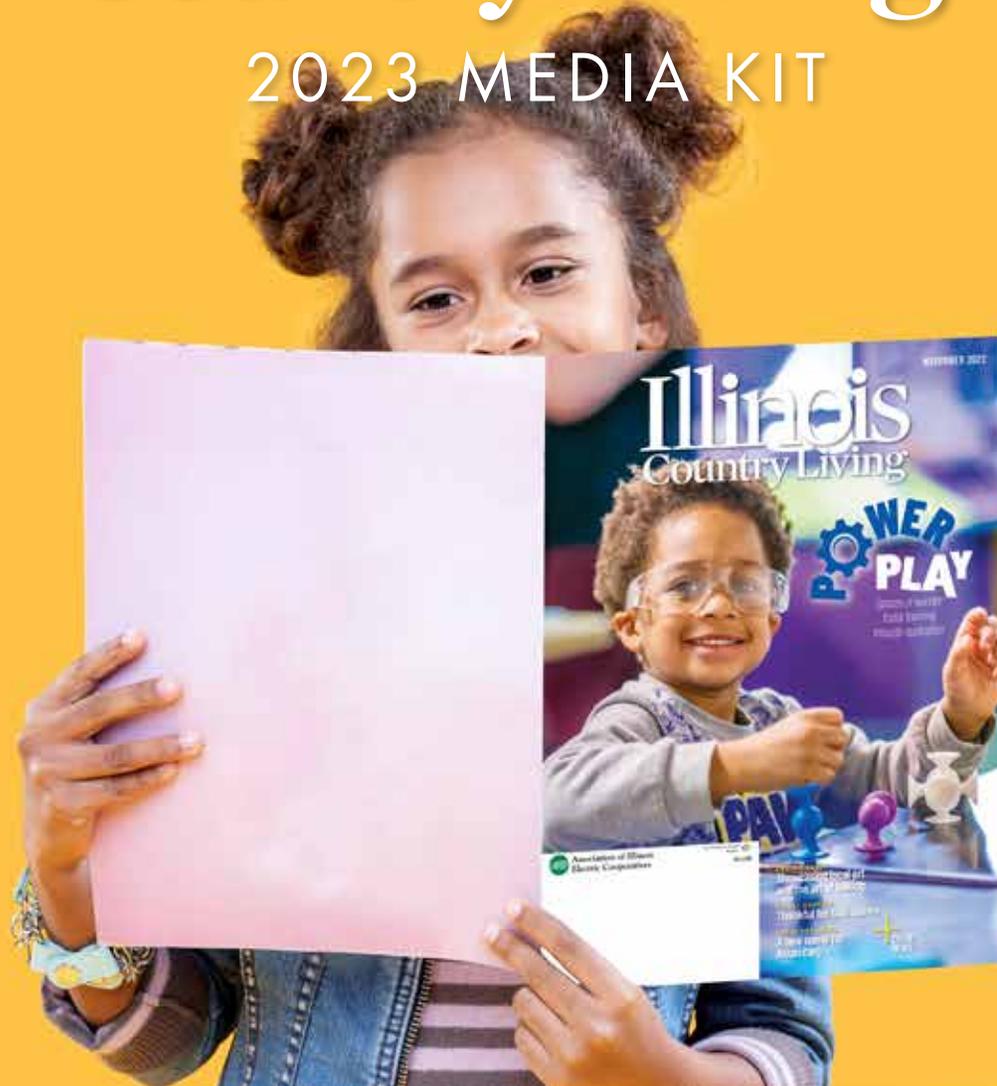


# Illinois Country Living

2023 MEDIA KIT



# Monthly Editorial

## Currents

News and information on the Illinois cooperative electric utility industry and rural America.

## Safety Check

Focused on topics to keep families safe and healthy.

## Gardenwise

Gardening tips from University of Illinois Extension.

## Prairie Table

Travel the state and discover the best restaurants, diners and local eateries.

## Great Outdoors

Wildlife coverage, camping tips, hunting safety and more for the outdoor enthusiast.

## Powered Up

Technology, digital and IT solutions, and tips for the information age.

## Energy Solutions

Expert tips, advice and methods to save energy from national and state experts.

## Finest Cooking

A section featuring recipes from across the state.

## First Thoughts

The views of political and business leaders on issues impacting rural Illinois.

