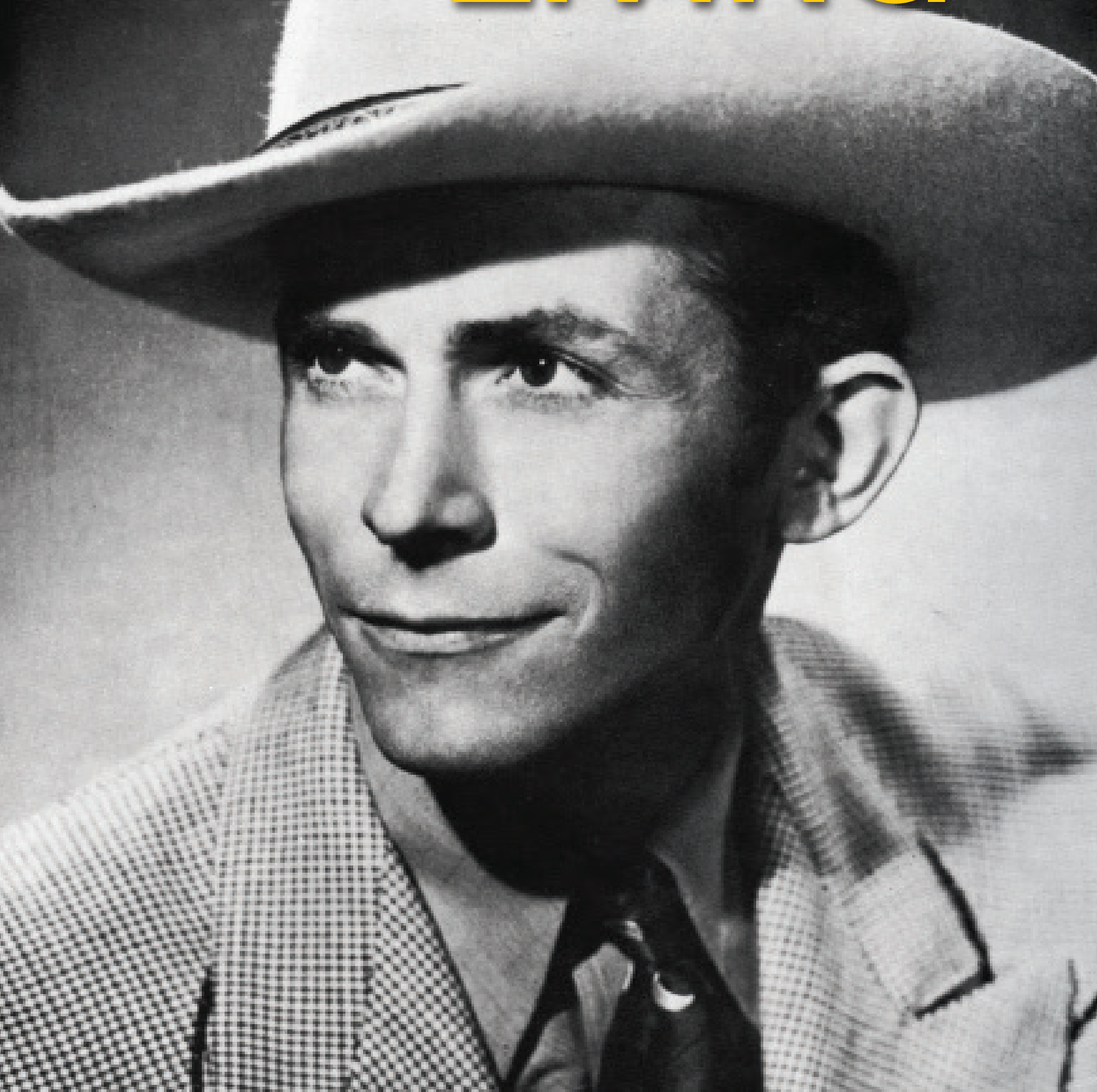


2023

Alabama

MEDIA KIT

LIVING



Alabama LIVING

contact information

Alabama Living Magazine

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Montgomery, Alabama 36117-6031

advertising@areapower.com

(800) 410-2737

Jacob Johnson

jjohnson@areapower.com

c. (334) 782-1335

o. (334) 215-2732 ext. 210

www.AlabamaLiving.com

www.areapower.coop

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www.AlabamaLiving.com/Subscribe

