

About Us

Colorado Country Life is an award-winning magazine that is published for participating member electric cooperatives. The publication circulates nearly 175,000 copies to electric co-op members each month.

Staff

Publisher, Cassi Gloe, CCC Editor, Kylee Coleman Editorial Assistant, Melinda Taylor

Subscribing Cooperatives

Empire Electric Association
Grand Valley Power
Gunnison County Electric Association
Highline Electric Association
K.C. Electric Association
Morgan County Rural Electric Association
Mountain View Electric Association
Poudre Valley REA
San Isabel Electric Association
Sangre de Cristo Electric Association
Southeast Colorado Power Association
Tri-State Generation and Transmission
Y-W Electric Association

Colorado Rural Electric Association is the statewide service organization representing Colorado's electric cooperatives.

Colorado's Electric Cooperatives

Delta-Montrose Electric Association **Empire Electric Association Grand Valley Power Gunnison County Electric Association Highline Electric Association** Holy Cross Energy K.C. Electric Association La Plata Electric Association Morgan County Rural Electric Association Mountain Parks Electric Mountain View Electric Association Poudre Valley REA San Isabel Electric Association San Luis Valley Rural Electric Cooperative San Miguel Power Association Sangre de Cristo Electric Association Southeast Colorado Power Association Tri-State G&T United Power White River Electric Y-W Electric Association Yampa Valley Electric Association





Colorodo COUNTRY LIFE

About Our Readers

81%

describe themselves as "regular readers" of the magazine

69%

read every issue of Colorado Country Life

90%

trust the magazine for news and information about their local electric cooperative

32 Minutes

average time readers spend with each issue

Highlights from research conducted in 2022 by MRI Simmons.

Making Powerful Connections Across Colorado

or 80 years, the Colorado Rural Electric Association has proudly shared the electric cooperative story with members through *Colorado Country Life* magazine. Recognized as a trusted source, the magazine keeps readers informed about issues and events shaping their communities.

Each issues highlights inspiring human interest stories, opportunities for outdoor adventure and travel across the state, energy-efficiency tips, local electric cooperative news, and even reader-favorite recipes.

We are honored to be the voice of Colorado's electric cooperatives, reaching every corner of the state. Thank you to our co-ops and their members for trusting us to tell your stories and celebrate the communities we all call home.

Efle Coleman

Kylee Coleman Editor, *Colorado Country Life*

Nearly

179,000 **CIRCULATION**

690,000
TOTAL AUDIENCE

Source: 2022 AMP Audit, 2022 American MainStreet Publications™ Reader Profile Study conducted by MRI-Simmons.

Get to Know Our Readers

Print Audience

Electric cooperative members seek out Colorado Country Life for a wide variety of content including energysaving tips, heartwarming stories, and gift ideas.





86% took a trip in the last 12 months and enjoyed their favorite vacation activities:

