

Illinois Country Living

2024 MEDIA KIT



Monthly Editorial

First Thoughts

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

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.

Energy Solutions

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

Powered Up

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

Support Local

Small businesses help make communities thrive. Learn about local products, places to stay and things to do across the state.

Prairie Table

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

Finest Cooking

A section featuring recipes from readers across the state.

Gardenwise

Gardening tips from University of Illinois Extension.

SnapShots

A series of reader-submitted photos that highlight the beauty of the state and beyond.

Editorial Calendar

January

- Small Town Taylorville – Efforts to boost local businesses pay off.
- Forgottonia – Why western Illinois got its nickname 50 years ago.

February

- Underground Railroad – Stops in Illinois along the network of secret routes to freedom.
- Practicing self-care – The benefits for health, wellness and well-being.

March

- Pie contest – Winners of the 2024 recipe contest will be announced.
- Solar eclipse – What to know for the natural phenomenon on April 8.

April

- Help control the pet population – As Bob Barker used to say, get your pets spayed or neutered.
- Hidden gem – The Funk Prairie Home Museum is home to a unique gem and mineral collection.

May

- Travel Illinois from A to Z – Use the alphabet for great trip ideas across the Prairie State.
- Digging for dollars – How to grow your own food and save money in the garden.

June

- Heritage breeds – Many farmers raise purebreds dating back to our forefathers.
- Monopoly – The world's largest version of the game will call Illinois home.

July

- Aikman Wildlife Adventure – Go on a safari in central Illinois.
- Building a backyard fort – Illinois man creates a 7-acre stone fort.

August

- Building community through art – Using silos as blank canvases to create works of art.
- Whispering Pines – A former Boy Scout camp turns into a retreat for all.

September

- The EV effect – How will electric vehicles affect the electric grid?
- Cochlear implant awareness – A nonprofit works to help those who are hearing impaired.

October

- Rural electrification – Meet some of those who experienced electricity for the first time.
- Escape rooms – Learn about a fun group activity that takes 60 minutes or less.

November

- An emergency for first responders – Struggles of fire and rescue in rural areas.
- Retirement plans – A couple retires, moves out of the big city and starts a farm.

December

- Sleep in Heavenly Peace – No child should be left without a bed.
- Reverse advent calendars – A countdown to Christmas that gives back.

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%

Where Illinois Country Living Readers Live

- 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	Cook1,872	Greene.....1,581	Kankakee.....267	Massac2,004	Pope.....1,401	Union2,805
Alexander.....1,013	Crawford2,641	Grundy65	Kendall.....170	McDonough.....2,540	Pulaski.....1,151	Vermilion.....1,238
Bond.....51	Cumberland2,041	Hamilton506	Knox.....1,129	McHenry389	Putnam364	Wabash225
Boone56	Dekalb81	Hancock1,612	LaSalle1,606	McLean.....19,741	Randolph.....2,504	Warren.....694
Brown.....35	Dewitt.....922	Hardin1,511	Lake.....436	Menard.....1,775	Richland.....1,978	Washington64
Bureau.....1,288	Douglas1,347	Henderson337	Lawrence1,582	Mercer18	Rock Island.....141	Wayne94
Calhoun935	DuPage1,193	Henry1,801	Lee.....52	Monroe.....3,265	Saint Clair.....3,435	White.....144
Carroll.....4,129	Edgar1,836	Iroquois.....3,569	Livingston613	Montgomery949	Saline.....2,667	Whiteside.....3,046
Cass1,088	Edwards.....85	Jackson8,203	Logan606	Morgan.....1,658	Sangamon.....4,962	Will.....594
Champaign3,098	Effingham.....4,571	Jasper.....2,135	Macon1,579	Moultrie1,708	Schuyler.....54	Williamson5,349
Christian.....3,520	Fayette199	Jefferson.....128	Macoupin.....991	Ogle.....60	Scott723	Winnebago.....9,838
Clark2,547	Ford1,026	Jersey139	Madison739	Peoria.....765	Shelby.....3,278	Woodford.....848
Clay1,850	Franklin3,691	Jo Daviess.....6,741	Marion.....630	Perry.....576	Stark.....99	Other.....6,427
Clinton.....3,705	Fulton2,725	Johnson.....3,298	Marshall76	Piatt412	Stephenson.....549	TOTAL.....192,134
Coles.....4,481	Gallatin.....616	Kane.....463	Mason.....2,220	Pike.....2,023	Tazewell.....1,940	



