

North Dakota's best-read publication!

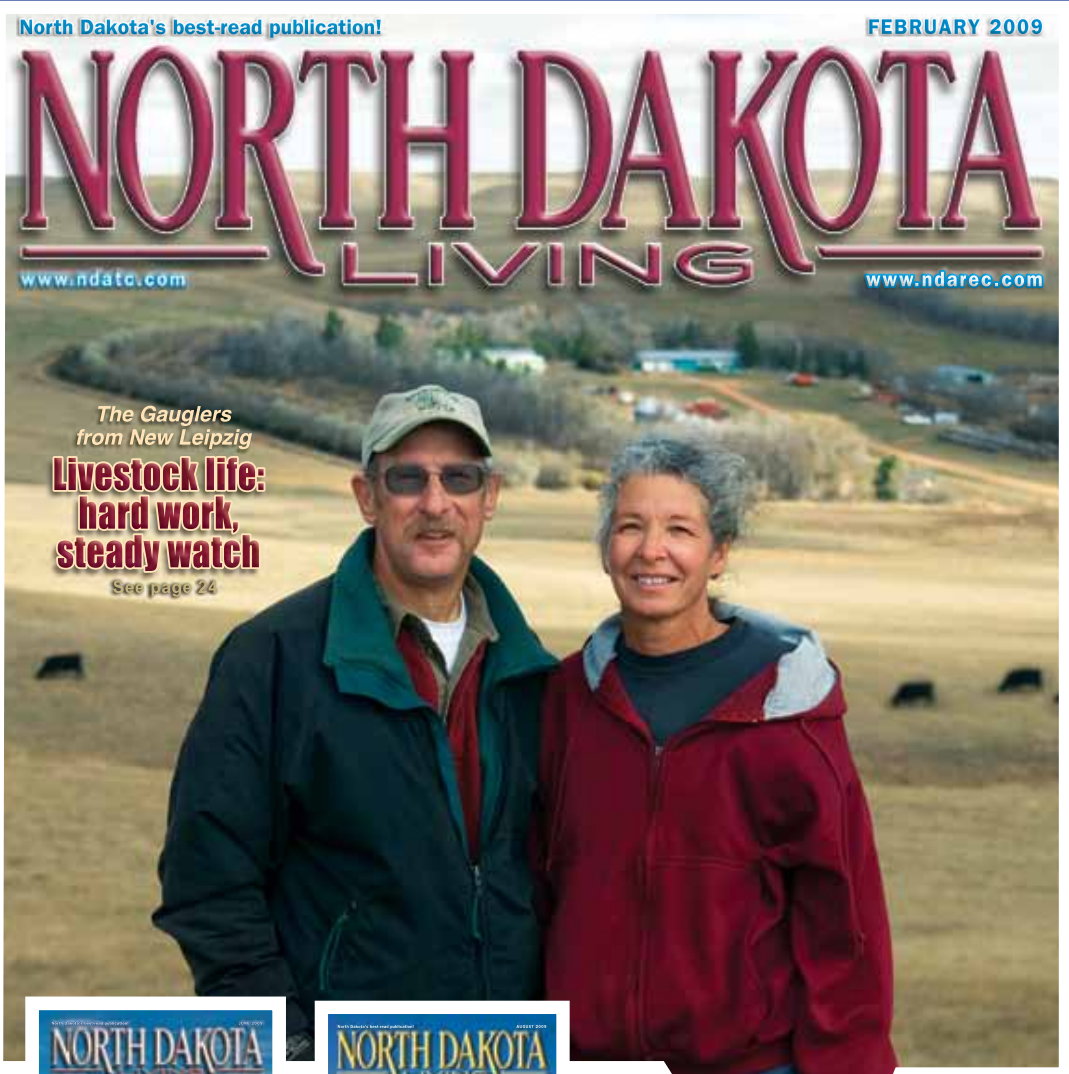
FEBRUARY 2009

NORTH DAKOTA LIVING

www.ndatc.com

www.ndarec.com

*The Gauglers
from New Leipzig*
**Livestock life:
hard work,
steady watch**
See page 24



Energy lessons
from open energy
See page 28

NORTH DAKOTA
LIVING
2010 Media Kit

Contents

Circulation

Demographics

Readership

Purchasing Power

Agricultural Market

Editorial Calendar

Advertising Sizes and Rates

Production Requirements

North Dakota LIVING is a magazine that captures what's in the hearts and minds of North Dakotans, who live and work in this great state. A monthly publication celebrating its 56th year, we offer readers and advertisers information that's important and useful, as well as entertaining. We cover the issues and events North Dakotans are interested in and care about. Plus, *North Dakota LIVING* includes recipes, household tips, reflections from readers, healthcare information, history and travel articles, the latest in technology news, a section dedicated to teenagers, local and statewide news, and lots more!