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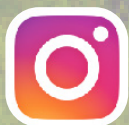
[facebook.com/Alabama Living](https://facebook.com/AlabamaLiving)



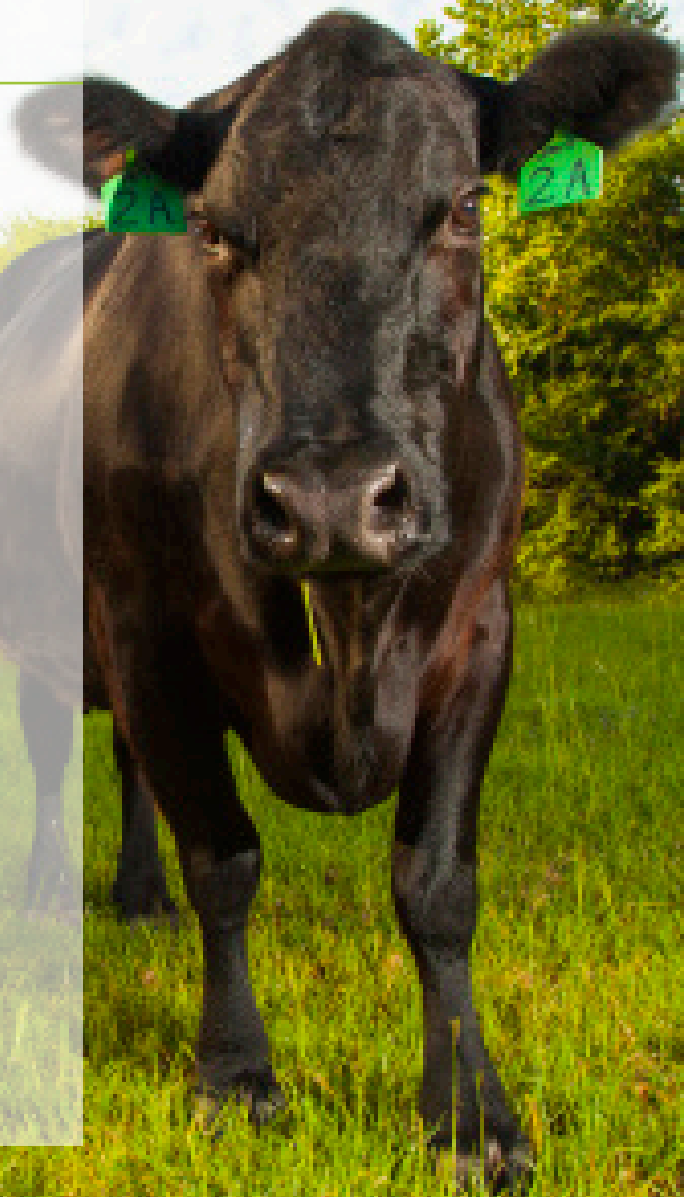
[twitter.com @Alabama_Living](https://twitter.com/Alabama_Living)



Pinterest.com/AlabamaLiving



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THE ALABAMA LIVING BRAND

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 more than 430,000 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.

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 430,000 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."

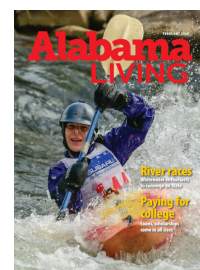
-Betsy Compton, Director of Public Relations
The University of West Alabama
Livingston, Alabama



Sept 2017: Sports Issue



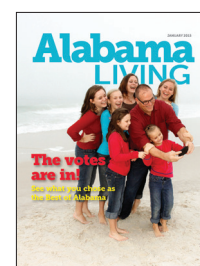
June 2017: Travel Issue



Feb 2016: College Issue



Aug 2016: Food and Agriculture Issue



Jan 2015: Best of Alabama



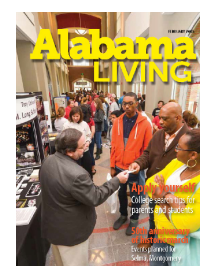
June 2015: Travel Issue



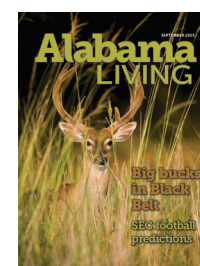
Mar 2015: Entertainment Issue



Aug 2015: Food Issue



Feb 2015: College Issue



Sept 2013: Outdoors Issue

Alabama Living is delivered to some 430,000 families and businesses, which are members of 22 not-for-profit, consumer owned, locally directed and taxpaying electric cooperatives. *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."