# Editorial Calendar

## January

- Kinmundy Log Cabin Village – A collection of pioneer-era cabins that aims to preserve history
- Safety education – Lessons learned from a safety demonstration saved a 15-year-old's life

## February

- Roller skating – Often considered a pastime gone by, roller skating is alive and well
- Pickleball – A unique sport that is seeing a surge in popularity

## March

- Where's the beef? – Beef has a bad reputation, but can it be incorporated into a balanced diet?
- Full steam ahead – Steam engines donated to a railroading heritage organization will be restored

## April

- Pickers and sellers – Resale shops and deals on unique finds
- Homegrown tomatoes – Experts dish the dirt on growing the garden's sweetest reward

## May

- The local band scene – Many original bands tour throughout the state
- Keeping Creole music alive – Renown fiddler shares his love for Creole music

## June

- Harness racing – The gritty and competitive world of harness racing
- Making a house into a home – Explore the trends in making a home into a lifestyle center

## July

- Truck stops – A road trip isn't complete without a pit stop at a truck stop
- Iconic Illinois food – Explore the history and recipes of Illinois cuisine

## August

- Artist spotlight – Profiling the unique personality of an artist
- Butter cows – The history of the Illinois State Fair staple and the artists who make them

## September

- Great Scott! – Four decades since "Back to the Future," the DeLorean remains popular with Illinois car enthusiasts
- Co-ops and EVs – Electric vehicles and electric cooperatives just go together

## October

- Bigfoot legends – Myths surrounding Bigfoot sightings across Illinois
- Escape rooms – Elaborate puzzles offer group fun, but just for an hour

## November

- Fort De Chartres – Discover the colorful French legacy in southern Illinois
- Forgottonia – Why western Illinois got its nickname 50 years ago

## December

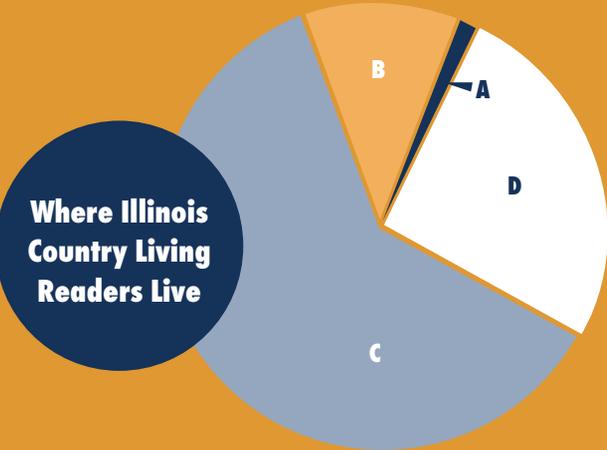
- Winter vacation – Illinois travel destinations when the cold sets in
- Buckminster Fuller – The only geodesic dome home that the architect and inventor ever lived in is in Carbondale

# Illinois Country Living's audience



## Consumer Profile

HH Income	\$79,700
Average Age	53.4
Male/Female	41/59
Size of Property	2.8 Acres
Own a Home	76%



- A Suburban/metro (100,000+) .....1%
  - B Small city (under 100,000).....11%
  - C Mid-size town (under 25,000) .....61%
  - D Rural community (under 1,000) .....26%
- \*Out-of-state/office copies not included ±..... 1%.*

# Circulation County Distribution

Adams.....212	Cook ..... 1872	Greene..... 1581	Kankakee.....267	Massac..... 2004	Pope..... 1401	Union ..... 2805
Alexander..... 1013	Crawford .....2641	Grundy ..... 65	Kendall..... 170	McDonough..... 2540	Pulaski..... 1151	Vermilion..... 1238
Bond.....51	Cumberland .....2041	Hamilton ..... 506	Knox.....1129	McHenry .....389	Putnam ..... 364	Wabash .....225
Boone ..... 56	Dekalb .....81	Hancock .....1612	La Salle ..... 1606	McLean..... 19741	Randolph ..... 2504	Warren.....694
Brown..... 35	Dewitt.....922	Hardin ..... 1511	Lake..... 436	Menard..... 1775	Richland..... 1978	Washington ..... 64
Bureau..... 1288	Douglas ..... 1347	Henderson ..... 337	Lawrence ..... 1582	Mercer ..... 18	Rock Island..... 141	Wayne ..... 94
Calhoun ..... 935	Dupage.....1193	Henry ..... 1801	Lee ..... 52	Monroe..... 3265	Saint Clair..... 3435	White..... 144
Carroll..... 4129	Edgar ..... 1836	Iroquois..... 3569	Livingston .....613	Montgomery ..... 949	Saline ..... 2667	Whiteside..... 3046
Cass ..... 1088	Edwards..... 85	Jackson ..... 8203	Logan ..... 606	Morgan..... 1658	Sangamon ..... 4962	Will.....594
Champaign ..... 3098	Effingham.....4571	Jasper..... 2135	Macon ..... 1579	Moultrie ..... 1708	Schuyler..... 54	Williamson ..... 5349
Christian..... 3520	Fayette ..... 199	Jefferson..... 128	Macoupin.....991	Ogle..... 60	Scott .....723	Winnebago ..... 9838
Clark ..... 2547	Ford ..... 1026	Jersey ..... 139	Madison .....739	Peoria.....765	Shelby.....3278	Woodford.....848
Clay ..... 1850	Franklin ..... 3691	Jo Daviess.....6741	Marion ..... 630	Perry.....576	Stark.....99	Other..... 6427
Clinton..... 3705	Fulton .....2725	Johnson..... 3298	Marshall ..... 76	Piatt .....412	Stephenson.....549	<b>TOTAL..... 192,134</b>
Coles.....4481	Gallatin..... 616	Kane..... 463	Mason..... 2220	Pike..... 2023	Tazewell..... 1940	