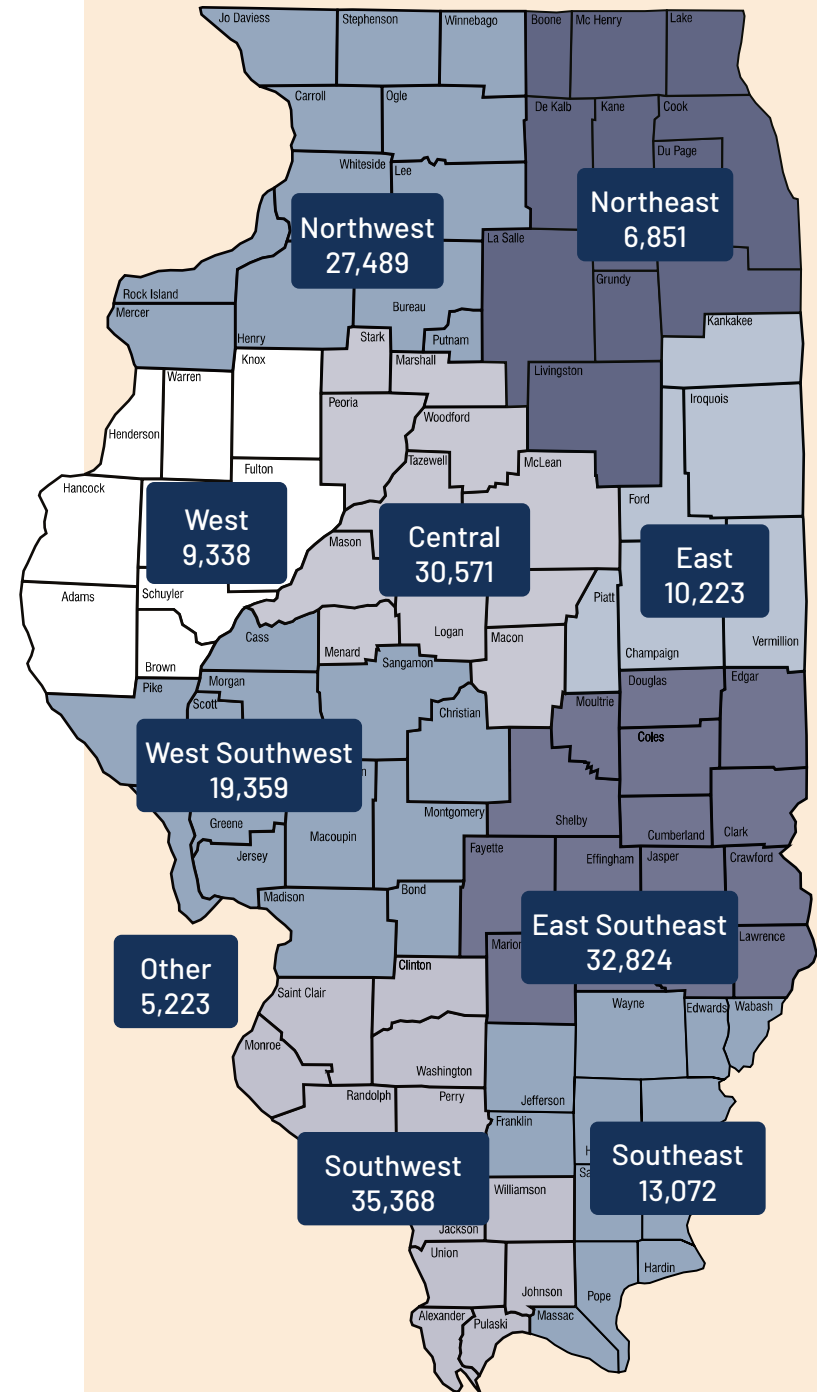
A GATEWAY TO THE RURAL MARKET

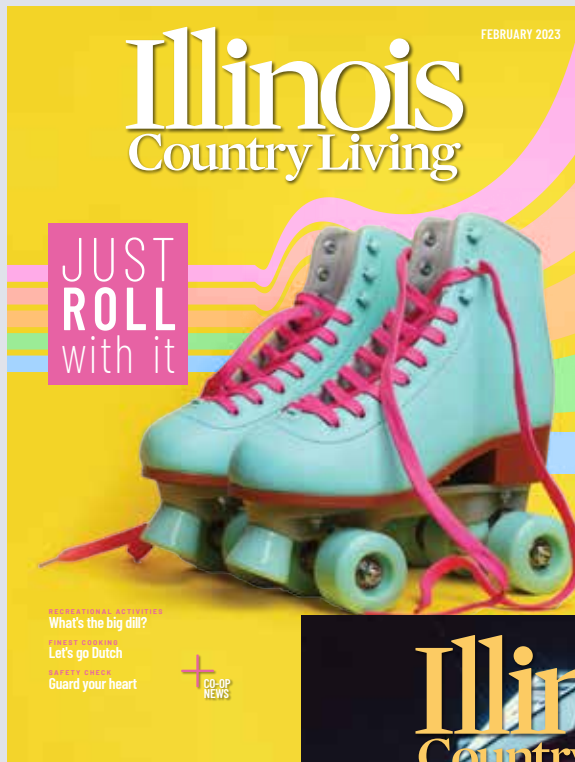
Statewide Reach, Local Touch

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, which equates to a monthly readership of 433,000-plus.