There's something for everyone in our publication, and that's one of the reasons it's the best-read, largest-circulation publication in North Dakota. With high circulation and readership numbers, we are North Dakota's #1 publication, and continue to be the publication that North Dakotans enjoy most!

Advertising Office

North Dakota LIVING

Clark A. Van Horn, Advertising Manager

3201 Nygren Drive NW

P.O. Box 727

Mandan, ND 58554-0727

www.ndliving.com

Phone: (800) 234-0518

or (701) 667-6436

Fax: (701) 663-3745

E-mail: cvanhorn@ndarec.co

*North Dakota's #1 publication, serving
North Dakota since 1954 is published monthly*

Circulation

January 70,000
February 87,000
March 70,000
April 87,000
May 70,000
June 87,000
July 70,000
August 87,000
September 70,000
October 87,000
November 70,000
December 87,000

North Dakota LIVING has the largest circulation numbers in the state, reaching 150,000 to 182,000 readers per month, nearly one-third of the state's total population

North Dakota LIVING reaches and influences North Dakotans better than any other publication

A 2008 North Dakota LIVING reader survey indicates:

- 97% readership and over 98% satisfaction with the contents, look and design of the magazine.*
- 75% of North Dakota LIVING readers keep the magazine around their homes for anywhere from a week to six months and 10% keep the magazine longer than six months*

Readership Demographics

Gender

Male 47%
Female 53%

Age

18-34 7%
35-49 23%
50-64 39%
65 and over 31%

Education

Some high school or less 7.2%
High school diploma 26.9%
Some college 26.4%
Trade or technical school 13%
Four-year college degree 19%
Post-graduate degree 7.5%

Household Income

Less than \$25,000 13%
\$25,000-\$50,000 38.5%
\$50,000-\$70,000 23.5%
Above \$75,000 25%

Occupations

Professional/sales 22%
Farmer/rancher 18.6%
Retired 18.1%
Homemaker 12.4%
Student/other 10.6%
Business owner/manager 8.9%
Blue collar/manufacturing 9.4%

Where Readers Live

Working farm or ranch 31.5%
Rural residence or location outside town 23.4%
City of less than 5,000 people 17.1%
City of 5,000 people or more 28%

94% Of Readers Are Homeowners

North Dakota LIVING's readers that are homeowners are rural and urban, living in towns both large and small

The average reader is well-educated, middle-aged and earns an above-average income

Shelf Life

One week or less 15%

One week to one month 49%

One month to 6 months 26%

More than 6 months 10%

Monthly Readers

150,000 to 182,000

Number of years receiving North Dakota LIVING

Less than five years 13.9%

5-10 years 20.5%

10-20 years 21.2%

More than 20 years 44.4%

North Dakota LIVING includes recipes, household tips, reflections from readers, health care information, history and travel articles, the latest in technology news, a section dedicated to teenagers, local and statewide news, and lots more!

Readers' purchases within next 12 months

Computer equipment 29.7%

Cell Phone 24.9%

Entertainment equipment 37%

House/condo/vacation property 3%

Heating cooling system 15.5%

Kitchen appliances 28.8%

Home improvement materials/services 61.8%

Furniture 37.8%

Lawn/garden equipment 31.3%

Sporting equipment (hunting, fishing, rec. sports, etc.) 24.3%

Recreational vehicle/camper/boat 4.9%

Motor vehicle (car, truck, SUV, etc.) 27%

In-state vacations 41%

U.S. travel outside ND 47%

Vacation travel outside U.S. 11.7%

76% of North Dakota LIVING readers look at the advertising for commercial products, sales and devices

Survey information tells us that our readers enjoy hunting, fishing, boating, jogging, camping and other outdoor pursuits

68% of North Dakota LIVING's readers indicated they have made online purchases

If actively farming or ranching, number of acres you farm?

