

# **About Us**

**Colorado Country Life** is an award-winning magazine that is published for participating member electric cooperatives. The publication circulates nearly 179,000 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





# 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

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.

Ele 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

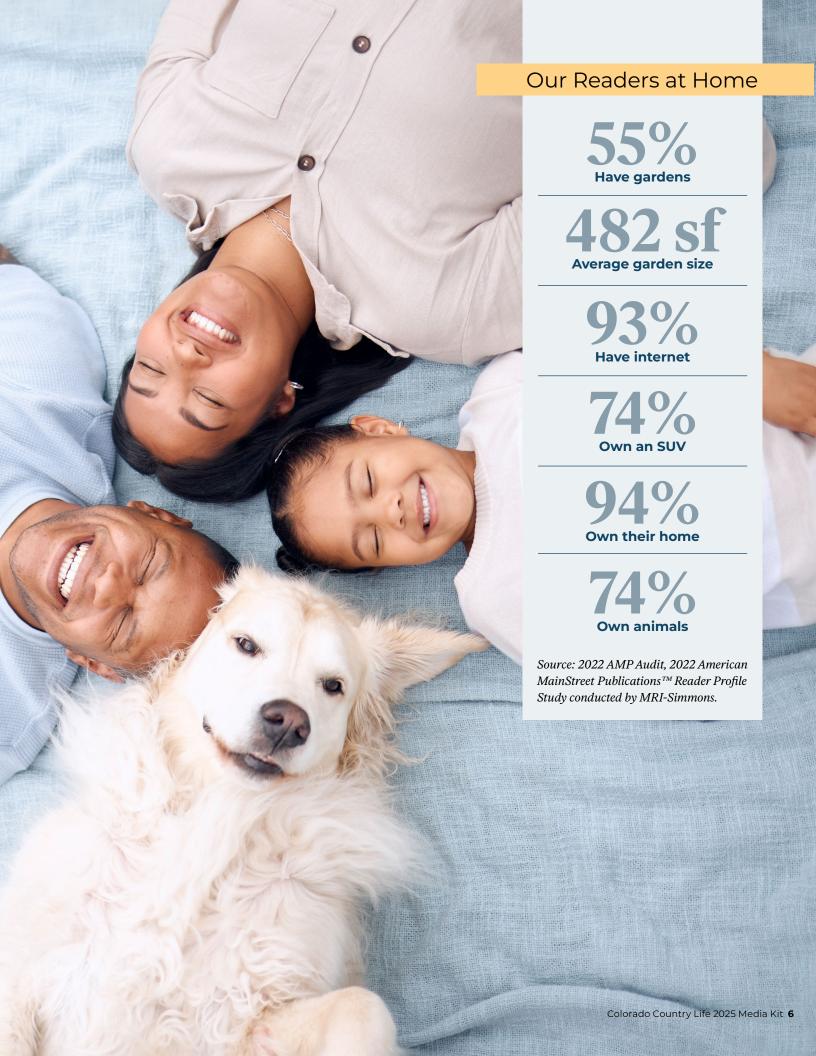
> 40% Attend an event

33% Went shopping

90/0 Visited a casino or gambled

> 9% Visited a spa

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





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

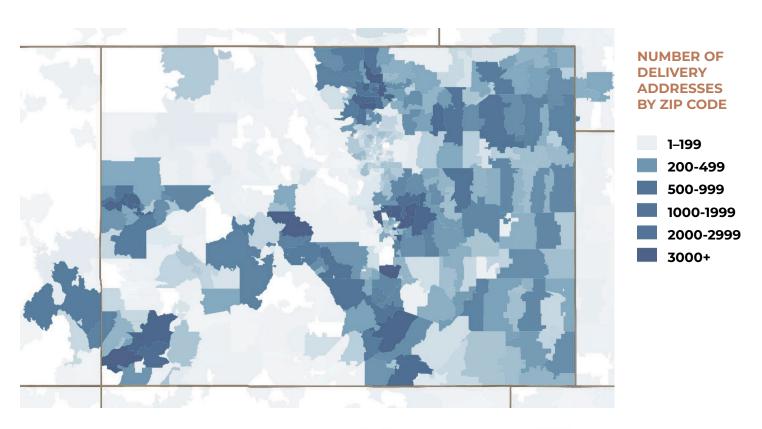


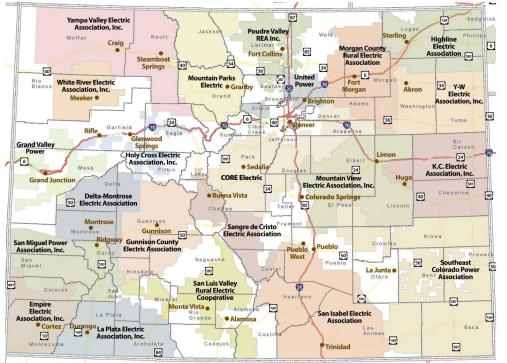




Nearly **179,000** 

# Issues delivered each month.





COLORADO ELECTRIC CO-OP SERVICE AREAS

All areas shown in color.



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** 

**DISCOVERIES** 

La Junta

OCT

**FEATURE** 

Caregiving

**RECIPES** 

Homemade Candy

AT HOME

Simmer Pots

**GET OUTSIDE** Fall Fishing

**GET AWAY** 

**DISCOVERIES** 

Marvelous Marble 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

**GET OUTSIDE** 

By writer Dennis Smith

Whole House Humidifier

**GET AWAY** 

Hip-Hip Ouray!

**DISCOVERIES** Holiday Markets

\*Stories/columns subject to change.

**IN EVERY ISSUE** 

Public Art Installations

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

**EXPERT** 

**INDUSTRY** 

**GIVEAWAY** 

VIEWPOINT

**READER PHOTOS** 

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Colorado Country Life 2025 Media Kit 9



# 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)	

# Leaderboard 728x90 Medium rectangle 300 x 250 Skyscraper 160 x 600

# 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





## **PRINT REQUIREMENTS**

**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/XIA 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.

# **DIGITAL REQUIREMENTS**

**Format:** Submit in WebP format at double the original dimensions (e.g., a 160x600 ad should be submitted as 320x1200). Use "lossy" compression with 85% quality. Transparent ads are not accepted.

# 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

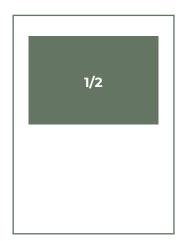


# Ad Sizes

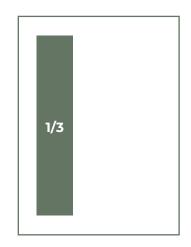


# **Full Page With Bleeds**

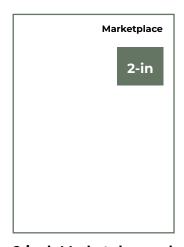
8.625" wide x 11.375" tall including bleed (8.125" x 10.875" trimmed)



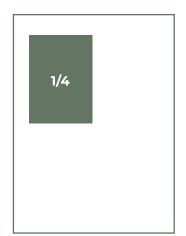
Half Page Horizontal 6.75" wide x 4.6" tall



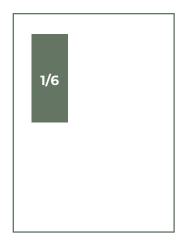
**Third Page Vertical** 1.9" wide x 9.375" tall



2-inch Marketplace only 2.4" wide x 2.0" tall



**Quarter Page** 3.3" wide" x 4.6" tall



**Sixth Page Vertical** 1.9" wide x 4.6" tall



1-inch Marketplace only 2.4" wide x 1.0" tall