



County Living Magazine 2022 Media Kit

County Living has established a track record over more than 17 years of providing new customer relationships and profitable sales for companies that serve upscale homeowners. We have excellent references available on request.

County Living provides advertiser exclusivity, limiting the number of competitors in every category.

Delivered by US Mail directly into homes, not in bins outside stores, so we know who our readers are!

A key feature is articles we make available to advertisers in every issue, to engage in a conversation with potential customers for building trust and telling a more in-depth story.

Ad space and/or article are provided at a cost of just pennies per high-value home.



Circulation

County Living is direct-mailed by name to the top 15% of homeowners in St. Louis County, nearby St. Charles County and select homes in the City of St. Louis and east Franklin County.

CLM reaches owner-occupied single-family homes valued at \$450,000 and above. Total circulation is over 53,000, greater than other glossy magazines in the St. Louis area.

	Zip Code	CLM Mailed	% of Total	All Households	Penetration %
ST. LOUIS COUNTY					
Chesterfield	63005	4,895		6,154	80%
Ballwin	63011	1,182		12,439	10%
Town & Country	63017	4,526		13,051	35%
Ballwin	63021	2,236		17,893	13%
Eureka	63025	768		5,467	14%
Fenton	63026	972		14,947	7%
Ellisville	63038	1,129		2,281	50%
Grover	63040	268		2,678	10%
Clayton	63105	2,077		2,496	83%
Richmond Heights	63117	623		3,199	19%
Webster Groves	63119	2,062		11,150	19%
Kirkwood	63122	4,400		13,578	33%
Ladue	63124	2,710		3,277	83%
Sunset Hills	63127	859		1,737	50%
South County	63128	856		10,065	9%
Oakville	63129	815		16,649	5%
University City	63130	1,583		8,798	18%
Des Peres	63131	4,797		6,034	80%
Olivette	63132	1,013		4,052	25%
Creve Coeur	63141	3,578		5,964	60%
Brentwood	63144	406		2,801	15%
Maryland Heights	63146	250		8,352	3%
TOTAL		42,005	78%	196,169	22%

Circulation continued on next page

	Zip Code	CLM Mailed	% of Total	All Households	Penetration %
ST. CHARLES COUNTY					
St. Charles	63301	585		17,759	3%
St. Charles	63303	991		16,049	6%
Weldon Spring	63304	1,974		14,641	13%
Augusta	63332	161		557	29%
Defiance	63341	583		1,397	42%
O'Fallon	63366	991		17,934	6%
Lake St. Louis	63367	1,630		9,661	17%
O'Fallon	63368	1,209		14,653	8%
Cottleville	63376	715		26,028	3%
TOTAL		8,839	17%	118,679	7%
CITY OF ST. LOUIS					
Downtown	63104	450		4,953	9%
Central West End	63108	706		2,139	34%
St. Louis Hills	63109	321		9,601	3%
The Hill	63110	256		4,794	5%
Central West End	63112	217		3,470	6%
TOTAL		1,950	3%	24,957	8%
EAST FRANKLIN COUNTY					
Labadie	63055	63		906	7%
Pacific	63069	350		5,027	7%
St. Albans	63073	352		353	92%
TOTAL		765	1%	6,316	12%
GRAND TOTAL		53,559	100%	346,121	15%



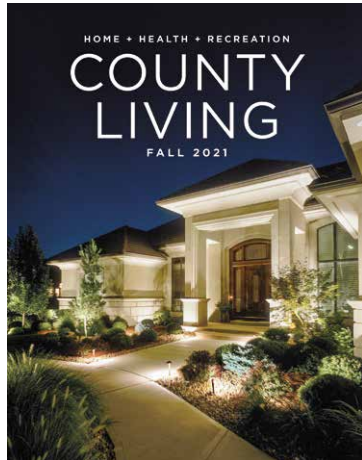
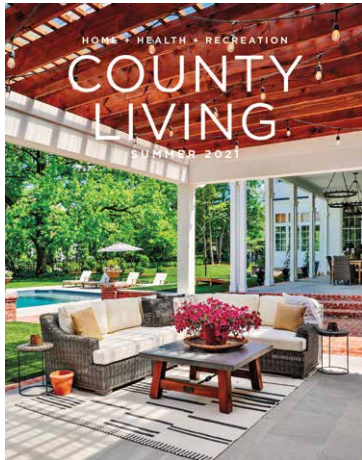
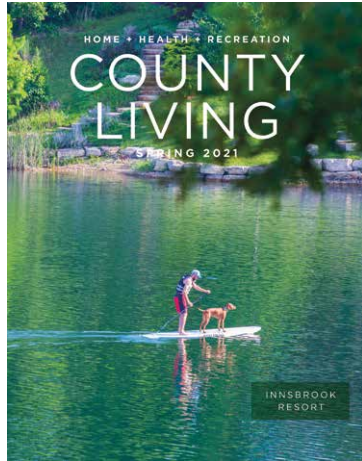
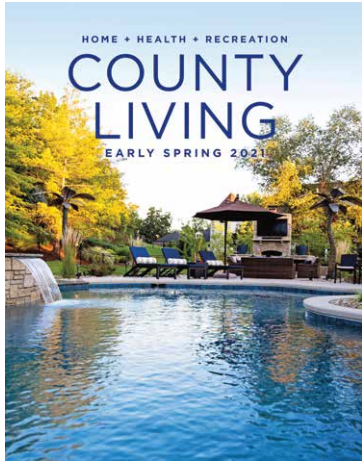