Less than 1,000 acres 41.8%

1,000 to 5,000 acres 45.5%

5,000 or more acres 4.5%

Did not respond 8.2%

Farm equipment you will be purchasing in the next year?

Of our farmer/rancher readers indicated they would be purchasing tractors, combine or other farming/ranching equipment 23%

Indicated they would be purchasing farm livestock 16.6%

Reach more than two-thirds of North Dakota's farmers and ranchers through North Dakota LIVING. More than 23,000 of North Dakota LIVING readers are actively farming or ranching

2010 North Dakota *Living* Features Calendar

January

- Agriculture – the work going on in ND in biofuels and in bioeconomic progress
- “Obsessed With North Dakota” photo book by Valley City photographers
- Depath of winter wellness suggestions

February

- “Together We Save” energy conservation services available from electric co-ops
- Livestock – advanced science and technology for animal health; mentoring young ranchers
- Steps to prepare for 2010 elections
- Education opportunities
- Distribution of 2010 North Dakota Travel Guide as NDL supplement

March

- School lunch services – N.D. food products
- “Smart North Dakota Living” – roundup of examples of good environmentally friendly/economically smart choices North Dakotans and communities are making
- Bill Mitzel, “Outdoor Living” winter sports update; spring fishing preview

April

- “Take Care” health emphasis, featuring physician assistant training, among other topics

May

- Explore ND, featuring missile silo visitor center near Cooperstown; rural Tourism, and more
- Rural water system progress

June

- Valley Living
- New generation automobiles

July

- Candisc cycling in North Dakota
- State Fair

August

- Education opportunities
- Høstfest
- Bill Mitzel, “Outdoor Living” fall sports preview

September

- Hunting
- N.D. History feature
- Distribution of Big Iron Show magazine as NDL supplement

October

- Wind energy update
- Health care – rural clinics
- Statements from statewide office election candidates.

November

- e-North Dakota
- Shop North Dakota for Christmas

December

- Touchstone Energy – Innovation and Energy Conservation
- Christmas spirit in North Dakota

2010 Advertising Rates

Black & White Per Issue Rates

	1x	3x	6x	9x	12x
1/6	\$375	\$340	\$315	\$305	\$275
1/4	\$555	\$520	\$475	\$445	\$410
1/3	\$755	\$690	\$635	\$580	\$555
1/2	\$1,115	\$1,050	\$975	\$900	\$830
2/3	\$1,475	\$1,365	\$1,245	\$1,150	\$1,085
Full	\$2,265	\$2,065	\$1,900	\$1,775	\$1,665
Spread	\$3,930	\$3,700	\$3,470	\$3,275	\$3,110

Black & White and One Color Per Issue Rates

	1x	3x	6x	9x	12x
1/6	\$525	\$490	\$465	\$455	\$425
1/4	\$705	\$670	\$625	\$595	\$560
1/3	\$905	\$840	\$785	\$730	\$705
1/2	\$1,265	\$1,200	\$1,125	\$1,050	\$980
2/3	\$1,625	\$1,515	\$1,395	\$1,300	\$1,235
Full	\$2,415	\$2,215	\$2,050	\$1,925	\$1,815
Spread	\$4,080	\$3,850	\$3,620	\$3,425	\$3,260

Four-Color Advertising Rates Per Issue Rates

	1x	3x	6x	9x	12x
1/6	\$675	\$640	\$615	\$605	\$575
1/4	\$855	\$820	\$775	\$745	\$710
1/3	\$1,055	\$990	\$935	\$880	\$855
1/2	\$1,415	\$1,350	\$1,275	\$1,200	\$1,130
2/3	\$1,975	\$1,865	\$1,745	\$1,650	\$1,585
Full	\$2,765	\$2,565	\$2,400	\$2,275	\$2,165
Spread	\$4,430	\$4,200	\$3,970	\$3,775	\$3,610

For More Information or to Reserve Space

North Dakota *LIVING*

Clark Van Horn, Advertising Manager

3201 Nygren Drive NW

P.O. Box 727

Mandan, ND 58554-0727

Phone: (800) 234-0518 or (701) 667-6436

Fax: (701) 663-3745

E-mail: cvanhorn@ndarec.com

www.ndliving.com

Cover Positions

Add \$300 for inside front, inside back and back cover.

