



# COUNTY LIVING

## County Living Magazine Media Kit

County Living has established a track record over the past 16 years for providing new customer relationships and profitable sales for companies that serve upscale homeowners. Excellent references available on request.

We provide advertiser exclusivity, limiting the number of competitors in every category.

Delivered by US Mail directly into homes, not in bins outside of stores. We know who our readers are!

A key feature is articles we make available to advertisers in every issue, enabling them to engage in a conversation with potential customers to build trust and tell a more in-depth story.

Ad space and/or article are provided at a cost of just pennies per high-value home. For rates, please contact your sales representative.





# Circulation

County Living is direct-mailed by name to the top 19% of homeowners in St. Louis County, nearby St. Charles County and select homes in the City of St. Louis and eastern Franklin County (St. Albans, Pacific)

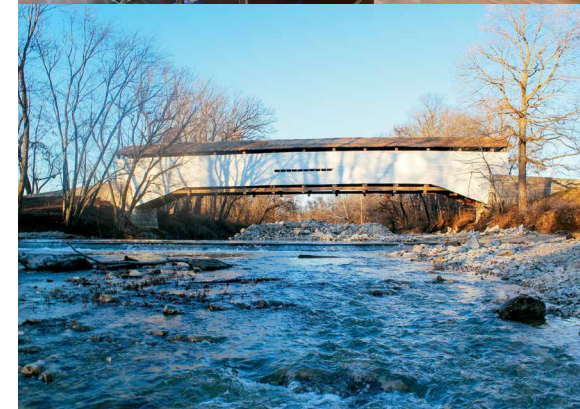
Reaches owner-occupied single-family homes valued at \$450,000 and up

Total circulation is over 52,000, greater than other glossy magazines in the St. Louis area

	Zip Code	CLM Mailed	% of Total	Total Household	Penetration
<b>ST. LOUIS COUNTY</b>					
Chesterfield	63005	4,647		5,500	84%
Ballwin	63011	1,221		11,012	11%
Town & Country	63017	4,526		11,082	41%
Ballwin	63021	2,367		15,566	15%
Eureka	63025	768		4,586	17%
Fenton	63026	913		11,938	8%
Ellisville	63038	1,120		2,041	55%
Grover	63040	299		2,431	12%
Clayton	63105	2,077		2,097	99%
Richmond Heights	63117	557		2,388	23%
Webster Groves	63119	1,819		9,742	19%
Kirkwood	63122	4,460		11,857	38%
Aftton	63123	118		15,538	1%
Ladue	63124	2,800		2,974	94%
Sappington	63126	177		5,247	3%
Sunset Hills	63127	859		1,501	57%
South County	63128	1,013		8,824	11%
Oakville	63129	764		15,163	5%
University City	63130	1,400		6,539	21%
Des Peres	63131	4,507		5,518	82%
Olivette	63132	911		3,132	29%
Creve Coeur	63141	3,333		4,934	68%
Brentwood	63144	426		2,214	19%
Maryland Heights	63146	227		6,588	3%
<b>TOTAL</b>		<b>41,309</b>	<b>79%</b>	<b>168,412</b>	<b>25%</b>

Circulation continued on next page

	Zip Code	CLM Mailed	% of Total	Total Household	Penetration
<b>ST. CHARLES COUNTY</b>					
St. Charles	63301	454		11,419	4%
St. Charles	63303	957		10,650	9%
Weldon Spring	63304	2,117		12,021	18%
Augusta	63332	110		313	35%
Defiance	63341	590		1,079	55%
O'Fallon	63366	763		12,326	6%
Lake St. Louis	63367	1,482		6,391	23%
O'Fallon	63368	1,100		10,966	10%
Cottleville	63376	697		20,120	3%
<b>TOTAL</b>		<b>8,270</b>	<b>16%</b>	<b>85,285</b>	<b>10%</b>
<b>CITY OF ST. LOUIS</b>					
Downtown	63104	498		2,421	21%
Central West End	63108	719		1,217	59%
St. Louis Hills	63109	368		7,207	5%
The Hill	63110	237		2,513	9%
Central West End	63112	244		1,984	12%
<b>TOTAL</b>		<b>2,066</b>	<b>4%</b>	<b>15,342</b>	<b>13%</b>
<b>EAST FRANKLIN COUNTY</b>					
Labadie	63055	51		716	7%
Pacific	63069	319		3,944	8%
St. Albans	63073	340		350	97%
<b>TOTAL</b>		<b>710</b>	<b>1%</b>	<b>5,010</b>	<b>14%</b>
<b>GRAND TOTAL</b>		<b>52,355</b>		<b>274,049</b>	<b>19%</b>





