



County Living Magazine 2024 Media Kit

County Living has established a track record over more than 20 years of providing new customer relationships and profitable sales for contractors, destinations and professionals 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 content marketing, 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 17% of homeowners in St. Louis County, nearby St. Charles County and select homes in the City of St. Louis and eastern Franklin County.

CLM reaches owner-occupied single-family homes valued at \$550,000 and above. Total circulation is over 50,000, greater than other glossy magazines in the St. Louis area.

	Zip Code	CLM Mailed	% of Total	All Households	Penetration %
ST. LOUIS COUNTY					
Chesterfield	63005	4,902		6,254	78%
Ballwin	63011	1,661		11,889	14%
Town & Country	63017	4,752		12,538	38%
Ballwin	63021	2,839		17,231	14%
Eureka	63025	897		5,677	16%
Fenton	63026	936		14,602	7%
Ellisville	63038	1,207		2,246	54%
Grover	63040	393		2,667	15%
Clayton	63105	2,016		2,400	88%
Richmond Heights	63117	633		3,043	21%
Webster Groves	63119	2,264		10,818	21%
Kirkwood	63122	4,984		12,881	39%
Ladue	63124	2,683		3,094	87%
Sunset Hills	63127	935		1,635	57%
South County	63128	1,053		9,489	11%
Oakville	63129	851		15,723	5%
University City	63130	1,570		8,466	19%
Des Peres	63131	4,338		5,762	75%
Olivette	63132	961		3,882	25%
Creve Coeur	63141	3,324		5,748	58%
Brentwood	63144	511		3,383	15%
Maryland Heights	63146	340		8,083	4%
TOTAL		44,050	82%	167,511	26%

Circulation continued on next page

	Zip Code	CLM Mailed	% of Total	All Households	Penetration %
ST. CHARLES COUNTY					
St Charles	63301	485		15,541	3%
St. Charles	63303	969		15,021	6%
Weldon Spring	63304	1,957		13,956	14%
Augusta	63332	103		530	20%
Defiance	63341	498		1,372	36%
O'Fallon	63366	809		17,613	5%
Lake St. Louis	63367	1,560		9,422	17%
O'Fallon	63368	1,137		14,006	8%
Cottleville	63376	533		24,717	2%
TOTAL		8,051	15%	112,178	7%
CITY OF ST. LOUIS					
Downtown	63104	105		4,756	2%
Central West End	63108	349		2,078	17%
St. Louis Hills	63109	27		9,111	1%
The Hill	63110	14		4,720	1%
Central West End	63112	130		3,469	4%
TOTAL		625	1%	24,134	3%
EAST FRANKLIN COUNTY					
Labadie	63055	63		916	7%
Pacific	63069	304		5,032	6%
St. Albans	63073	340		350	97%
TOTAL		707	1%	6,298	11%
GRAND TOTAL		53,433	100%	310,121	17%



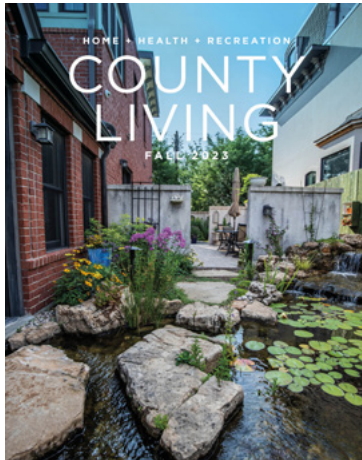
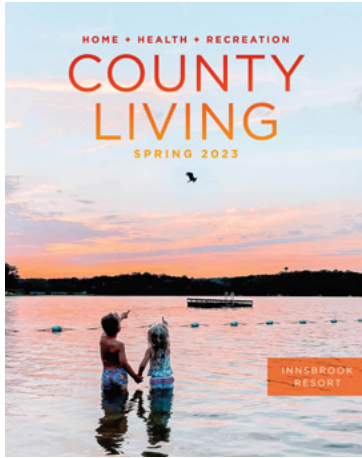


Our Readers

All County Living readers are homeowners, both male and female, most are 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



2024 Publishing Schedule

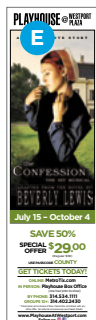
Each quarterly issue is mailed in 2 batches, to spread out the leads and the cost.

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

Every issue provides useful articles about Home, Landscapes and Exteriors, Health and Fitness, Getaways, Business and Finance, and much more.

Mailing Deadline	Space Deadline	Materials Date	Mailing Date	Cover Date	Issue Theme
2024-1	January 9	January 23	February 20	Early Spring	Dreaming of Summer
2024-2			March 18		
2024-3	March 5	March 19	April 16	Spring	Nearby Destinations
2024-4			May 13		
2024-5	April 30	May 14	June 11	Summer	Outdoor Recreation
2024-6			July 9		
2024-7	July 23	August 6	September 3	Fall	Classic Homes
2024-8			September 30		