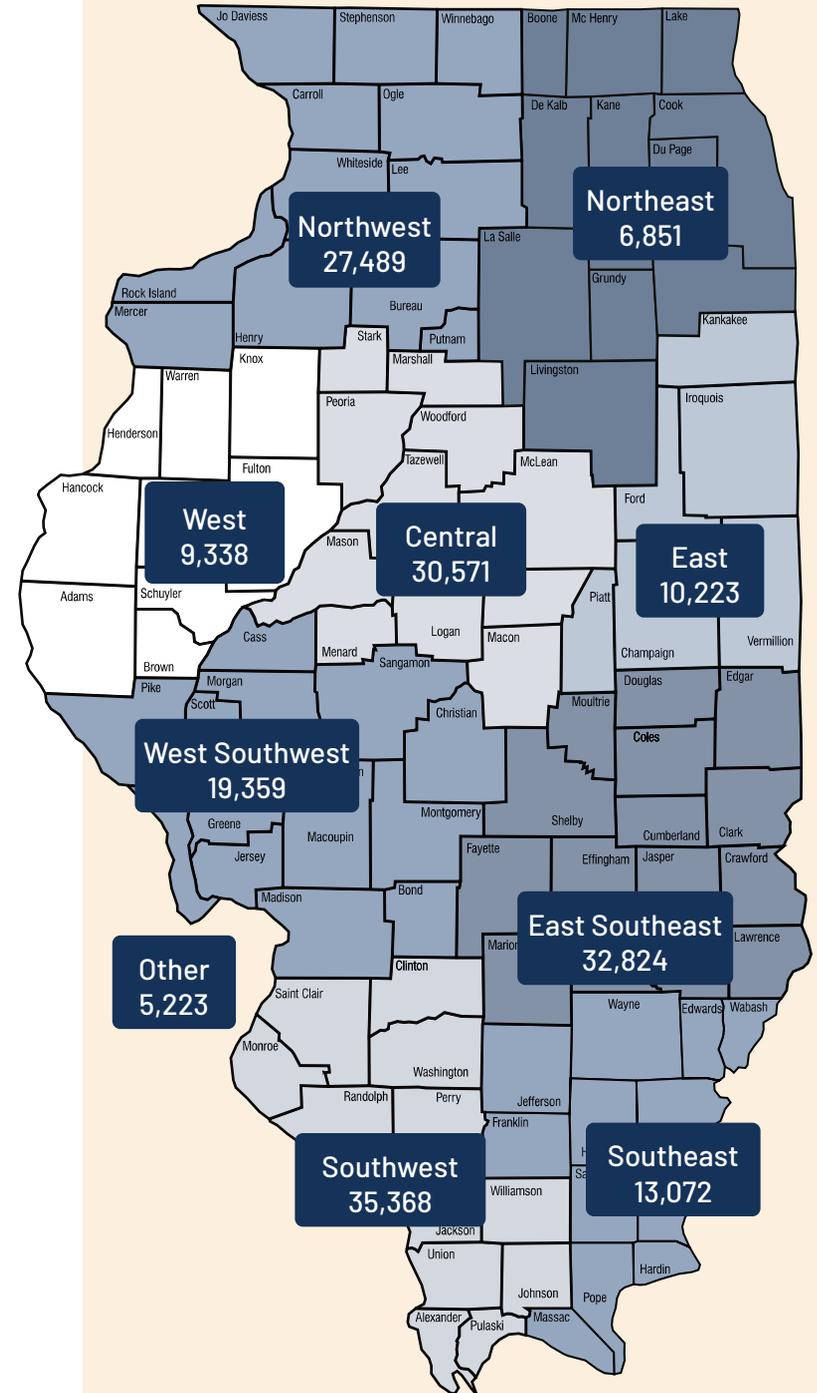
**WE ARE THE  
GATEWAY TO THE RURAL MARKET**

# Statewide Reach Local Touch

*Illinois Country Living* is the largest consumer publication in Illinois.

We reach more than 192,000 audience members on a monthly basis.

Each month the magazine is seen by 2.3 readers per issue: 433,000+ monthly readership.