-Mark Adeszko, American MainStreet Publications

Inside the Magazine

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.

Alabama People

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

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.

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.

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.

Game & Fish Forecast

Avid hunters and anglers rely on the monthly Fish & Game Forecast 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.

Spotlight

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

Consumer Wise

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

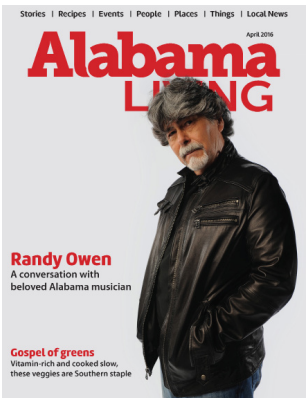
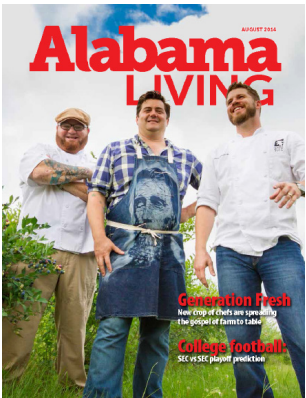
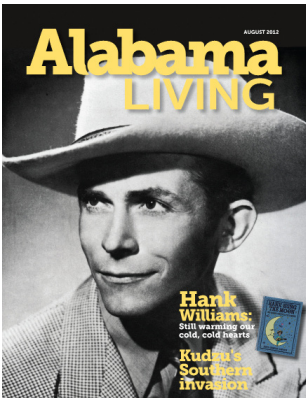
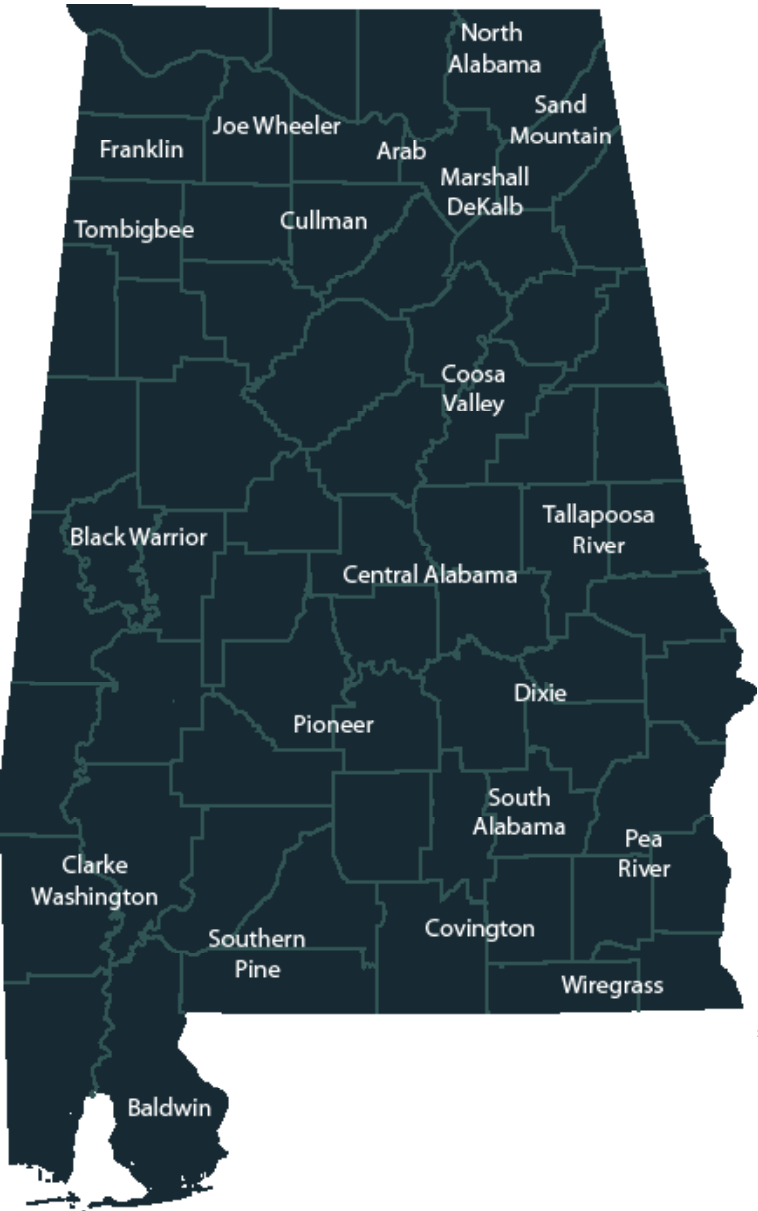
Snapshots