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

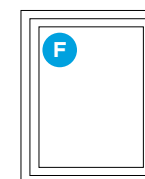
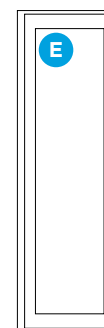
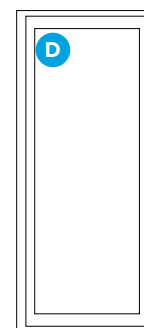
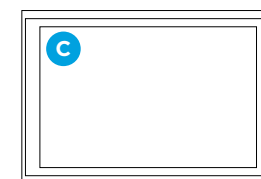
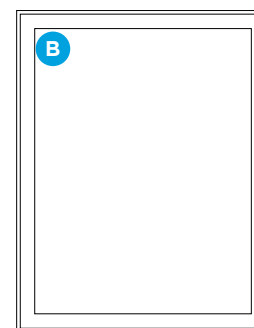
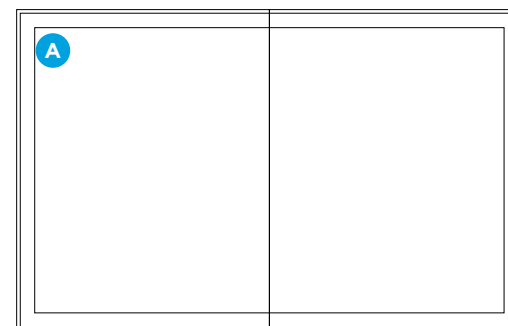
Live Area: 2.375 X 9.875

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

2024 Space Rates

Total Circulation Is 50,000

Each quarterly issue is distributed in two mailings of approximately 25,000 each.

Advertisers must be in both mailings of any issue.

Full Color Bleed Space Rates for Ads or Articles

Size	Quarterly Issue Rate	Rate per Mailing
2-page Spread	\$7,980	\$4,040
Full Page	\$4,760	\$2,380
2/3 Page	\$3,480	\$1,740
1/2 Page	\$2,780	\$1,390
1/3 Page	\$1,950	\$975
1/4 Page	\$1,590	\$795

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

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

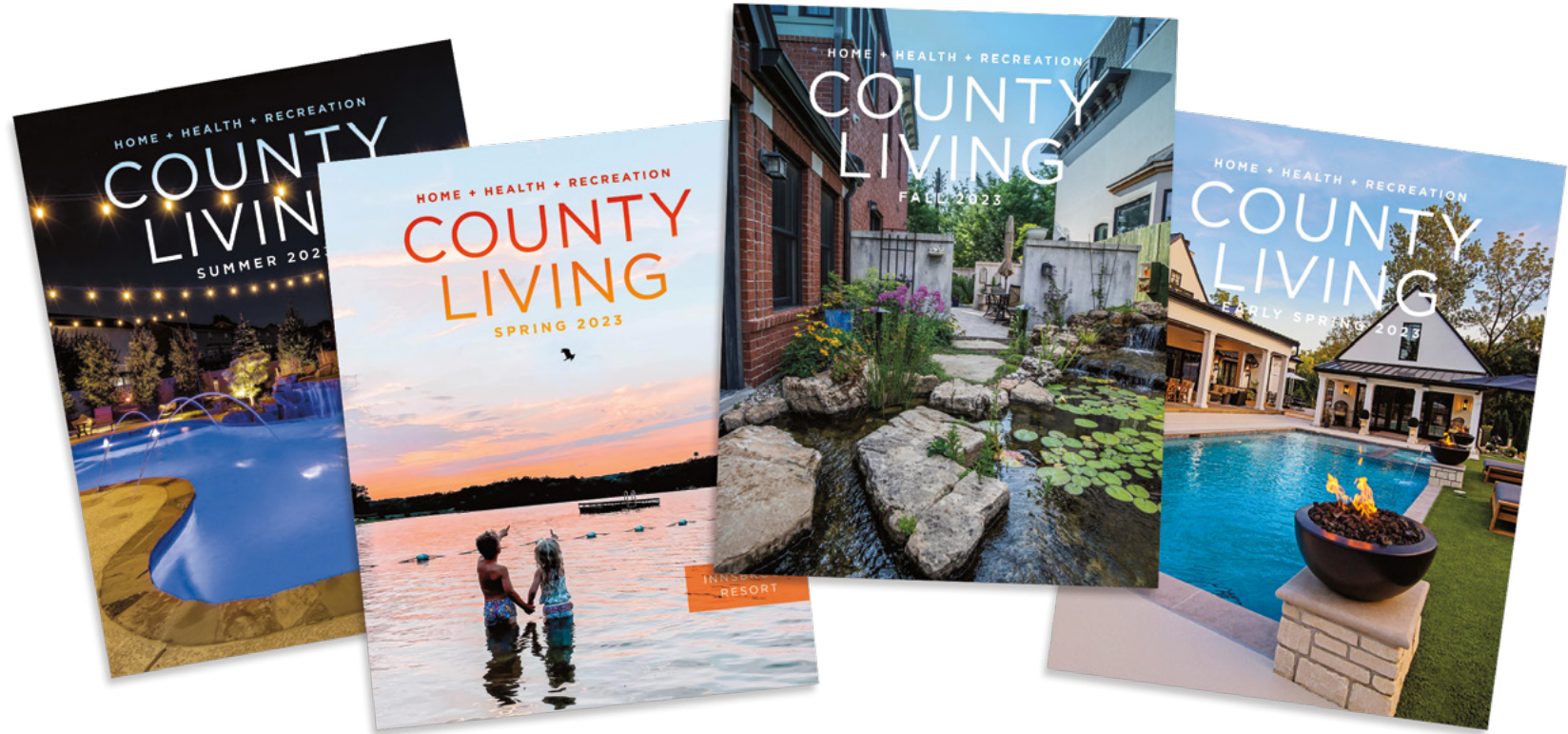
15% Discount for Ad + Article Combination
15% Discount for Annual Schedule

Rate base: 50,000 owners of single-family owner-occupied homes valued at \$550,000 and above

Special Position Options:

Position	Quarterly Rate:
Back Cover	\$6,150
Page 3	\$5,650
Inside Front Cover	\$5,150
Inside Back Cover	\$4,950
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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Learn more at countylivingmag.com