# We Are More Relevant Than Ever

MRI reports that 94% of our readers trust advertisements in our publications more than ads in other publications

- Today, each participating cooperative maintains a customized edition just for its members providing local co-op news and community events.
- It's no surprise that readers are so dedicated to reading their own monthly magazine.
- Our readers are the owners – the readers cooperatively own the publications. They have a vested interest in their success and a direct influence on the editorial content.





# Our Editorial Connects Food



## We're all SCREAMING

A tour of ice cream shops in rural Illinois

By Illinois Country Living staff

**WELCOME, YOU BEERER,** we all ... know the one. While ice cream is a delicious treat year-round, it just seems to really hit the spot during hot summer months. Luckily, no matter where you are in Illinois, a local ice cream shop is just a short drive away. From the northwestern part of the state to the southern tip, here are just a few great stops where you can find yourself screaming for ice cream. **I**

### 1 Dairyhaus

133 E. Main St., Rankin  
615-424-4180  
dairyhaus.com

Open seasonally: spring, summer and fall. Daily summer hours: noon-10 p.m.

Dairyhaus, an Rock Energy Cooperative firm, has served homemade, small batch ice cream since 1984. Try unique flavors, such as blue moon, Raspberry Cheesecake, Coffee or oatmeal cookies, or get a classic chocolate, strawberry or mint chip. Enjoy the full range in a homemade waffle cone or take home by the quart.

### 2 American Old-Fashioned Ice Cream Parlor

102 N. Main St., Galena  
815-462-2822  
facebook.com/102NorthMainGalena

Daily: Noon-7 p.m.

Step back in time at American Old-Fashioned Ice Cream Parlor, a staple of Galena since 1970. Between Memorial Day and Labor Day, enjoy hand-dipped Cake Cone ice cream served in homemade waffle cones or have an old-fashioned milk or shake. While you're there, have a slice of homemade fruit pie.

Learn more with us on our Facebook page.

### 3 Toni's Cones

523 W. Main St., Ottawa  
618-434-1488  
toniscones.com

Open seasonally: spring, summer and fall. Daily summer hours: Noon-10 p.m.

Cash only.

Family owned and operated since 1993, Toni's Cones offers premium soft-serve ice cream in a cone, sundae, shake, milk or flurry with more than 40 topping options available. If you're here, try the Toni's Buster Challenge—eat 2 quarts of ice cream, 10 toppings and a cone of whipped cream in 30 minutes, and it's free!

### 4 OJ Ice Melts

201 S. Main St., Marseilles  
309-550-2137  
facebook.com

81 Dakota Mills • 20230441700806

Daily summer hours: 3-10 p.m.

Cheer Some Monday provides 36 flavors of homemade, hand-dipped ice cream at a time, with a variety of flavors in season. Some include caramel, pistachio and mangoes. The cheer-ups have done a couple of ice creams of your choice, homemade cream, fresh fruit and toppings. More than 30 flavors of homemade milk and waffle hand-dip pops are available as well as other waffle and waffle treats.

### 5 Jenn's Ice Cream and Grill

384 Canton St., Lottin  
217-483-7100  
jennsicecreamandgrill.com

Open seasonally: April-October. Tues.-Sun. 11 a.m.-8 p.m.

Along the Great River Road, this shop keeps vanilla and chocolate soft-serve on hand, but they're used for a flavor of the week, including Fruity Dobbins and caramel apple. Two dozen toppings are available for sundaes, shakes and burritos, and customers can create their own combinations. The seasonal restaurant is in its sixth year with owners and Veterans Illinois National Guard members, Beth and Dale Pfeiffer and Jennifer Irving.

### 6 Hannam's Dairy Dream

100 E. Linn St., Canton  
309-457-6148  
facebook.com/jwvick

ph:761-3300/7402217048

Mon.-Sat. 11 a.m.-9 p.m., Sun. noon-9 p.m.

Cash only.

For those soft-serve ice cream, stop by Hannam's Dairy Dream. Enjoy vanilla, chocolate, lemon and fruit cones, which you can get dipped, topped with crunch (Oreos) and crushed peanut butter (new!) or with Flavor from added, like blue boys and mint or raspberry. There are 11 sundae toppings, 14 shake (small flavors) and 13 candy bar shake options.

### 7 Carl's Ice Cream Factory

This location:  
1700 W. College, Normal  
309-454-7732

Daily: 10 a.m.-9 p.m.

601 N. Leland, Bloomington  
309-828-7732

Daily: 11 a.m.-9 p.m.  
Carlscicecream.com

A Bloomington staple since 1966, it's the only ice cream store in the area that makes its own premium hard ice cream. Available in 27 flavors, its most popular is cookie dough. Enjoy hand and soft-serve ice cream, sundaes, shakes, floats, milk fpu and ice cream pie. Its ice cream truck is popular at Corn Belt Energy annual meetings.

