

# Colorado

## COUNTRY LIFE

A trusted member of Colorado households since 1945.

2025 MEDIA KIT





# 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

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**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

*Colorado Country Life* magazine connects readers to the heart of Colorado by sharing stories of its people, places, and adventures. Each month, we deliver engaging content that keeps readers informed about their local electric cooperative, the energy industry, and the news that matters most to their communities.







# Colorado 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

**F**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 issue 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.

Kylee Coleman  
Editor, *Colorado Country Life*

Nearly  
**179,000** | **690,000**  
CIRCULATION | TOTAL AUDIENCE

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



# Print Audience

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

**58%**  
Female

**42%**  
Male

**86%**  
Age 50+

**70%**  
Married

**89%**  
Attended College

**\$94.8k**  
Median HHI

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





Our Readers Love to Travel

**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 site

**40%**

Attend an event

**33%**

Went shopping

**9%**

Visited a casino or gambled

**9%**

Visited a spa

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





Our Readers at Home

**55%**  
Have gardens

**482 sf**  
Average garden size

**93%**  
Have internet

**74%**  
Own an SUV

**94%**  
Own their home

**74%**  
Own animals

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



Our Readers Love to Adventure

**67%**  
Prefer the mountains as their  
“go-to” vacation destination





# Colorado 2025 Editorial Calendar

COUNTRY LIFE

<p><b>JAN</b></p> <p><b>FEATURE</b> Colorado Dry Bean Growers</p> <p><b>RECIPES</b> Mocktails</p> <p><b>AT HOME</b> Estate Planning Overview</p> <p><b>GET OUTSIDE</b> Snowshoeing</p> <p><b>GET AWAY</b> Best of Colorado Winners</p> <p><b>DISCOVERIES</b> Books</p>	<p><b>FEB</b></p> <p><b>FEATURE</b> Photo Contest Winners</p> <p><b>RECIPES</b> Sushi</p> <p><b>AT HOME</b> What is Grounding?</p> <p><b>GET OUTSIDE</b> By writer Dennis Smith</p> <p><b>GET AWAY</b> Dolores</p> <p><b>DISCOVERIES</b> Colorado Coffees</p>	<p><b>MAR</b></p> <p><b>FEATURE</b> Teaching Inclusion</p> <p><b>RECIPES</b> Chili</p> <p><b>AT HOME</b> Gardening</p> <p><b>GET OUTSIDE</b> Beginning Birding</p> <p><b>GET AWAY</b> Chaffee County/Salida</p> <p><b>DISCOVERIES</b> Snacks</p>	<p><b>APR</b></p> <p><b>FEATURE</b> K9 Challenge</p> <p><b>RECIPES</b> Quiche</p> <p><b>AT HOME</b> Spring Cleaning</p> <p><b>GET OUTSIDE</b> By writer Dennis Smith</p> <p><b>GET AWAY</b> Pagosa Springs</p> <p><b>DISCOVERIES</b> Books</p>
<p><b>MAY</b></p> <p><b>FEATURE</b> Colorado Farm to Table</p> <p><b>RECIPES</b> Fried Ice Cream</p> <p><b>AT HOME</b> Digital Legacy Planning</p> <p><b>GET OUTSIDE</b> White Water Rafting</p> <p><b>GET AWAY</b> Pueblo Riverwalk</p> <p><b>DISCOVERIES</b> State Parks</p>	<p><b>JUN</b></p> <p><b>FEATURE</b> EV Byway</p> <p><b>RECIPES</b> Salads</p> <p><b>AT HOME</b> Create an Outdoor Oasis</p> <p><b>GET OUTSIDE</b> By writer Dennis Smith</p> <p><b>GET AWAY</b> Morgan County</p> <p><b>DISCOVERIES</b> Craft Sodas</p>	<p><b>JUL</b></p> <p><b>FEATURE</b> Personality Profile</p> <p><b>RECIPES</b> Fancy Toast</p> <p><b>AT HOME</b> Flower Arranging</p> <p><b>GET OUTSIDE</b> Fly Tying</p> <p><b>GET AWAY</b> Poudre Canyon Getaway</p> <p><b>DISCOVERIES</b> Farmers' Markets</p>	<p><b>AUG</b></p> <p><b>FEATURE</b> Olathe Corn Festival</p> <p><b>RECIPES</b> Co-op Potluck</p> <p><b>AT HOME</b> Electrical Safety for Kids</p> <p><b>GET OUTSIDE</b> By writer Dennis Smith</p> <p><b>GET AWAY</b> Meeker</p> <p><b>DISCOVERIES</b> Books</p>
<p><b>SEPT</b></p> <p><b>FEATURE</b> Kahuna Elk Bronze Sculpture</p> <p><b>RECIPES</b> Gluten Free Brunch</p> <p><b>AT HOME</b> Gardening</p> <p><b>GET OUTSIDE</b> Walking</p> <p><b>GET AWAY</b> La Junta</p> <p><b>DISCOVERIES</b> Public Art Installations</p>	<p><b>OCT</b></p> <p><b>FEATURE</b> Caregiving</p> <p><b>RECIPES</b> Homemade Candy</p> <p><b>AT HOME</b> Simmer Pots</p> <p><b>GET OUTSIDE</b> Fall Fishing</p> <p><b>GET AWAY</b> Marvelous Marble</p> <p><b>DISCOVERIES</b> Colorado Breweries</p>	<p><b>NOV</b></p> <p><b>FEATURE</b> Rocky Mtn Honor Flight</p> <p><b>RECIPES</b> Elk or Game Sausages</p> <p><b>AT HOME</b> Pet-friendly Spaces</p> <p><b>GET OUTSIDE</b> Nordic Skiing Centers</p> <p><b>GET AWAY</b> Send us your ideas!</p> <p><b>DISCOVERIES</b> Ski Gear</p>	<p><b>DEC</b></p> <p><b>FEATURE</b> TBD</p> <p><b>RECIPES</b> Punch</p> <p><b>AT HOME</b> Whole House Humidifier</p> <p><b>GET OUTSIDE</b> By writer Dennis Smith</p> <p><b>GET AWAY</b> Hip-Hip Ouray!</p> <p><b>DISCOVERIES</b> Holiday Markets</p>

\*Stories/columns subject to change.

## IN EVERY ISSUE

**YOUR CO-OP NEWS**  
**ASK THE ENERGY**  
**EXPERT**  
**INDUSTRY**  
**GIVEAWAY**  
**VIEWPOINT**  
**READER PHOTOS**

## CONTACT INFORMATION

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# Colorado COUNTRY LIFE

## 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 sides

**Printing Process:** Web Offset

**Line 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](http://swop.org) for more information.

**Production Contact:** Cassi Gloe, Publisher  
[cgloe@coloradocountrylife.org](mailto: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

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 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