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

STATEWIDE DISTRIBUTION

More than 430,000 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. Statewide advertising allows advertisers to reach all 430,000 subscribers at once. Local advertising is also available in many of our 22 cooperative editions, providing smaller advertisers with the ability to target specific markets or towns across the state.



TOTAL SUBSCRIBERS

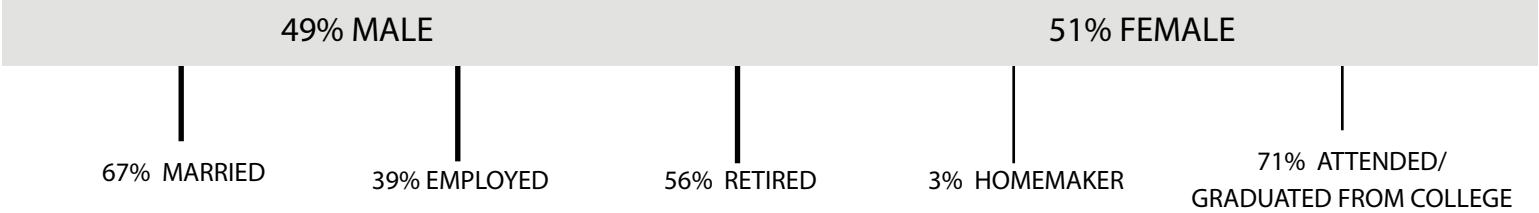
Arab	12,312
Baldwin	65,236
Black Warrior	18,481
Central Alabama	34,208
Clarke-Washington	15,134
Coosa Valley	14,045
Covington	19,114
Cullman	35,752
Dixie	22,212
Franklin	5,221
Joe Wheeler	34,941
Marshall-DeKalb	14,900
North Alabama	13,633
Pea River	12,974
Pioneer	10,569
Sand Mountain	24,389
South Alabama	12,422
Southern Pine	14,500
Tallapoosa River	23,141
Tombigbee	6,723
Wiregrass	18,772
Miscellaneous Statewide	1,976
Alabama Welcome Centers	1,600