We are more relevant than ever

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

- Each participating cooperative maintains a customized edition exclusively for its members, providing them local co-op and community news.
- It's no surprise readers are dedicated to reading their own monthly Illinois Country Living magazine.
- Our readers are the owners of their electric cooperative. They have a vested interest and directly influence the editorial content of Illinois Country Living magazine.



Editorial Features

Arts and

Entertainment



THERE'S NO WAY to create pottery without getting your hands dirty. For more than 20 years, potters around the tri-point border of Illinois, Iowa and Wisconsin have banded together through a group called Twenty Dirty Hands. Three of these potters, who are all consumer members of Jo-Carroll Energy, are among the original founders of the group.

Eshelman Pottery

Paul Eshelman does pottery a little differently. He doesn't use a pottery wheel, nor does he form his pieces with his hands. "My process is unusual in the world of clay," he says. He creates molds out of plaster and pours in liquid clay — that he mixes himself from mud sourced from the Midwest — to make his carefully crafted designs.

"My process is more industrial but scaled down to a small studio," Eshelman explains.

Growing up in Ames, Iowa, he wanted to get away. After two years at the University of Puget Sound in Washington, he finished his degree at Trinity Western University in British Columbia, where he met his future wife and business partner Laurel. He went on to earn a master's degree in ceramics at the Rhode Island School of Design.

"In academics, you don't get business skills. I graduated in '81, and we didn't get started here until '88. It was a process to learn how to sell the work. My technique changed through producing the work, marketing and learning from my mistakes. We were both in it and dedicated to it."

Now married for 46 years, the Eshelmans moved to Elizabeth in the 1980s, opened the business in 1988 and moved to the current shop and studio, a former car dealership and later a print shop for the local newspaper, in 1990. They haven't looked back. Paul does the clay work while Laurel focuses on the business side.

Eshelman creates elegant dinnerware pieces with inspiration drawn from Japanese and Chinese ceramics, mid-century pottery, architecture, and industrial pieces like metal fittings, ductwork and corrugated metal.

"[My inspiration] feeds from a number of directions. My work is clean and finished very precisely," Eshelman explains. "I love doing careful craftsmanship. I take my time to do a good job and finish things the way I think they should be finished and finished well."

Eshelman has his own signature style. Each piece has a contrast in color with glazed areas and unglazed, unadorned sections, which highlights the color of the clay.

Over the years, the Eshelmans have traveled the U.S. going to shows and exhibitions.

"The pandemic, we did a dozen to 15 shows throughout the year," Eshelman explains. "You pack up everything you've made, [drive] to an art show, unpack, set up the booth, and you're there for one to three days."

Eshelman estimates that he crafts thousands of pieces every year. "A lot of my work is cups," he says, adding that even if customers already have a full set of dinnerware, they will still buy a coffee mug because they are small and affordable.

"I love that I can do what I enjoy doing," Eshelman says. "I'm doing something I believe in and bringing joy to people's lives."

The Pottery

Steph O'Shaughnessy's first foray into clay was in the late '60s while on assignment for the local newspaper, the Galena Gazette. "I had never made pottery before, and I didn't know anything about it. I started reading about it and studying it, and I was just amazed," she says.



Paul Eshelman of Eshelman Pottery in his shop and studio in Elizabeth.

work with all kinds of clay and kilns. She has worked with clay ever since.

She describes her pottery as functional. "My work tends to be simple, with occasional little exuberant scribbles on them. I do some sculptural objects, but along the way, it's been important to pay the rent and get another bag of clay."

Because of this, she has done a lot of commission work over the years. "Sometimes when I sit down at the wheel, I have a goal ... something specific I want to make. Oftentimes I succeed, but

While researching about pottery that flourished in the Upper Mississippi Valley in the 1800s, she discovered that the materials used were sourced from the ground locally. She got in touch with an 80-year-old man who took her digging for clay along the banks of the Mississippi River.

"He starts digging and digging, and I don't know what we're looking for. But he's digging this hole, and he finally unearthed this level of clay. He dug it up, filled a few buckets and I took it home."

Although her husband had no experience with pottery either, he built her a pottery wheel out of an old door and a wooden chair. "Little by little, I started working with the clay. I was enchanted. I was quickly hooked on this magic material," O'Shaughnessy says.

She admits her first attempts were not successful, but eventually she made a few toothpick holders and shot glasses. A friend who was attending the Art Institute of Chicago as a pottery student saw the wheel and said he couldn't believe she made such beautiful pieces on "that thing." He eventually gave her a wheel that the school was throwing out, along with a pottery lesson.