### 8 Dewey's Drive-In

624 S. Richardson St., Farmer City  
309-828-3061  
facebook.com/DeweyDewey

Open seasonally: April through September. Daily: 11 a.m.-8 p.m.

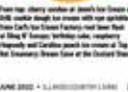
A Farmer City tradition since 1966, this '50s-themed drive-in is famous for soft-serve ice cream, burgers, old-fashioned milkshakes and dipped cones. A fun favorite is the vibrant yellow lemon soft-serve. They offer a variety of special soft-serve flavors including blueberry, banana coconut, mango, chocolate cotton candy and more.

### 9 Top Hat Creamery

111 Palmdale St., Nevada, Mo.  
217-691-0020  
facebook.com/tophatcreamery

Tues.-Fri. 2-10 p.m.  
Sat.-Sun. Noon-10 p.m.

Featuring Ice Cream Factory soft-serve ice cream in more than 15 flavors, this shop offers sundaes, shakes, milk, agitate sundaes, Dole Whips and fresh baked cookie sundaes. Popular flavors include Fudged Peanut, Caramel Cheesecake, Strawberry Madness and Baked-Up Tiramisu. Watch Facebook for daily flavors and dairy and lactose-free options. The Standing Top Hat truck may even be at an event near you.



From top: Strawberry ice cream is a favorite at Hannam's Dairy Dream; hand-dipped ice cream with toppings from Carl's Ice Cream Factory; soft-serve fruit at Dewey's Drive-In; and a soft-serve ice cream cone from Hannam's Dairy Dream.



Cherry fall at OJ Ice Melts.



From top: Strawberry ice cream is a favorite at Hannam's Dairy Dream; hand-dipped ice cream with toppings from Carl's Ice Cream Factory; soft-serve fruit at Dewey's Drive-In; and a soft-serve ice cream cone from Hannam's Dairy Dream.

### 10 The Frosty Cow

On the Square, Galesburg  
217-436-1001  
facebook.com/TheFrostyCow

The Frosty Cow 148821123484007

Open seasonally: Fri.-Sun. 2-8 p.m.

In its 4th season, owner Angela Dorell has moved the small batch ice cream shop to a new location just down the block. The Blue Artisan ice cream served includes flavors like lemon, banana pudding, blueberry waffle cones, salty oak, cotton candy and more. Enjoy waffle cones and bowls, milkshakes, white chocolate, etc. Dairy and gluten-free options are available.

### 11 Sidney Dairy Barn

311 W. Main St., Shelby  
217-468-8024  
sidneydairybarn.com

Tues.-Sun. Noon-8 p.m.

Soft-serve that tastes like the old-fashioned, hand-crafted variety. Other cones, sundaes, ice-cream, shakes or a Tim-honey-vanilla ice cream sandwich between chocolate chunk cookies and dipped in chocolate. Vanilla and chocolate served daily with 11 rotating banana flavors like banana, strawberry and cappuccino. Lemon is added the last full week of each month.

### 12 Earl Ripple

201 S. Madison St., Pittsfield  
217-281-2634  
facebook.com/TheRippleIL

Open seasonally: Daily: 11 a.m.-8:30 p.m.

Cash only.

This Pittsfield institution has shaken out soft-serve ice cream for 70 years. The shop offers weekly dairy, chocolate on Monday, Wednesday and Friday; lemon on Sunday and Tuesday; and a special flavor (such as red velvet cake, strawberry, chocolate and peach) on Thursday and Saturday. Ice cream is served in cones, milkshakes, floats, waffles or between chocolate waffle cookies called a Tally Ho.