Call for availability.

Bleeds

No bleed charge.

Inserts

Preprinted inserts accepted.

Cost available upon request.

Commissions

15% agency commission applies only to ads in final form.

No commission on marketplace advertising or inserts.

Production Specs

Trim Size:
8 x 10 3/4"

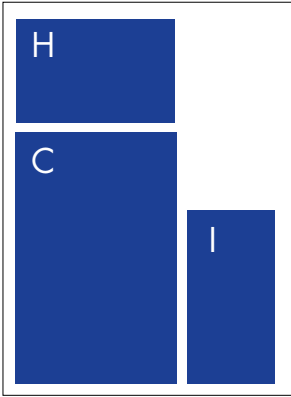
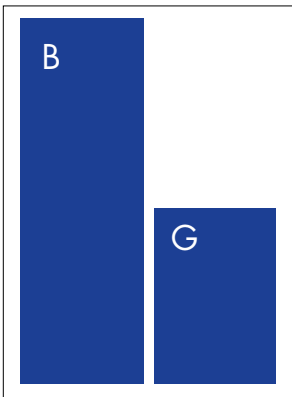
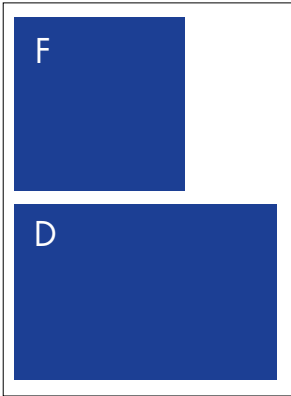
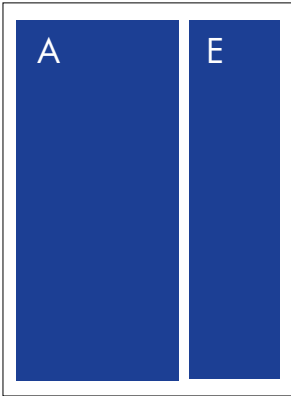
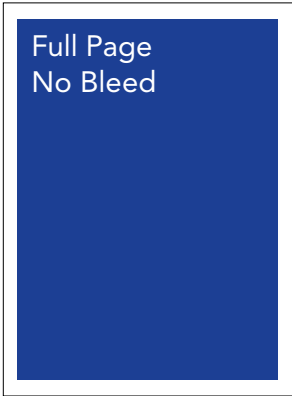
Full Page:
6 3/4" x 9 3/4"

Full Page Bleed:
8 1/2" x 11 1/4"

2-Page Spread
Live: 14 7/8" x 9 3/4"

Bleed: 16 1/2" x 11 1/4"

Live: 15 1/2" x 10 1/4"



A 2/3 Page Vertical
4 1/2" x 9 3/4"

D Half Page Horizontal
6 3/4" x 4 3/4"

G 1/4 Page
3 1/4" x 4 3/4"

B Half Page Vertical
3 1/4" x 9 3/4"

E 1/3 Page Vertical
2 1/8" x 9 3/4"

H 1/6 Page Horizontal
4 1/2" x 2 1/4"

C Half Page Vertical
2 column
4 1/2" x 7 1/4"

F 1/3 Page Horizontal
4 1/2" x 4 3/4"

I 1/6 Page Vertical
2 1/8" x 4 3/4"

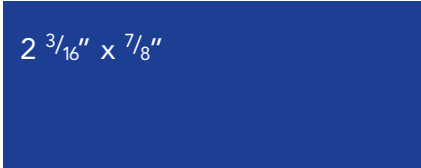
Market Place Forum

Marketplace Forum Advertising Rates

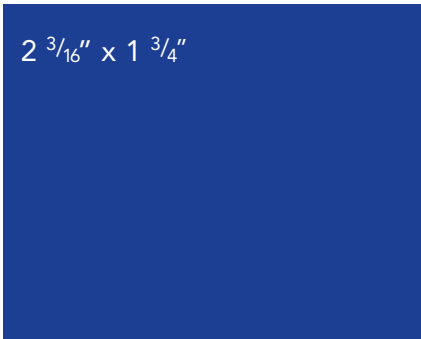
Black and White rates (add \$50 for second color)