O'Shaughnessy went on to earn a scholarship to Anderson Ranch Arts Center in Colorado, and there learned how to

sometimes the clay has a different idea. In that case, I have the choice of listening to the clay. I have to let go of that desire to stay on task and have fun."

Today, O'Shaughnessy keeps busy working in her garage-turned-studio named The Pottery, where she also sells her work. It is open by chance or appointment. She also teaches pottery classes locally to people of all ages. Although she sources her clay out of Wisconsin, this past summer she got her hands back in Galena-area mud during her wild clay program, a children's course featuring native clay.

"I think the more you teach, the more you learn," she says. "When a student starts out thinking they're not going to be good or becomes impatient, my desire is to encourage them. I want them to enjoy their first wonderful, wonky little pots they make."

She recommends that everyone gets their hands dirty. "Once you get comfortable with the clay, it can be meditative in the quiet with your spinning wheel. [When you] sit at that wheel and start working with the clay, it's just blissful. It takes you to a different place."

O'Shaughnessy never expected to become a potter. She planned a career in writing. "To find a passion that you

Editorial Features

Food



ICONIC ILLINOIS FOOD

By Colten Bradford

MANY DISHES COME TO mind when thinking of foods that define Illinois. At the top of the list is often the Chicago-style hot dog, which is an all-beef frankfurter on a poppy seed bun and topped with yellow mustard, white onions, green sweet pickle relish, a dill pickle spear, tomato wedges, pickled peppers and a dash of celery salt.

There's also the Chicago-style pizza, which is baked in a deep-dish pan with a large amount of cheese and topped with chunky tomato sauce. And Chicago-style popcorn, which is a mix of caramel and cheese popcorn. The Italian beef sandwich, comprised of slices of seasoned roast beef on a French roll and served with au jus and Chicago-style giardiniera, originated in Chicago. In 1893, the World's Columbian Exposition was held in Chicago, which also marked the debut of the chocolate brownie.

However, iconic Illinois cuisine extends much farther than the Chicago metropolitan area. From unique dishes to produce grown on farms across the state, Illinois has much to offer. Here are some dishes that define Illinois found outside of Chicagoland, and some accompanying recipes if you want to try making them at home.

Horseshoe sandwich

Take two thick slices of Texas toast, top with your choice of meat, pile on crispy French fries and drizzle cheese sauce over the top, and you've got a horseshoe. According to Visit Springfield, Illinois, the open-faced sandwich originated in Illinois' capital city in 1928, created by Chef Joe Schweska and his wife Elizabeth and served at the Old Leland Hotel. The shape of the ham in the original horseshoe (along with the fries representing the nails) is how the name of the dish came about. The cheese sauce was a secret recipe until Schweska decided to print it in the 1939 Christmas Edition of the State Journal-Register. Go to visitspringfieldillinois.com for that original recipe.

Horseshoe Cheese Sauce

Serves: 4

4 tablespoons butter	2 teaspoons Worcestershire sauce
2 tablespoons flour	4 eggs, lightly beaten
1 cup stale beer	1/2 pound brick cheddar cheese, shredded
2 teaspoons dry mustard	Salt, to taste
1 dash cayenne pepper	
1/4 teaspoon paprika	

In a double boiler, melt butter and stir in flour. Slowly add the beer and cook until sauce thickens, stirring constantly. Add spices and Worcestershire sauce and mix well. Add cheese and continue to cook until it melts. Stir a ladle full of hot cheese into the eggs and slowly stir the egg mixture into the cheese. Add salt to taste. Nutrition information: 444 calories; 35.2g fat; 5.88mg salt; 74g carbohydrates; 20.8g protein.

Cozy Dogs

Anyone attending the Illinois State Fair or local county fairs can rely on the delicious treat of a battered hot dog on a stick. While commonly known as a corn dog, the original Cozy Dog can be enjoyed year-round at Springfield's Cozy Dog Drive In. Developed by Ed Waldman, Jr., the Cozy Dog debuted at the Illinois State Fair in the 1940s, according to the restaurant's website. Corn dogs have been a fair staple ever since.

Corn Dogs

Adapted from mattshadlicks.com

Serves: 12

1 quart vegetable oil
1/2 cup fine yellow cornmeal
1/4 cup all-purpose flour
1 cup granulated sugar
1 tablespoon baking powder
1/4 teaspoon salt
1/8 teaspoon black pepper
1/3 cup buttermilk
1 egg
12 hot dogs
12 wooden skewers

Pour 3 inches of oil into a large pot and heat to 340 F over medium heat. Whisk together cornmeal, flour, sugar, baking powder, salt and pepper. Separately, whisk together buttermilk and egg. Combine wet and dry ingredients and pour into a tall glass. Pat hot dogs dry with paper towels and insert a stick into each. Dip hot dogs in the batter to coat. Let excess drip off. Using tongs, carefully hold the corn dog by the stick and submerge it in the hot oil for a few seconds to let it seal up. It doesn't stick to the bottom of the pot, and drop it in the oil. Fry in batches (2 to 3 at a time) for 3 minutes or until browned. Drain on paper towels. Nutrition information: 357 calories; 15.9g fat; 75.9mg salt; 30.5g carbohydrates; 10.8g protein.