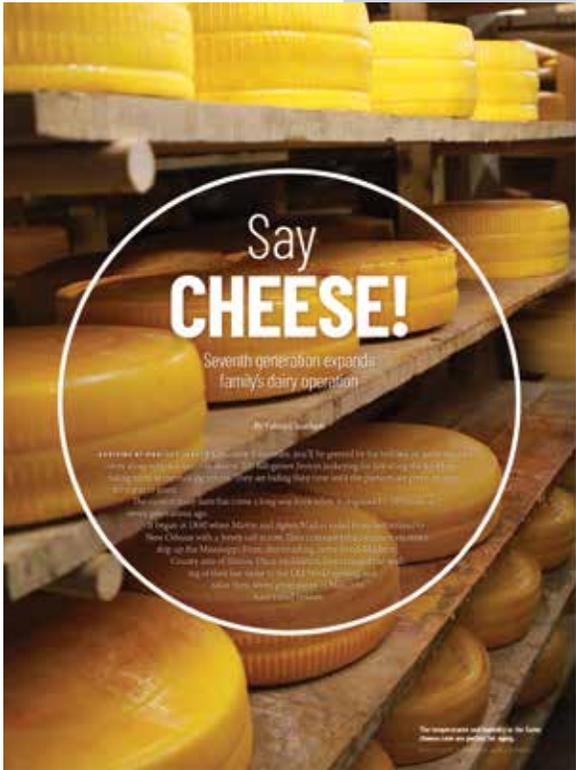
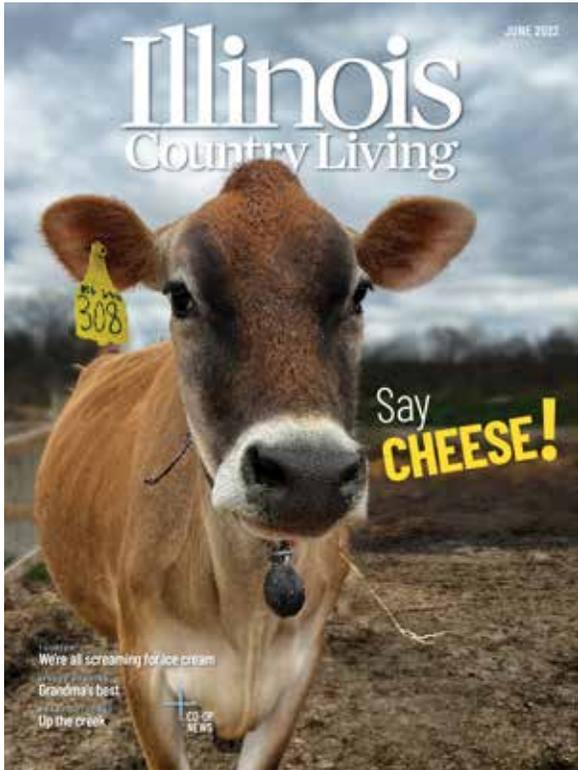
### 13 Pooegan's Creamery

201 S. O'Rourke St., Raymond  
217-421-2154  
facebook.com/pooeganscreamery

Mon.-Thurs. 11 a.m.-8:30 p.m.

Established May 8, 2013, its motto is Pooegan's Creamery—where neighbors become friends. It serves Blue Artisan ice cream in 30 flavors (12 more weekly). Enjoy customer favorites like Mississippi Mud or PBJ in a homemade waffle cone or the popular ice cream nachos, shakes, milk and sundaes.

# Our Editorial Connects Illinois Business



# Our Editorial Connects Environment

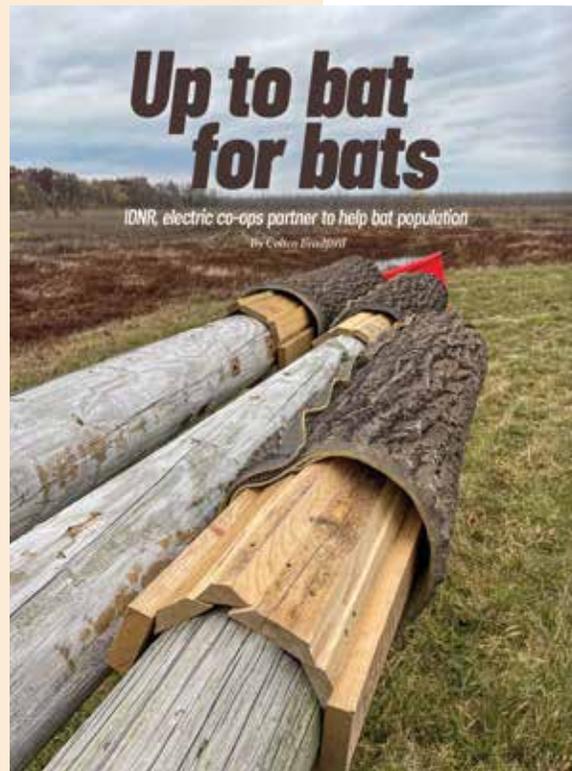
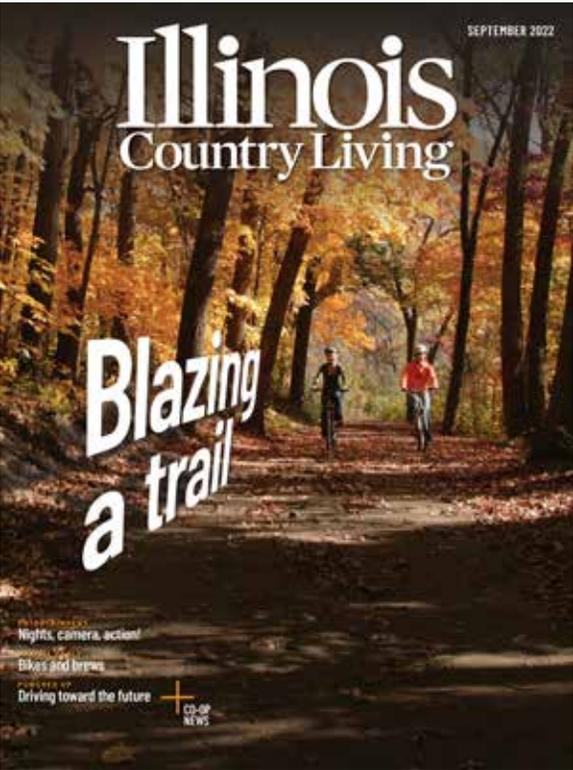