TOTAL MAILED 432,255

*BASED ON JULY 2022 PRESS RUN

OUR AUDIENCE

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



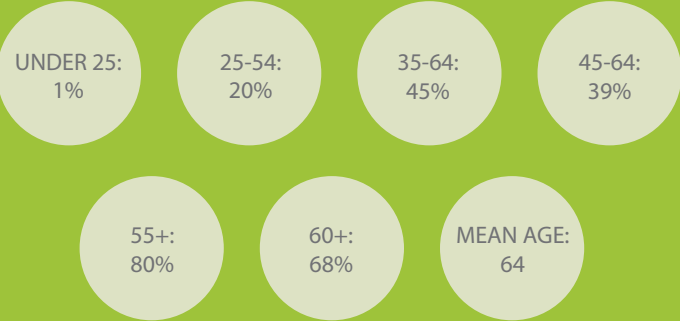
MEAN HOUSEHOLD
NET WORTH

\$326,000

MEAN HOUSEHOLD
INCOME

\$99,000

99% OF ALABAMA LIVING'S AUDIENCE IS OVER 25



"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

AN EXTREMELY LOYAL AND INVOLVED AUDIENCE



OUR READERS ARE BIG TIME CONSUMERS

34%	planned a trip/attended an event as a result of reading AL. LIVING	67%	are pet owners (76% dog(s), 49% cat(s))
60%	have remodeled/upgraded their home in the last 12 months	21%	ordered home improvement items/tools in the last 12 months
73%	made some sort of energy efficient upgrade in the last year	24%	ordered automotive products in the last year
44%	own a garden	20%	ordered cooking/kitchen accessories in the last 12 months
85%	of those garden owners purchased maintenance items	97%	carry insurance (95% carry auto, 72% carry life)
96%	own their primary residence	34.5%	own either IRA and/or annuities
62%	own more than 1 acre of land	20%	ordered home furnishings in the last 12 months
40%	own more than 3 acres of land (mean: 19.2)	49%	own recreational vehicles (boats/motorhomes/campers)
18%	currently own a vacation/weekend home		

RATES & EDITORIAL CALENDAR

2023 MAGAZINE RATES (FULL COLOR)

STATEWIDE

FRONT INSIDE COVER (C2)
BACK INSIDE COVER (C3)
BACK COVER (C4)
SPREAD AD (DPS)
FULL PAGE
TWO THIRD PAGE (2/3)
HALF PAGE (1/2)
THIRD PAGE (1/3)
SIXTH PAGE (1/6)
TWELFTH PAGE (1/12)

Contact for Rates

MAGAZINE RATES (BLACK & WHITE)

SPREAD AD (DPS)
FULL PAGE
TWO THIRD PAGE (2/3)
HALF PAGE (1/2)
THIRD PAGE (1/3)
SIXTH PAGE (1/6)
TWELFTH PAGE (1/12)
CLASSIFIED AD (per word, 10 word minimum)

STATEWIDE



WEBSITE RATES

www.ALABAMALIVING.com

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

(Based on availability)