Southern Illinois barbecue

In 2015, the Illinois House unanimously voted to name Murphysboro the BBQ Capital of Illinois. In large part, this was thanks to 17th Street Barbecue and Pat's Barbecue and Catering. Both restaurants have won numerous awards and recognitions over the years. In addition to these award-winning hometown heroes, there's also the annual Prairie the Land barbecue cook-off, which will be held this year Sept. 21-23.

Simple Barbecue Sauce

Serves: 16

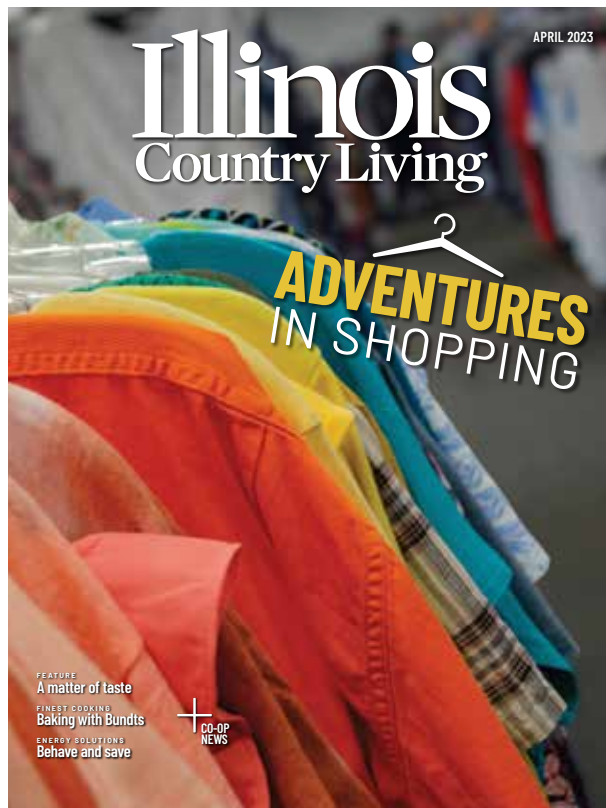
2 cups ketchup
2 tablespoons apple cider vinegar
1/3 cup brown sugar
1 tablespoon Worcestershire sauce
1 teaspoon onion powder
1 teaspoon chili powder
Salt and pepper to taste

Mix all ingredients in a small saucepan. Heat on the stovetop until the sugar dissolves. Nutrition information: 43 calories; 1.5g fat; 347mg salt; 10.8g carbohydrates; 0.6g protein.

Editorial Features

Small

Businesses



Adding heart to cart

Take, for example, The Briar Rose in downtown Litchfield. Owner Danell Fogle runs the shop with mom Lorinda Shaw, affectionately known to fellow staff members and customers as "Mama Bear." Together with their merry band of "Briar Rose sisters" (staff and volunteers), canine mascot Lily and a few other four-legged friends, they visit with patrons browsing the store's array of consignment items and local goods, all housed in a historic three-story building previously home to The New York Store, a ladies department store founded in 1888.

"When we started, there were maybe 1,500 to 1,800 consigners. We're up to 3,090-something now," Fogle says. "I've met a lot of new people over the years, and now they're like family."

Classically Houser, owner of The Clothing Rack in Sherman, says her consignment business is about a lot more than selling clothes. "As women, we are invested in people. I always want people to genuinely feel that," she says. She started the business at the age of 22 in a 900-square-foot portion of the shop's current building at her husband's suggestion. "He said, 'You've got the personality, the look and the passion for it. Look at our closet,'" she laughs.

Houser believes it is important that she and her staff set themselves apart from their counterparts at typical retail stores, particularly when it comes to lending a listening ear. "Sometimes [customers] haven't had any interaction for maybe a few days, so this is their outlet," she adds. Down the road in Rochester, what began for Michele Tebruggge as a short-term position for the single mom became a 25-plus-year career at Remarkable Resale, opened by owner Kitty Boyce in May 1991. "My daughter was in school with Kitty's daughter. This was [supposed to be] temporary until I found a full-time bookkeeping job," Tebruggge says she has formed lasting friendships with patrons over the years. "We have customers who

have been coming since their kids were young," she says. "We just know what's going on in each other's lives."