Our Readers

County Living readers are both male and female homeowners, mostly married with children, highly educated, in homes headed by professionals, business owners and management.

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

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



2022 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, Getaways, Businesses, and much more.

Mailing	Space Deadline	Materials Deadline	Mailing Date	Issue Cover Date
2022-1	December 27	January 10	February 7	Early Spring
2022-2			March 7	Early Spring
2022-3	March 1	March 15	April 11	Spring
2022-4			May 9	Spring
2022-5	May 2	May 16	June 13	Summer
2022-6			July 11	Summer
2022-7	July 25	August 8	September 5	Fall
2022-8			September 26	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

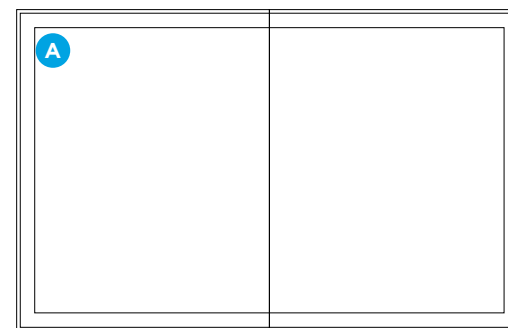
All ads are bleed:

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"

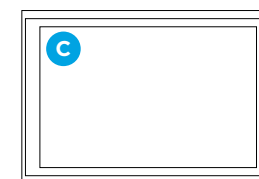
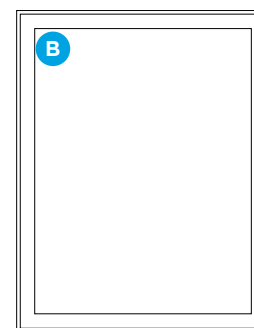


C. Horizontal 1/2 page bleed ad

Bleed: 8.75" x 6"

Trim: 8.5" x 5.4375"

Live Area: 7.5" x 4.875"

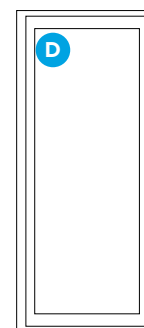


D. Vertical 1/2 page bleed ad

Bleed: 4.875" x 11.125"

Trim: 4.25" x 10.875"

Live Area: 3.625 x 9.875"

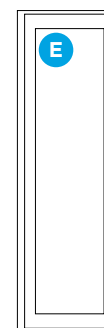


E. Vertical 1/3 page bleed column ad

Bleed: 3.625x11.125

Trim: 3.125x10.875

Live Area: 2.375 X 9.875

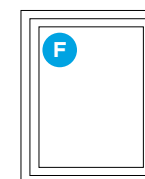


F. 1/4 page bleed ad

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.



County Living Magazine

2022 Space Rates

Total Circulation Is 53,000

Each quarterly issue is distributed in two mailings of approximately 26,500 each..

Advertisers must be in both mailings of any issue.

Full Color Space Rates for Ads or Articles

Size	Quarterly Issue Rate	Billed per Mailing
2-page Spread	\$7,700	\$3,850
Full Page	\$4,500	\$2,250
2/3 Page	\$3,280	\$1,640
1/2 Page	\$2,630	\$1,315
1/3 Page	\$1,850	\$925
1/4 Page	\$1,500	\$750

Full-size page rates are less than 10 cents per home.
Half-page rates are less than 6 cents per home.