58%
Participated in outdoor sports

51% Visited a cultural/historic

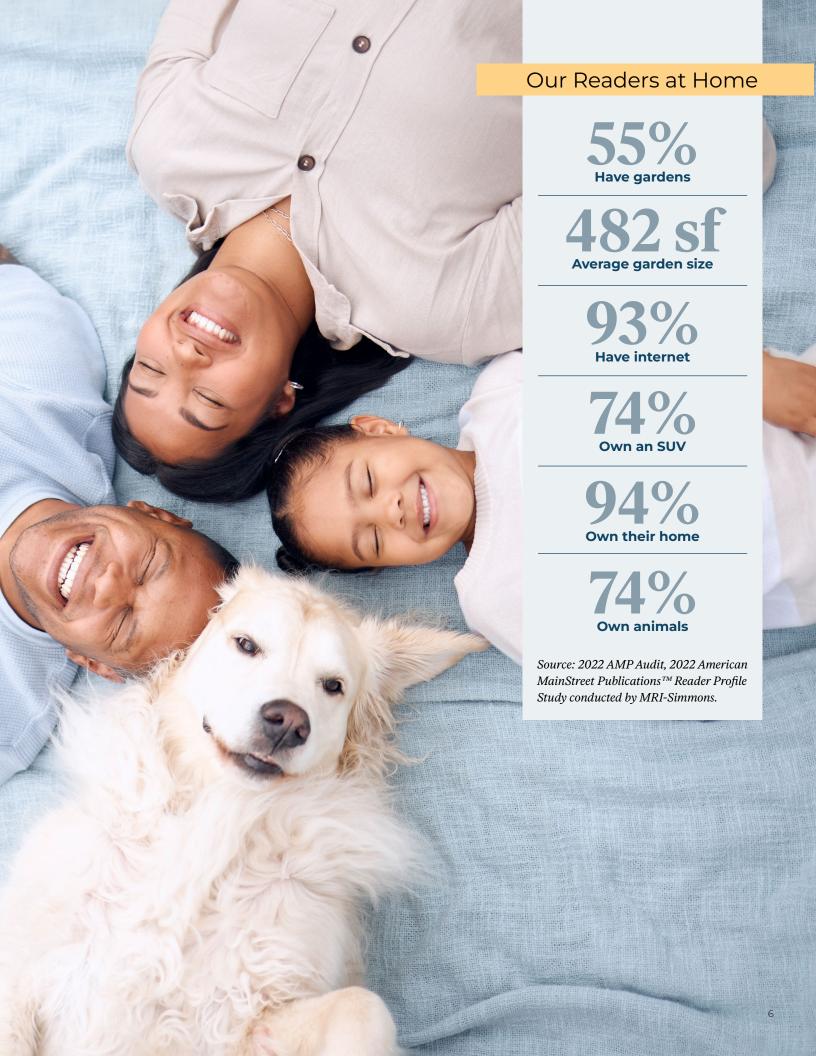
> 40% Attend an event

33% Went shopping

Visited a casino or gambled

9% Visited a spa

Source: 2022 AMP Audit, 2022 American MainStreet PublicationsTM Reader Profile Study conducted by MRI-Simmons.



67%

Prefer the mountains as their "go-to" vacation destination





JAN

FEATURE

Colorado Dry Bean Growers

RECIPES

Mocktails

AT HOME

Estate Planning Overview

GET OUTSIDE

Snowshoeing

GET AWAY

Best of Colorado Winners

DISCOVERIES

Books

FEB

FEATURE

Photo Contest Winners

RECIPES

Sushi

AT HOME

What is Grounding?

GET OUTSIDE

By writer Dennis Smith

GET AWAY

Dolores

DISCOVERIES

Colorado Coffees

MAR

FEATURE

Teaching Inclusion

RECIPES

Chili

AT HOME

Gardening

GET OUTSIDE

Beginning Birding

GET AWAY

Chaffee County/Salida

DISCOVERIES

Snacks

APR

FEATURE

K9 Challenge

RECIPES

Quiche

AT HOME

Spring Cleaning

GET OUTSIDE

By writer Dennis Smith

GET AWAY

Pagosa Springs

DISCOVERIES

Books

MAY

FEATURE

Colorado Farm to Table

RECIPES

Fried Ice Cream

AT HOME

Digital Legacy Planning

GET OUTSIDE

White Water Rafting

GET AWAY

Pueblo Riverwalk

DISCOVERIES

State Parks

JUN

FEATURE

EV Byway

RECIPES

Salads

AT HOME

Create an Outdoor Oasis

GET OUTSIDE

By writer Dennis Smith

GET AWAY

Morgan County

DISCOVERIES

Craft Sodas

JUL

FEATURE

Personality Profile

RECIPES

Fancy Toast

AT HOME

Flower Arranging

GET OUTSIDE

Fly Tying

GET AWAY

Poudre Canyon Getaway

DISCOVERIES

Farmers' Markets

AUG

FEATURE

Olathe Corn Festival

RECIPES

Co-op Potluck

AT HOME

Electrical Safety for Kids

GET OUTSIDE

By writer Dennis Smith

GET AWAY

Meeker

DISCOVERIES

Books

SEPT

FEATURE

Kahuna Elk Bronze Sculpture

PECIPES

Gluten Free Brunch

AT HOME

Gardening

GET OUTSIDE

Walking

GET AWAY

La Junta **DISCOVERIES**

Public Art Installations

OCT

FEATURE

Caregiving

RECIPES

Homemade Candy

AT HOME

Simmer Pots

GET OUTSIDE Fall Fishing

GET AWAY

Marvelous Marble **DISCOVERIES**

Colorado Breweries

NOV

FEATURE

Rocky Mtn Honor Flight

RECIPES Elk or Game Sausages

AT HOME

Pet-friendly Spaces

GET OUTSIDE

Nordic Skiing Centers

GET AWAY

Send us your ideas!