One of those customers is Kitty's sister-in-law, Ronda Boyce, who has been shopping resale stores with her friends for at least 20 years. "It used to be there was a stigma attached to second-hand," she says. "Now it's unique. It's popular." In addition to Remarkable Resale and The Clothing Rack, Ronda recommends Blessingdales in Decatur. "One of the reasons I really like it is because they have a great selection of name brands." She says she prefers shopping at well-organized stores. "You can get something at Goodwill, but you really have to hunt and search."

The inventory isn't the only draw, however. "It doesn't matter if we go in there and buy one thing. It's fun. It's something for us to do and enjoy [at] afternoon," says Ronda, adding that the atmosphere tends to be more friendly than regular retail stores. "If you buy, you buy. It's not just about the sale."

"We want you to feel invited in," says Houser. After 12 years and multiple expansions, she purchased the entire complex. Houser shares that the staff recently celebrated reaching 14,000 active consigners. "That does not happen overnight," she says. "When we hit that mark, we all did a little dance party."

Those consigners have different selling habits. "We have our weekly, we have our monthly [visitors]. We have our 'I visit you twice a year to bring my seasonal clothing,' and I have my snowbirds ... so you see a lot of familiar faces," says Houser. "This past Monday, we sold prom dresses to two lovely girls ... and we were so excited."

These are special moments in our store," Ronda explains that it's more of an adventure than a hobby and advises fellow shoppers to just have fun. "Don't go in with any expectations. Have fun, look and enjoy. You never know what you're going to find."



The Briar Rose in Litchfield is housed in a historic three-story building downtown.

Editorial Features

History



Illinois' French connection

History comes alive at Fort de Chartres

By Jerry McDonald

ON A WARM SUMMER day at Fort de Chartres in Randolph County, two Native Americans clad in breechcloths and little else wandered along an avenue of tents. At a cook fire in front of one of those tents, a bearded woodsman wearing a mixture of linsey-woolsey and buckskin and sharpening a tomahawk discussed the prospects of the St. Louis Cardinals with a 20-something-year-old man in khaki shorts and a T-shirt emblazoned with the team's logo.

Elsewhere on the grounds, a vendor in her period frock, apron and mobcap spoke 18th-century-style to a potential customer trying on bonnets. Nearby, an animated conversation took place between a French soldier in a tricorn hat and long green waistcoat, a Highland Scot in a resplendent scarlet regimental coat and kilt, and a middle-aged man in a polo shirt and jeans. The sound of drums and flutes filled the air as the French marines

of his most Christian Majesty Louis XV marched through the gatehouse and onto the fort's parade ground. This was the 53rd Annual Fort de Chartres Rendezvous, and it mixed the modern day with the 1700s.

This "Rendezvous," which occurs each June at the recreated French fort Fort de Chartres, is a gathering of reenactors, black powder aficionados, merchants and traders in 18th-century reproductions and memorabilia. It is an opportunity for visitors to sample living history, gain an understanding of mid-18th-century life in southern Illinois and learn the background of Fort de Chartres — a story of resilience and rebirth.

That story began with the long rivalry between France and England — a rivalry that was brought to North America in the 17th century and grew steadily until it culminated in the French and Indian War (1754-1763). By 1720, the English established settlements along the Eastern Seaboard from what is now Maine to South Carolina, while the French were in Canada, what is now Louisiana and coastal Alabama, and were pushing up the Mississippi.

It was a logical move that would create a riparian highway between their two colonial holdings to give them better access to the fur trade and the rich bottomlands of the Mississippi floodplain, and act as a roadblock to England's westward expansion.

This plan, encompassing about 175 square miles, began near the mouth of the Kaskaskia River and stretches north to around Alton. It was, and is, excellent land for farming, and the French hoped to establish a strong and lasting presence there.

So, in 1720, they built a fort about 20 miles north of the mouth of the Kaskaskia River and named it Fort de Chartres in honor of the son of the Duke of Orleans, the regent of France during the minority years of Louis XV.

The newly established fort was not the one you see today, with its imposing gatehouse and stone walls. It was instead a wooden palisade with bastions at the corners, somewhat like the wooden forts so

familiar to us from countless movies and TV shows. In 1722, colonists from Canada established the nearby town of Prairie du Rocher.

By 1725, the periodic flooding of the Mississippi had severely impacted the fort, and the decision was made to rebuild some distance away yet remain on the floodplain. Again, due to its abundance and cost, wood was the material of choice. This incarnation of Fort de Chartres lasted for well over a decade before it, too, fell victim to the river. Around 1747, the garrison moved to Kaskaskia, and the site fell into further disrepair.

The administration debated between building a permanent fort at Kaskaskia and rebuilding Fort de Chartres, but nothing was decided until the political situation changed. In the 1750s, tensions between Britain and France ultimately led to the French and Indian War. The French decided to build new forts and strengthen existing ones from Louisiana Territory to Canada.