Photo left: Braden Smith is a bat. Braden Smith is a bat.

# Our Editorial Connects Travel



# Our Value Proposition

No other magazine reaches as deeply in this unique, non-urban market.

Our publication connects and engages with our subscribers in a meaningful way like no other media outlet.

We are directly published by our electric cooperatives and speak in the same voice as our members.

We have intimate knowledge of our members' lives and promote awareness of their communities with editorial dedicated to their unique lifestyles, including articles on home, gardening, travel, energy, efficiency, recipes and local events.

This magazine has been a family tradition for more than 80 years and shares an unprecedented bond of mutual trust and loyalty with our readers.





# Readership Patterns

**Eighty-seven percent of Illinois Country Living magazine subscribers have read 3 or 4 of the past 4 issues.**

More than three quarters (78%) have read 4 out of 4 past issues.

Average time spent reading: 42 minutes.

Three out of five (60%) spent 30+ minutes with each issue.

Discussed an article: 63% of audience.

Passed magazine along to friends: 42% of subscribers.

Discussed an advertisement with others: 37% of readership.

# Responsive Audience

Actions taken in the last 12 months as a result of reading  
**Illinois Country Living.**

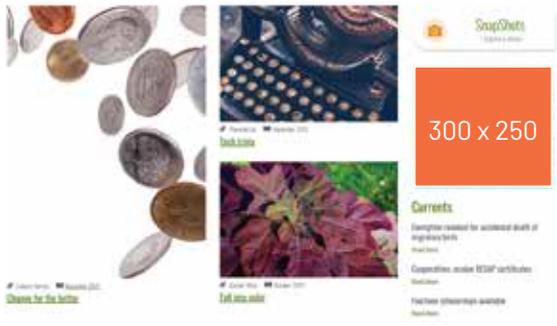
- ✓ Cut out or used a recipe – 66%
- ✓ Product advertisement appeal – 77%
- ✓ Used advertisement as reference for purchase – 60%
- ✓ Performed home improvements – 65%
- ✓ Garden and property maintenance – 55%
- ✓ Shared or saved articles – 95%
- ✓ Vacation in-state or in neighboring states – 57%
- ✓ Travel services purchased – 53%

Source: Subscriber Study, January 2019, GfK MRI





729 x 90



300 x 250



# Digital Advertising Rate Card

## Net Rates (per month)

Description	Pixels	Price
Home Page Medium Rectangle	300 x 250	\$250
Home Page Leaderboard	729 x 90	\$125

- Limited availability for all three home page ad positions.
- Contact our sales representative with questions about section sponsorships on some of the most popular pages: yard and garden, recipes and energy solutions.
- Discounts available for loyal print advertisers.
- Acceptable formats: .gif, .jpg, .png, or .swf

## Datebook

Submit free events, tourist attractions and adventures that occur in Illinois. Some events may be placed in the magazine at the discretion of the publisher. For guaranteed placement, the rate will be based on full color advertising display rates.

## Deadlines

Submit all digital ad materials to cheryl@amp.coop five business days prior to campaign start date.

## Credit Requirements

Prepayment is required on online Marketplace submissions. Unless a credit account has been established, all first-time advertisers must prepay for digital and print advertising.

# Print Advertising Rate Card – Competitively Priced

## Circulation

Mailed within one week before the first of each month. Rates are based on a delivery to 192,000+ homes and businesses - with a monthly readership of over 433,000. The magazine reaches all 102 counties and is the largest locally produced monthly magazine in Illinois.

## Closing Dates

Issue	Space Reservation	Materials Due
January	November 25	December 1
February	December 28	January 3
March	January 26	February 1
April	February 23	March 1
May	March 28	April 3
June	April 25	May 1
July	May 26	June 1
August	June 27	July 3
September	July 26	August 1
October	August 28	September 1
November	September 26	October 2
December	October 26	November 1

## Dimensions

Size	Columns	Width x Height (.125" bleed and trim safe area)
Full Page	3 x 10	8.125" x 10.75"
1/2 Page (H)	3 x 5	6.833" x 4.875"
1/3 Page (H)	2 x 5	4.5" x 4.875"
1/3 Page (V)	1 x 10	2.1667" x 9.5"
1/6 Page (H)	2 x 2.5	4.5" x 2.5"
1/6 Page (V)	1 x 5	2.1667" x 4.875"
3 Inch (H)	3 x 1	6.833" x 1"
3 Inch (V)	1 x 3	2.1667" x 3"
2 Inch (H)	2 x 1	4.5" x 1"
2 Inch (V)	1 x 2	2.1667" x 2"
1 Inch (H)	1 x 1	2.1667" x 1"

## Positioning

Positioning is at the discretion of the publisher.

