama Living Magazine: 340 Technacenter Drive | Montgomery, Alabama 36117-6031