Once again, Fort de Chartres was rebuilt and relocated a short distance from the previous site. However, this time it was built of stone, which was quarried from the limestone bluffs only a few miles from the fort.

Construction began in 1753, and by the end of 1754, the structure was complete enough to allow occupation. According to the records, the new fort walls, 15 feet high and nearly 3 feet thick,

enclosed an area of approximately 4 acres. Inside the walls were barracks, administrative buildings, a powder magazine and a chapel. Ironically, this structure that was built to exacting standards to withstand even light artillery would never suffer attack or siege.

In 1763, the French and Indian War ended in the defeat of France

In late 1765, the British took formal possession of Fort de Chartres. In 1772, the garrison withdrew to Kaskaskia, and soon after the fort once again fell victim to the river, which swept away a bastion and a wall. Over the next several decades, periodic flooding, neglect and the fact that the locals saw it as a convenient place



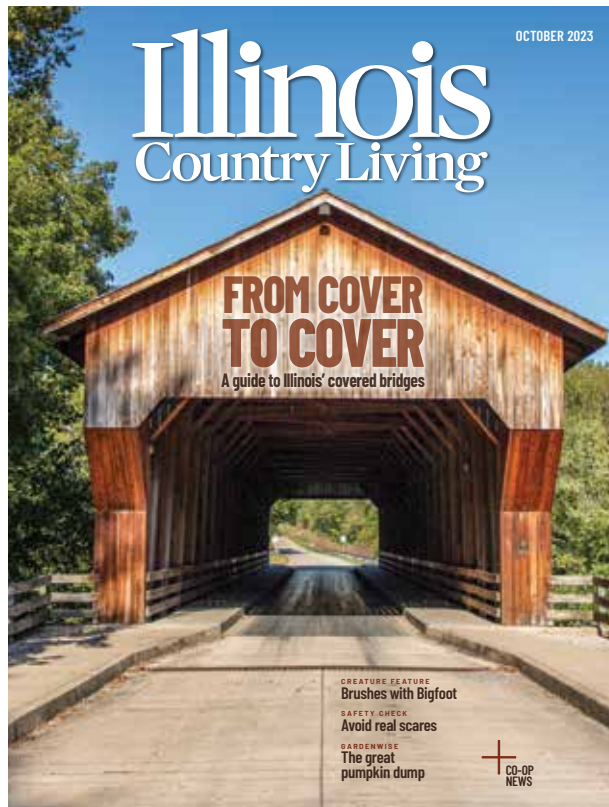
and the loss of all territory in North America. The French ceded Louisiana and everything west of the Mississippi to the Spanish. The British acquired all of Canada and the Illinois Territory.

to gather stone for their own construction projects, all contributed to the dismemberment of the fort. By the early 1900s, the only remaining structure was the powder magazine, and it was in a sad state of repair.



Editorial Features

Travel



Thompson Mill Covered Bridge

FROM COVER TO COVER

A guide to Illinois' covered bridges

By Colten Bradford

NO MATTER THE SEASON or the weather, there is something captivating about covered bridges that makes travelers stop to admire the view and take a quick photo. Very few authentic covered bridges remain in Illinois. Here are eight publicly accessible ones that serve as attractions along the road, and travelers can even drive through some of them.

Thompson Mill Covered Bridge

1375 E. 225 N. Road, Cowden in Shelby County
Equipped with a small, rustic parking area, visitors can walk across the one-lane bridge. It is not open to motor traffic.

Fun fact: The Thompson Mill Covered Bridge is the narrowest covered bridge in Illinois. It is only 10 feet 7 inches wide. It is one of five covered bridges in Illinois on the National Register of Historic Places.

Cumberland County Covered Bridge

1568 Cumberland Road, Toledo in Cumberland County
The spacious parking area and viewing deck allow travelers to take in the bridge and read the informational signs. It is a single-lane bridge that allows for traffic to cross one at a time. It also has walkways on each side for pedestrians.

Fun fact: Stretching to 192 feet long over the Embarras River, the Cumberland County Covered Bridge is the longest covered bridge in the state. While it was built to replicate the original Jackson Covered Bridge from the 1800s, this bridge was also designed to carry modern vehicles, including semi-trucks. It is also an official Art and Architecture Site along the Historic National Road.

Henderson County Covered Bridge

State Route 164, Gladstone in Henderson County
A nice parking and picnic area is located alongside the bridge. It is closed to motor traffic but open to pedestrians.

Fun fact: Built in 1866, the Henderson County Covered Bridge is on the National Register of Historic Places in Illinois, the Henderson County Covered Bridge goes by several names, including the Oquawka Wagon Bridge (named after the nearby town), the Allaman Bridge (named after the Jacob Allaman, who originally built it).

