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Who is Living the Country Life?
Who is Living the Country Life?

The Living the Country Life brand reaches a unique audience who enjoys living in the country for pleasure. The brand engages the rural lifestyle market by providing timely, useful and entertaining information filled with real stories, useful tips, rich photography, and much more.
Living the Country Life is…

Print
• *Living the Country Life* magazine
  - 200,000 total distribution
  - Distributed through Meredith’s 85,000 newsstand pockets, primarily in C&D counties

• Living the Country Life within *Successful Farming* magazine
  - 110,000 total average paid and qualified nonpaid circulation
  - Select issues of *Successful Farming* magazine

Digital – LivingTheCountryLife.com
• 70%+ viewability*
• 24 seconds in-view time per impression*
• 83% scroll rate*
• 469.4K total social media followers

Broadcast – Living the Country Life Radio
• 280+ Radio Station Affiliates

*Sitewide average accountability for all devices and ad slots*
Who does Living the Country Life reach?
The Average Living the Country Life Reader – Overview

- Gender: Female
- 31% have 6+ acres
- 68% have animals or pets
- Most have less than 20 animals on their property
- Dogs, cats and chickens are the most popular animals owned

* 2015 Country Gardens Subscriber Survey
How does Living the Country Life reach them?
Living the Country Life magazine

Frequency & Content

Frequency

- Twice per year: Spring/Summer & Fall

Content

- 100 pages of content
- Inspiration and beautiful imagery focused on home and property improvement tips
- Small farm livestock and pets
- Country homes and outdoor living spaces
- Farm to table.
## Living the Country Life Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>On Sale Date</th>
<th>Ad Close</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>3/20/18</td>
<td>01/16/18</td>
<td>Women living the country life. &lt;br&gt; Spring Maintenance Guide (tools, tips &amp; techniques for getting your property and equipment up and running for the season) &lt;br&gt; Farm-to-plate feature &amp; recipes &lt;br&gt; Farm Animals &amp; Pets</td>
</tr>
<tr>
<td>Fall</td>
<td>8/14/18</td>
<td>6/10/18</td>
<td>Family-run molasses-making operation &lt;br&gt; Farm-to-table recipes &lt;br&gt; Buyer’s guide for tools &lt;br&gt; Harvest-theme feature &lt;br&gt; Farm Animals &amp; Pets</td>
</tr>
</tbody>
</table>
Living The Country Life within Successful Farming magazine

Frequency & Content

Frequency
- February, March, May, September, October, December

Content
- A unique section within Successful Farming magazine that provides insights into rural lifestyle-related topics, livestock, tools, and gardening.
# Living the Country Life within Successful Farming magazine

## Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail Date</th>
<th>Ad Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>2/6/18</td>
<td>12/21/17</td>
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<tr>
<td>March</td>
<td>3/7/18</td>
<td>1/19/18</td>
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<tr>
<td>May</td>
<td>5/2/18</td>
<td>3/16/18</td>
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<tr>
<td>September</td>
<td>9/14/18</td>
<td>7/30/18</td>
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<tr>
<td>October</td>
<td>10/1/18</td>
<td>8/15/18</td>
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<tr>
<td>December</td>
<td>12/10/18</td>
<td>10/24/18</td>
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</table>
Living the Country Life

Print Metrics

Print
• *Living the Country Life* magazine
  ▪ 200,000 total distribution
  ▪ Distributed through Meredith’s 85,000 newsstand pockets, primarily in C&D counties

• Living the Country Life within *Successful Farming* magazine
  ▪ Circulation 110,000
LivingTheCountryLife.com

Overview

LivingTheCountryLife.com is a comprehensive resource for small farm and acreage owners. It’s a trusted site for information related to animals, gardens, machinery, power equipment, pastures, ponds and buildings.

Website Metrics

Digital – LivingTheCountryLife.com
- 151,000 monthly sessions
- 123,000 unique monthly users
Living the Country Life

Social Media Engagement

Living the Country Life’s robust social media presence allows readers to engage with the brand on a personal level. From Q&A on Facebook Live to recipe sharing on Pinterest, readers are able to obtain the information important to them and their families.
# Social Media Platforms and Reach

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Likes</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>431.3K</td>
</tr>
<tr>
<td>Twitter</td>
<td>14.3K</td>
</tr>
<tr>
<td>Pinterest</td>
<td>13.1K</td>
</tr>
<tr>
<td>Instagram</td>
<td>10.7K</td>
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</tbody>
</table>

Follower/Likes numbers pulled August 2017
Living the Country Life Radio

Overview
Living the Country Life Radio is one of the largest rural radio networks - an efficient and effective buy to reach rural America. Our syndicated program connects you with our audience during their morning and afternoon commutes. The highly educational and entertaining program covers a wide variety of timely and informative topics.

Content
Living the Country Life Radio content is centered around what the rural lifestyle market values most:
- Garden and Landscape
- Animals and Livestock
- Machinery and Equipment
- Home and Property Improvement Tips
- Food and Family
Living the Country Life Radio

- Monday – Friday
- 3.5 minute show
- Airs twice a day - morning and afternoon drive times decided by affiliate
- 280+ affiliate stations
- 37 states
- :30 and :60 second commercial spots available
THANK YOU. Questions?

Living the Country Life Magazine
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