Per Issue Rates

1x1	1x \$ 62	3x \$ 59	6x \$ 55	9x \$ 52	12x \$ 50
------------	--------------------	--------------------	--------------------	--------------------	---------------------



1x2	1x \$125	3x \$115	6x \$110	9x \$105	12x \$ 100
------------	--------------------	--------------------	--------------------	--------------------	----------------------



1x3	1x \$180	3x \$170	6x \$165	9x \$155	12x \$145
------------	--------------------	--------------------	--------------------	--------------------	---------------------



Information and Production Specs

Placable Ad Formats

- High-resolution (300-dpi) Adobe PDF (preferred format)
- High-resolution (300-dpi) EPS in CMYK or grayscale. EPS files include embedded fonts or fonts converted to outlines or curves
- High-resolution (300-dpi) TIFF in either CMYK or grayscale

Acceptable Formats

The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300-dpi sized to 100%, in one of the placable formats listed above.

Documents must also contain embedded fonts or fonts converted to outlines or curves. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents.

- Adobe InDesign® CS4 (or earlier)
- Adobe Illustrator® CS4 (or earlier)
- Adobe Photoshop® CS4 (or earlier)
- QuarkXPress® v8.01 (or earlier)

General Production Specifications

- Page/trim size: 8" W x 10 3/4" H
- Full-page no bleed: 6 3/4" W x 9 3/4" H
- Full-page bleed: 8 1/2" W x 11 1/4" H
Live area: 7 1/2" W x 10 1/4" H
- Type 1 fonts, embedded or otherwise, are preferred.

Deadline Dates

- Space reservations are due the 5th of the month prior to publication
- The closing date is the 8th of the month prior to publication
- Ad artwork and materials are due the 10th of the month prior to publication

Contract and Copy Requirements

- North Dakota *LIVING* is published 12 times per year by the North Dakota Association of Rural Electric Cooperatives
- No cancellations will be permitted after closing date
- Back cover ads non-cancelable after 30 days prior to publication date
- Inserts non-cancelable after 60 days prior to publication date
- Space reservation contracts received prior to issuance date of revised rates are protected at contracted rates for the duration of the contract
- Advertisers will be short rated if within a 12 month period from the date of first insertion they do not use amount of space upon which their billings have been based
- Advertising cannot be cancelled after the 8th of the month preceding date of publication
- All advertising content is subject to publisher's approval.
- Publisher may reject any advertising at any time.
- Publisher will label editorial-style ads with the word "advertisement"
- Key numbers inserted at advertiser's risk unless part of advertising material
- Advertisements for public election candidates or positions not accepted
- Advertising for intoxicants, fuels, firearms and gambling will be restricted and subject to publisher's approval

Graphic design and production services

For details and any questions pertaining to production specifications, please contact Clark A. Van Horn at (800) 234-0518 or (701) 667-6436 or e-mail him at cvanhorn@ndarec.com

Procedure for Uploading Files to Our FTP Site

Files larger than 5MG attached to e-mail messages, exceed file size limitations.
Below are our FTP instructions.

PC users:

1. Make files or folders you want to upload visible on your screen
2. Launch Internet Explorer (or your Web browser)
3. Enter ftp address in browser address window: <ftp.nisc.coop>
4. A window with folders will appear
5. On top Windows Menu Bar, go to File > log in as >
6. User name is: [magads](#)
7. Password is: [adcopy](#)
8. Drag necessary files from your PC folder to the ftp site folder
9. E-mail: cvanhorn@ndarec.com that your files have been uploaded

Mac users:

1. Make files or folders you want to upload visible on your desktop
2. Open "Fetch" or similar program
3. Enter ftp site address: <ftp.nisc.coop>
4. User name is: [magads](#)
5. Password is: [adcopy](#)
6. Drag and drop your files into the ftp site folder
7. E-mail: cvanhorn@ndarec.com that your files have been uploaded

NOTE: a firewall on your system may not allow you to access the ftp site folders. If possible, disable the firewall while uploading your files.