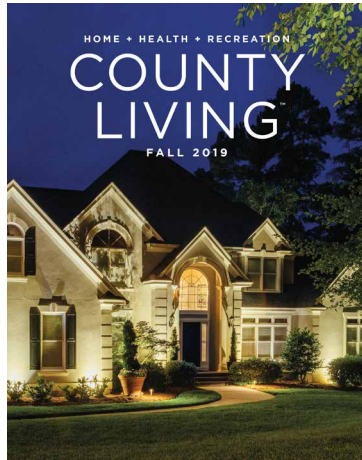
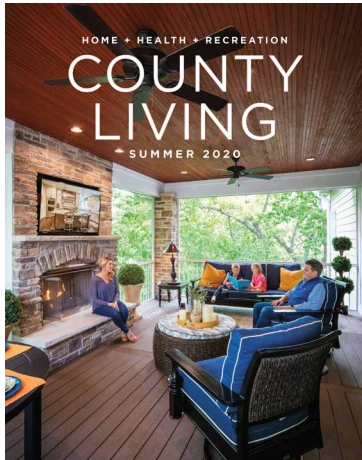
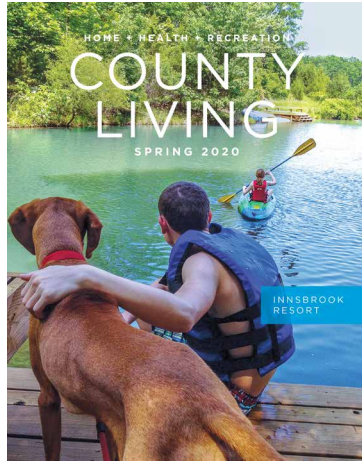
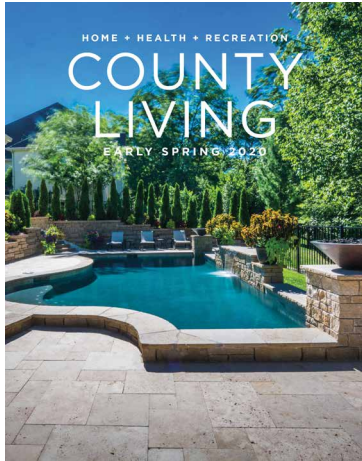


# Our Readers

County Living readers are male and female, middle aged, all are home-owners, mostly married with children, highly educated in homes headed by professionals, business owners and management

	PERCENTAGE OF READERS	INDEX TO US
<b>GENDER</b>		
Male	43%	82
Female	57%	116
<b>AGE</b>		
Up to 35	7%	91
35-49	29%	98
50-59	30%	110
60-69	19%	121
70+	15%	102
<b>HOME OWNERSHIP</b>	100%	206
<b>FAMILY STATUS</b>		
Married	85%	148
Have children	66%	89
<b>EDUCATION</b>		
Any college	84%	152
Graduated college	58%	240
<b>OCCUPATION</b>		
Professional	36%	230
Manager	12%	260
Business owner	12%	218

Source: Affluent Target Marketing Reader Survey – all publications,  
Conducted by Market Analysis Associates



## 2021 Publishing Schedule

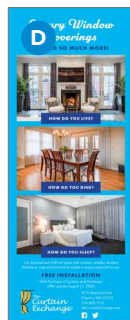
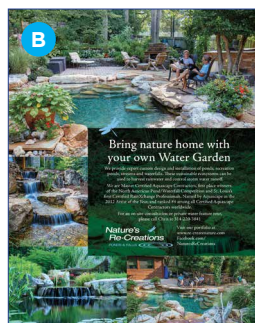
Each quarterly issue is mailed in 2 batches, to spread out leads and the cost.