DISCOVERIES

Ski Gear

DEC

FEATURE

TBD

RECIPES

Punch

AT HOME

Whole House Humidifier

GET OUTSIDE By writer Dennis Smith

GET AWAY

Hip-Hip Ouray!

DISCOVERIES Holiday Markets

*Stories/columns subject to change.

IN EVERY ISSUE

YOUR CO-OP NEWS **ASK THE ENERGY**

EXPERT

INDUSTRY

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GIVEAWAY

READER PHOTOS

VIEWPOINT



2025 Advertising Special Ad Sections *and* **Travel Features**

Colorado Country Life magazine connects advertisers to a diverse audience passionate about travel, adventure, local products, and the stories that make Colorado unique.

With targeted content and statewide reach, advertising with us is the perfect way to showcase your brand to a community that values authenticity and connection.

Partner with us today!



SPECIAL ANNUAL ISSUES	TRAVEL FEATURE	SPECIAL AD SECTION	
JANUARY			
FEBRUARY	Dolores	Photo Contest	
MARCH	Chaffee County/Salida		
APRIL	Pagosa Springs		
MAY	Pueblo Riverwalk		
JUNE	Morgan County	Travel Marketplace	
JULY	Poudre Canyon		
AUGUST	Meeker	Colorado Festivals Marketplace	
SEPTEMBER	La Junta		
OCTOBER	Marble		
NOVEMBER		Holiday Gift Guide	
DECEMBER	Ouray	Holiday Gift Guide	

Advertisement Dimensions

PRINT		
Full Page with Bleed	8.375" x 11.375"	
1/2 page horizontal	6.75" x 4.6"	
1/3 page vertical	1.9" x 9.375"	
1/4 page	3.3" x 4.6"	
1/6 page vertical	1.9" x 4.6"	
2" marketplace only	2.4" x 2"	
1" marketplace only	2.4" x 1" (minimum size)	

DIGITAL	
Banner	810 x 100
Medium rectangle	300 x 200

Trim Size: 8.125" x 10.875"

Live Area: 7.375" x 9.875"; columns to a page: 3 **Bleed Ads:** All ads intended to bleed should have

0.25" of bleed on all four sidesPrinting Process: Web OffsetLine Screen: 150 line screen

Binding: Perfect Bound

Required Material: Digital files only — PDF/X1A preferred. Photoshop and InDesign documents also accepted. All fonts (PostScript only) and artwork must be embedded in files. Missing fonts will be replaced at the discretion of *Colorado Country Life* magazine. All images must be at least 300dpi, CMYK and color-corrected.

All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards. Visit swop.org for more information.

Production Contact: Cassi Gloe, Publisher cgloe@coloradocountrylife.org | 720-407-0712

Join Us

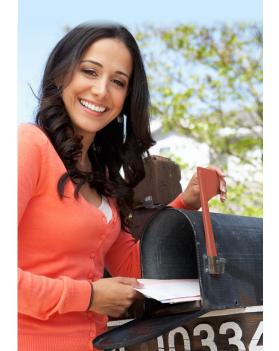
We bring your message to homes and businesses across Colorado through *Colorado Country Life* magazine. Partner with us today.

Advertising

advertising@coloradocountrylife.org 720-407-0712

Kylee Coleman, Editor

kcoleman@coloradocountrylife.org 720-407-0711



2025 Publishing Schedule

ISSUE	RESERVATION DEADLINE	AD CLOSE/ MATERIALS DUE	ENTERS MAINSTREAM
January	November 30	December 10	December 31
February	January 3	January 10	January 28
March	January 31	February 10	February 28
April	March 3	March 10	March 31
May	April 1	April 10	April 30
June	May 1	May 9	May 31
July	June 2	June 10	June 30
August	July 1	July 10	July 31
September	August 1	August 11	August 31
October	September 1	September 10	September 30
November	October 1	October 10	October 31
December	October 31	November 10	December 1
January 2026	December 1	December 10	December 31