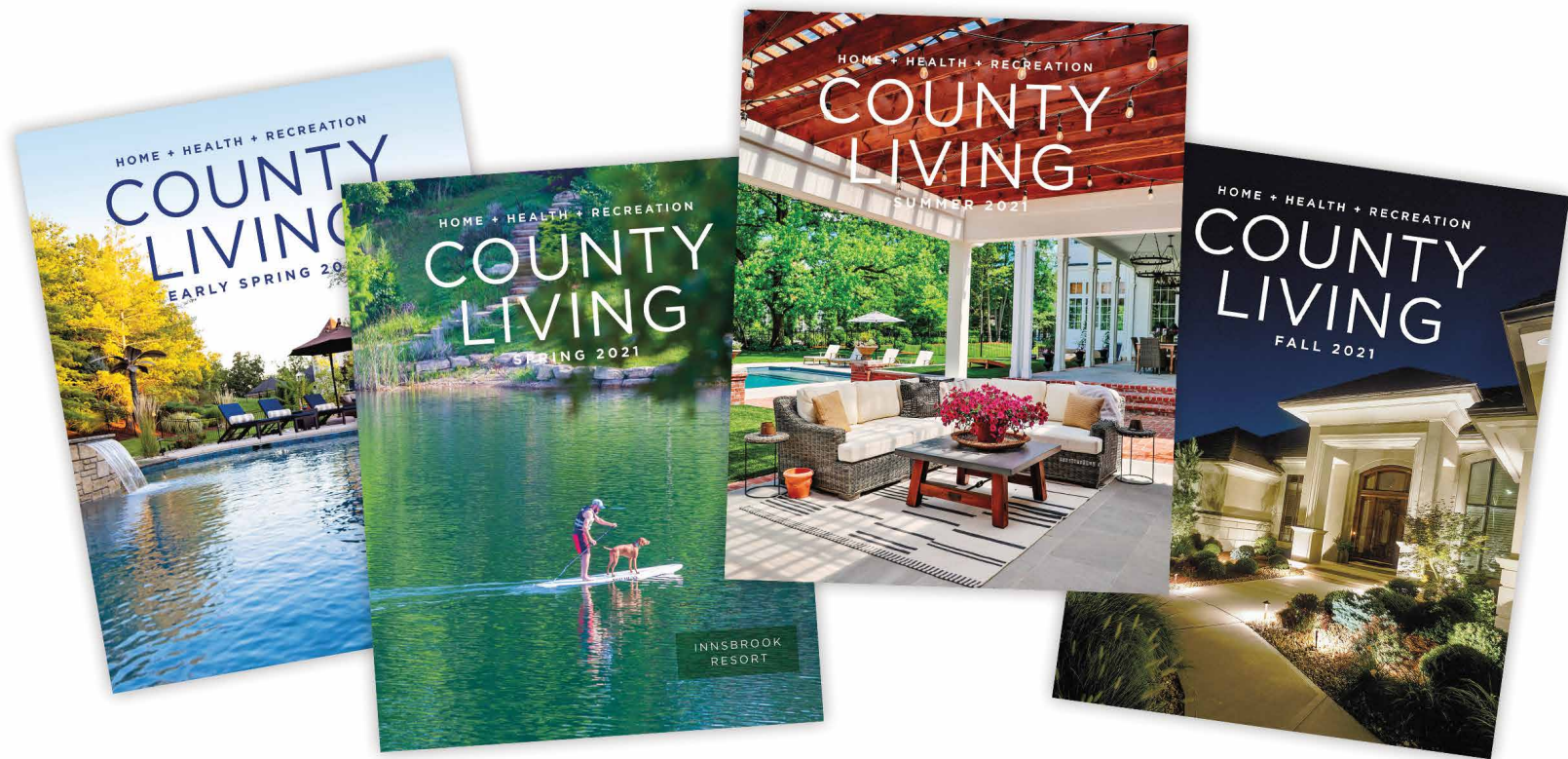
15% Discount for Ad + Article Combination
15% Discount for Annual Schedule

Rate base: 53,000 owners of single-family owner-occupied homes valued at \$450,000 and above

Special Position Options:

Position	Quarterly Rate:
Back Cover	\$6,150
Page 3	\$5,650
Inside Front Cover	\$5,150
Inside Back Cover	\$4,930
Front Cover + Blurb	\$4,000

Ads in these positions must be full pages. Preference will be given to annual advertisers. Front cover includes "On the Cover" blurb on page 6.



Let Us Connect You
with the Most Desired
New Customers for
Your Business

To discuss a schedule in County Living,
for a rate quote, or if you have questions
about our publications, please contact us:

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