Both mailings go to all zip codes, to either the even or odd postal carrier routes.

Every issue provides useful articles about Home, Landscapes & Exteriors, Health and Fitness, Pet Love & Care and Getaways

Mailing	Space Deadline	Materials Deadline	Mailing Date	Issue Cover Date
2021-1	December 28	January 11	February 8	Early Spring
2021-2			March 8	Early Spring
2021-3	March 1	March 15	April 12	Spring
2021-4			May 10	Spring
2021-5	May 3	May 17	June 14	Summer
2021-6			July 12	Summer
2021-7	July 26	August 9	September 6	Fall
2021-8			September 27	Fall

Mailings 1 & 2 are identical, as are 3 & 4, 5 & 6, 7 & 8.  
Advertisers must commit to both mailings in a pair.



# Ad Sizes and Specs

All ads are bleed:

## A. Two page spread bleed ad

Bleed: 17.5" X 11.125"

Trim: 17.0" X 10.875"

Live Area: 16.0" X 9.875"

## B. Full page bleed ad

Bleed: 8.75" X 11.125"

Trim: 8.5" X 10.875"

Live Area: 7.5" X 9.875"

## C. Horizontal 1/2 page bleed ad

Bleed: 8.75" x 6"

Trim: 8.5" x 5.4375"

Live Area: 7.5" x 4.875"

## D. Vertical 1/2 page bleed ad

Bleed: 4.875" x 11.125"

Trim: 4.25" x 10.875"

Live Area: 3.625 x 9.875"

## E. Vertical 1/3 page bleed column ad

Bleed: 3.625x11.125

Trim: 3.125x10.875

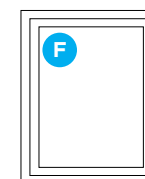
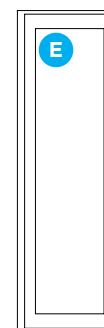
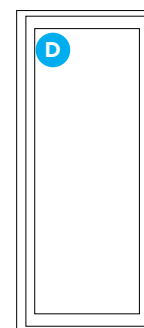
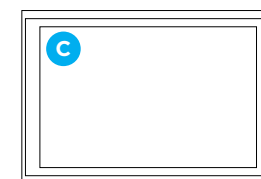
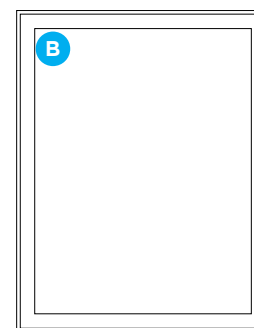
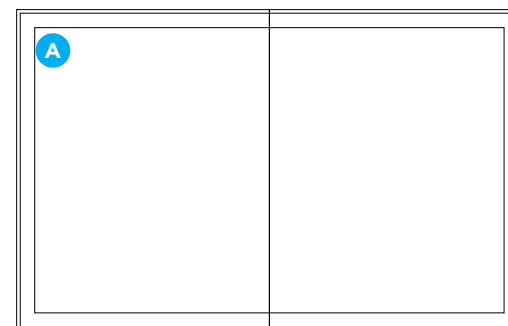
Live Area: 2.375 X 9.875

## F. 1/4 page bleed ad

Bleed: 4.875" x 6"

Trim: 4.25" x 5.4375"

Live Area: 3.625" x 4.875"



Please create ads as PDFs. Outline all type/fonts. Save as CMYK with color profile to 'Web Coated SWOP 2006 Grade 3 Paper'.

All bitmap images within ad must be a minimum of 350dpi. If you cannot provide a PDF, JPGs will work, but PDFs are preferred.





Let Us Connect You  
with New High-Value  
Customers

To discuss a schedule in County Living  
or if you have questions about our  
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