DISCOUNTS

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

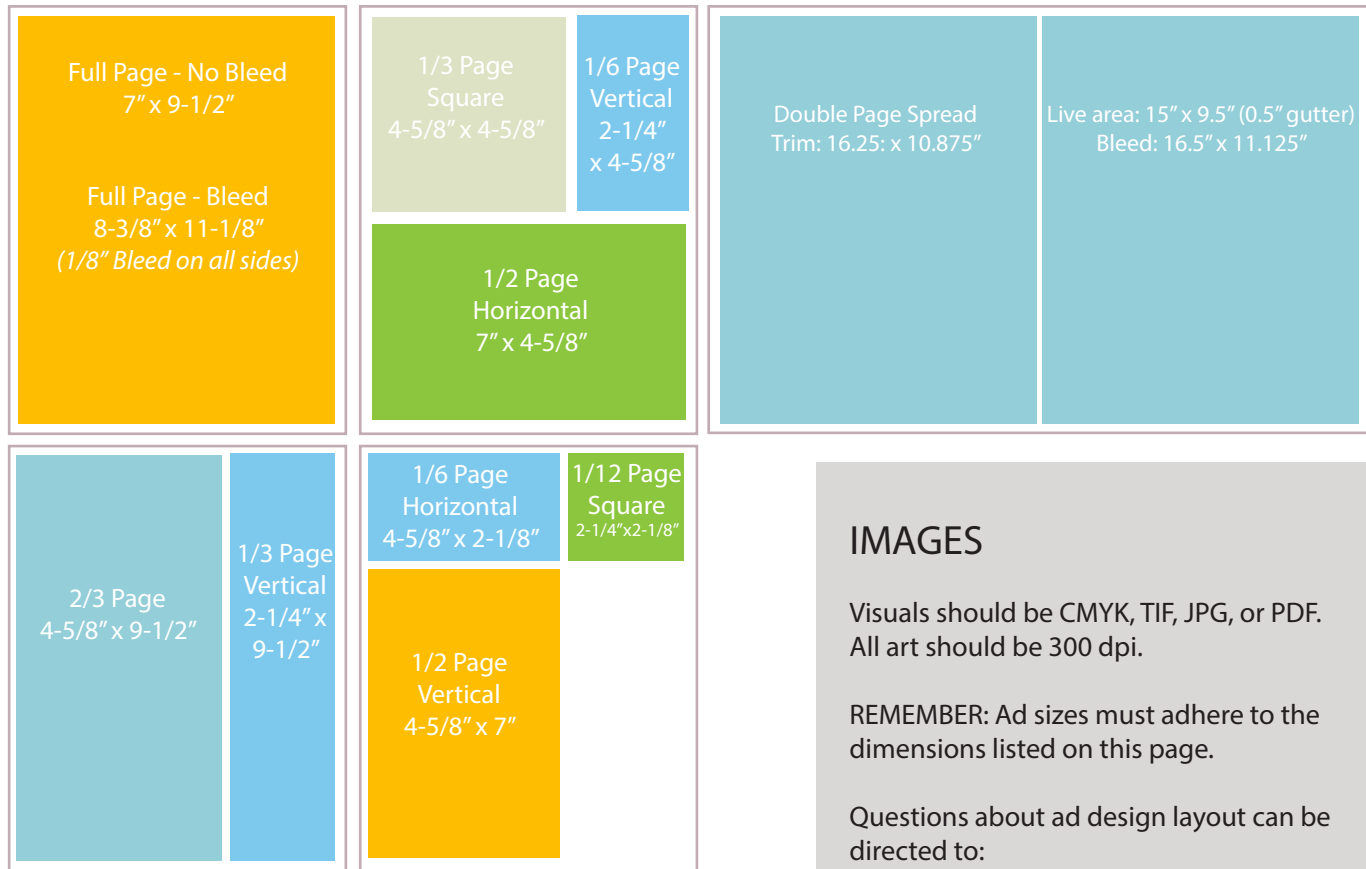
2023 EDITORIAL CALENDAR/DEADLINES

ISSUE DATE	THEME	RELEASE DATE	ART DEADLINE	AD DEADLINE
JANUARY	Alabama A to Z, Star ID, Miss Macy Movie, Junior Cooks	1/1/2023	12/09/2022	11/25/2022
FEBRUARY	Health and Wellness, Pickleball, Alabama Institute for the Deaf and Blind, Brittany Burcham	2/1/2023	01/13/2023	12/30/2022
MARCH	Legislative Issue, EV Roadtrip, Nathaniel Ledbetter	3/1/2023	02/10/2023	01/27/2023
APRIL	Gardening Issue, Community College, Lineworker Training, Arboriculture	4/1/2023	03/10/2023	02/24/2023
MAY	History & Culture Issue, Black Belt Arts Initiative, Alabama Folklife Association, Boy Scouts	5/1/2023	04/14/2023	03/24/2023
JUNE	Glamping, North and South Alabama Roadtrips, Dauphin Island Bird Sanctuaries Project	6/1/2023	05/12/2023	04/28/2023
JULY	Outdoors Issue, Girls Who Hike Alabama, DCNR's Outdoorswoman Program	7/1/2023	06/09/2023	05/26/2023
AUGUST	Annual Photo Contest, SEC Football Preview, Bill Clark, Wiregrass Blue Society & Project Preservation	8/1/2023	07/14/2023	06/23/2023
SEPTEMBER	Food & Agriculture Issue, Oyster Industry in Alabama, Auburn Soil Test Lab, Kyle Lybarger	9/1/2023	08/11/2023	07/28/2023
OCTOBER	College Electronic Sports, Paint Rock Forest Research Center, Rashida Farid, Ph.D.	10/1/2023	09/08/2023	08/25/2023
NOVEMBER	Opelika Community Garden & Farmers Market, Dr. Aruna T. Arora, Sacred Way Sanctuary	11/1/2023	10/13/2023	09/29/2023
DECEMBER	Christmas Lights Roundup, Musician Bobby Horton, Alabama-made Gift Ideas	12/1/2023	11/10/2023	10/27/2023

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.

AD SPECS

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

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

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.

10 REASONS TO ADVERTISE IN ALABAMA'S LARGEST LIFESTYLE MAGAZINE

97% of our readers
say they trust the
advertising in our
publication over
any other source

86% of our readers say they
cut/save advertisements,
articles, coupons and/or
recipes for future use

74% of our readers
read the last
4 out of 4
issues they received

67 counties in
Alabama
receive our
magazine monthly

56% of our
readers are
retired

48 U.S. states have
subscriptions
to Alabama Living

37: the average
minutes our readers
spend reading each issue
of Alabama Living

22 electric cooperatives
working together

1 publication
doing it right for over
70 YEARS



Alabama LIVING

Alabama's Largest Lifestyle Magazine

MEDIA KIT 2023



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