## Display Advertising Rates\*

Size	1x	3x	6x	12x
Spread	\$7,400	\$7,215	\$7,031	\$6,657
Full Page	\$4,353	\$4,244	\$4,136	\$3,916
1/2 Page	\$2,713	\$2,644	\$2,575	\$2,441
1/3 Page	\$2,031	\$1,980	\$1,929	\$1,827
1/6 Page	\$1,151	\$1,122	\$1,095	\$1,036
3 Inch	\$884	\$863	\$842	\$795
2 Inch	\$716	\$700	\$682	\$645
1 Inch	\$295	\$287	\$279	\$265

\*No charge for 4/C

## File Guidelines

Below is a list of guidelines to help us ensure that your advertisement is printed correctly.

- Preferred submission formats: Adobe PDF, EPS, InDesign, and Illustrator.
- Unacceptable software formats: MS Publisher, MS Powerpoint, Quark Express, GIF, JPG or HTML files from websites.
  - Remember to include all printer fonts and link all images.
  - Resolution of images: a resolution of 300 dpi, relative to the size it will be printed.
  - Color space: Files should be gray scaled or CMYK only.
  - For technical support, sending large files and to email small files, contact Chris Reynolds at creynolds@aiec.coop or 217.241.7948.
  - Design and file rework services are provided at \$65/hr. billed in half-hour increments.

## Cancellations

No cancellations after space reservation deadline.

## Marketplace

Classified Print Rates (gross, per month)  
\*No charge for 4/C

Size	1x	3x	6x	12x
3 Inch	\$456	\$435	\$417	\$396
2 Inch	\$304	\$290	\$278	\$264
1 Inch	\$152	\$145	\$139	\$132

## Terms and Conditions

All advertising is subject to the approval of the publisher. No tobacco or political advertising will be accepted. New Marketplace advertisers are required to pay upfront until credit is established. Please visit [www.icl.coop](http://www.icl.coop) and click on the FAQ's tab to read more about our terms and conditions.

## Advertorials

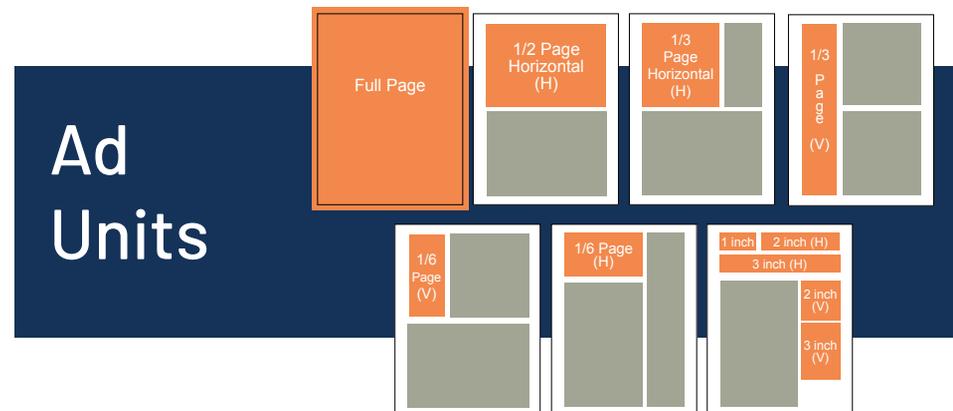
Acceptance of advertorials is subject to the discretion of the publisher or sales representative. Pricing will be based on the size of the content of the advertorial and charged according to full color advertising display rates.

## Discounts

Contact our sales representative to discuss optional discounts.

## Questions

Contact Cheryl Solomon, sales representative, for any questions regarding advertising or for more information about the terms and conditions at [cheryl@amp.coop](mailto:cheryl@amp.coop) or (847) 749-4875.



Ad  
Units

6460 S. 6th St. Frontage Rd., Springfield, IL 62712  
(217) 529-5561 | Fax: (217) 529-5810 | [www.icl.coop](http://www.icl.coop)

## Advertising Contact

Cheryl Solomon, Sales Representative  
(847) 749-4875 | [Cheryl@amp.coop](mailto:Cheryl@amp.coop)

Illinois  
Country Living