Mary's River Covered Bridge

State Route 150, Chester in Randolph County
A parking, picnic and recreation area is located alongside the bridge. It is closed to motor traffic and temporarily closed to pedestrians.

(Not so) fun fact: Built in 1854, this historic landmark and only covered bridge in southern Illinois suffered major damage following severe weather on July 1, 2023. The roof was ripped off during the storm, and the bridge has been closed to pedestrians since.



Cumberland County Covered Bridge



Henderson County Covered Bridge



Mary's River Covered Bridge

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

Of Illinois Country Living magazine subscribers, 87% 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.

Source: Subscriber Study, January 2019, GfK MRI





Responsive Audience

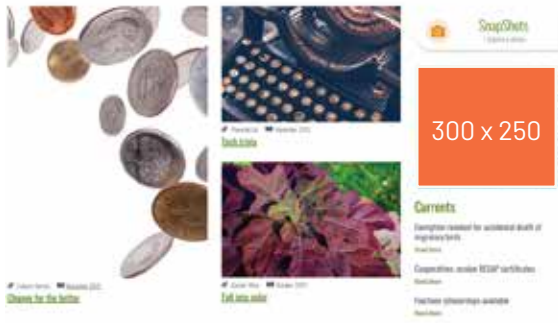
**Actions taken in the last 12 months as a result of reading
Illinois Country Living:**

- ✓ Cut out or used a recipe – 66%
- ✓ Attracted by product advertisement – 77%
- ✓ Used advertisement as reference for purchase – 60%
- ✓ Performed home improvements – 65%
- ✓ Performed garden and property maintenance – 55%
- ✓ Shared or saved articles – 95%
- ✓ Vacationed in-state or in neighboring states – 57%
- ✓ Purchased travel services – 53%

Source: Subscriber Study, January 2019, GfK MRI



729 x 90



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 5 business days prior to campaign start date.

Credit Requirements

Prepayment is required for 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-plus 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.

2024 Closing Dates

Issue	Space Reservation	Materials Due
January	November 24	December 1
February	December 28	January 3
March	January 26	February 1
April	February 26	March 1
May	March 27	April 1
June	April 25	May 1
July	May 27	June 3
August	June 27	July 1
September	July 26	August 1
October	August 28	September 2
November	September 26	October 1
December	October 28	November 1

Dimensions

Size	Columns	Width x Height
Full Page	3 x 10	8.125 x 10.75 (.125" bleed and trim safe area)
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	\$7,548	\$7,360	\$7,172	\$6,790
Full Page	\$4,440	\$4,329	\$4,219	\$3,994
1/2 Page	\$2,767	\$2,697	\$2,626	\$2,490
1/3 Page	\$2,072	\$2,020	\$1,968	\$1,864
1/6 Page	\$1,174	\$1,144	\$1,117	\$1,057
3 Inch	\$902	\$880	\$859	\$811
2 Inch	\$730	\$714	\$696	\$658
1 Inch	\$301	\$293	\$285	\$270

*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 and click on the FAQs tab to read more about our terms and conditions.

Advertorials

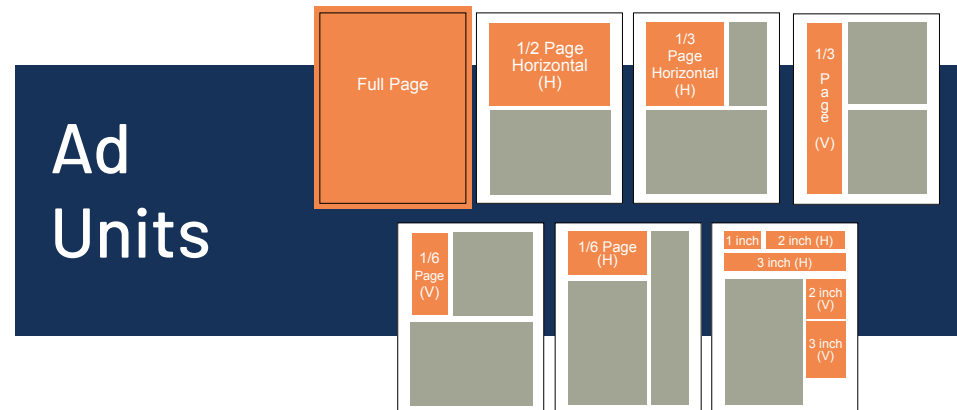
Acceptance of advertorials is subject to the discretion of the publisher or sales representative. Pricing will be based on the size of the content of the advertorial and charged according to full color advertising display rates.

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 or (847) 749-4875.



6460 S. 6th St. Frontage Road, Springfield, IL 62712
(217) 529-5561 | www.icl.coop

Advertising Contact

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

Illinois
Country Living