LIVING THE COUNTRY LIFE®
2020 Media Kit
Living the Country Life
Mission Statement

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 Reach

450,000
Social media followers

43,000
E-newsletter subscribers

250+
Radio stations
LIVING THE COUNTRY LIFE EDITORIAL
## LCL within Successful Farming Magazine

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Living the Country Life Content

Country homes and outdoor living spaces

Farm to table

Small farm livestock and pets

Inspiration and beautiful imagery focused on home
LIVING THE COUNTRY LIFE RADIO
Living the Country Life Radio

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.

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

- Monday – Friday
- 3.5 minute show
- Airs twice a day - morning and afternoon drive times decided by affiliate
- 250+ affiliate stations
- 40 states
- :30 and :60 second commercial spots available
2020 Production Schedule

--- RADIO ---

January

Week of 1/6/20
1. Progressive Ag Day-Mental Stress
2. Cooking Wild Game
3. Analyzing Snowflakes
4. Preparing for Lambing
5. Winter Desiccation of Evergreens

Week of 1/13/20
1. Farmers and Firefighters
2. How to Speak Chicken
3. Fitting a Horse Saddle
4. Vegetable Production Planning
5. Renting Out Storage on Acreages

Week of 1/20/20
1. Algal Bloom Water Quality Research
2. Mason Bees
3. Choosing a Family Dog
4. Winter Landscape Care
5. Logging a Woodlot

Week of 1/27/20
1. Raising Animals for Fiber
2. What’s a Hinny?
3. Succulent Container Gardening
4. Blanketing the Horse
5. Twin Cattle Births

February

Week of 1/20/20
1. Algal Bloom Water Quality Research
2. Mason Bees
3. Choosing a Family Dog
4. Winter Landscape Care
5. Logging a Woodlot

Week of 2/3/20
1. Buying a Used UTV
2. Exercising Pregnant Mares
3. Hunting Shed Antlers
4. Fruit Tree Mouse Damage
5. Planning a Pasture

Week of 2/10/20
1. CENEX Macs
2. Farming Walleye
3. Cow Body Condition at Calving
4. Specialty Crop Tractors
5. Which Breed is Best for Your Chicken Flock

Week of 2/17/20
1. CENEX Macs
2. Watch Out for Power Lines
3. Reducing Tree Root Infusion in Septic Systems
4. Prescribed Fire for Wildlife Habitat
5. All Around the Homestead

Week of 2/24/20
1. CENEX Macs
2. Blister Diseases
3. Entrepreneurial Depression
4. Tapping Trees for Maple Syrup
5. The Misunderstood Mule

March

Week of 3/2/20
1. CENEX
2. Lead in the Soil
3. Preparing for Your New Chicks
4. All About Mourning Doves
5. Grazing Management for Wildlife

Week of 3/9/20
1. Produce Safety Rule
2. Prevent Chick Pasting
3. Growing Hot Peppers
4. Snake ID and Control
5. Pruning Fruit Trees

Week of 3/16/20
1. Sheep and Goat Parasites
2. Fire Ant Control
3. Testing the Pond pH Level
4. Farming One Acre
5. Managing Mud in Pastures

Week of 3/23/20
1. Manure & Cover Crops
2. Rascal Rodeo
3. Dress for Biosecurity
4. Transporting Poultry
5. Starting Garden Seeds Indoors

Week of 3/30/20
1. Waking Up the Roses for Spring
2. Growing Peas
3. Planting Over a Septic System
4. Iris Diseases and Pests
5. Recognizing Mountain Lion Habitat

All ad creative due 3 weeks prior to run date.
# 2020 Production Schedule

## April

| Week of 4/6/20 | 1. A Mole or a Vole?  
| 2. Fixing Garden Drainage  
| 3. Hatching Chicks  
| 4. Transplanting a Tree  
| 5. Evergreen Spit |
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| Week of 4/13/20 | 1. Orchard Frost Protection  
| 2. Introducing Horses to Spring Pasture  
| 3. Understanding Lawn and Garden Fertilizers  
| 4. Controlling Multiflora Rose  
| 5. Growing Edamame |
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| Week of 4/20/20 | 1. Spring-Flowering Bulb Foliage  
| 2. Bumblebee Pollination  
| 3. Fruit Tree Grafting  
| 4. Pond Spawning Habitat  
| 5. Choosing a Garden Tiller |
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| Week of 4/27/20 | 1. Backyard Trends for 2020  
| 2. Poisonous Spring Plants for Pets  
| 3. Stabilizing Stream Banks  
| 4. Creating a Green Browse Food Plot  
| 5. Over-seeding a Lawn |
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## May

| Week of 5/4/20 | 1. Hair Scoring the Cows  
| 2. Drones for Fruit Farmers  
| 3. Minimizing Rabbit Damage  
| 4. All About Weasels  
| 5. Growing Bamboo |
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| Week of 5/11/20 | 1. Stop Chickens from Eating Eggs  
| 2. Recycled Bird Baths  
| 3. Sediment Catch Basins for Ponds  
| 4. Reduce Slope Erosion with Plants  
| 5. Best Country Dogs-Giant Schnauzer |
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| Week of 5/18/20 | 1. Short-Duration Cover Crops  
| 2. Private Well Class  
| 3. Growing Stevia  
| 4. Controlling Garlic Mustard  
| 5. Bad Trees for Horses |
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| Week of 5/25/20 | 1. Backyard Chickens Manure Management  
| 3. Tips for Growing Hostas  
| 4. Keeping Cats Out of the Garden  
| 5. Agritourism Severe Weather Planning |
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## June

| Week of 6/1/20 | 1. Controlling Pasture Brush  
| 2. Keeping Kids Safe in the Garden  
| 3. Selling Farm Eggs  
| 4. Keeping Chickens out of Trees  
| 5. Dealing with Skunks |
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| Week of 6/8/20 | 1. Farm Pond Safety  
| 2. Uneven Mowing  
| 3. Handwashing Stations  
| 4. All about Dragonflies  
| 5. Keeping Strawberries Fresh |
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| Week of 6/15/20 | 1. How to Weed Less  
| 2. Creating a Time Capsule  
| 3. Poultry Drinking Water  
| 4. Grazing Oat Pastures  
| 5. Crazy Worms |
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| Week of 6/22/20 | 1. The Mighty Mulberry  
| 2. Attracting Beneficial Bugs  
| 3. Bat Houses  
| 4. Repairing a Gravel Lane  
| 5. Lawn Maintenance Around Ponds |
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| Week of 6/29/20 | 1. Showing Poultry at the Fair  
| 2. Controlling Duckweed  
| 3. Choosing a Dairy Animal  
| 4. Understanding Growing Degree Days  
| 5. Poisonous Weeds in Hay |
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--- RADIO ---

All ad creative due 3 weeks prior to run date.
Contact Us

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