

A photograph of a woman with dark hair in a bun kissing a young child with blonde hair on the cheek. The child is wearing a yellow hoodie and laughing joyfully. They are outdoors in a grassy field with trees in the background. The lighting is warm and golden, suggesting late afternoon or early morning.

LOCAL MEDIA KIT

Celebrating the people, places, food and travel experiences that define the Hoosier state. Our over 909,000 loyal readers crave the simple, laid-back Indiana lifestyle.

INDIANA
CONNECTION

OUR READERS ARE *uniquely* 'INDIANA'

Indiana Connection is unlike other magazines you may have come across. Though our content celebrates the rural and suburban Indiana lifestyle — with topics ranging from Indiana travel, cooking, dining and hobbies — it also includes advice on how to stay safe around electricity and how to trim your energy bills.

Plus, readers have access to the latest news about issues important to them as consumers of their member-owned electric cooperative.

Indiana Connection is the official publication of Indiana's electric cooperatives.

Over 311,000 Hoosier homes around the state receive the magazine through their memberships in their electric cooperatives. Just as membership in community-focused electric cooperatives inspires loyalty and grassroots involvement, *Indiana Connection* has that same overwhelming support from its readership. *Indiana Connection* has informed, entertained, and, most importantly, connected with its readers since its first issue in 1951. Back then, it was known as *Indiana Rural News*. Through the years, the multi-award-winning publication evolved from a tabloid newspaper, to one with a new moniker — *Electric Consumer* — which referred to its electric cooperative roots, to a slick stock magazine. Finally, in March 2019, we rebranded as *Indiana Connection*, a name chosen to reflect our strong ongoing relationship with our readers. Our over 909,000 readers can't be pigeon-holed by their background, occupation, age, gender or race. They are anyone and everyone. They are uniquely Indiana.

We invite you to connect with them through our magazine.

MEET OUR READERS

311,000 Monthly Circulation* : 3 Adult Readers Per Copy

52%
Women

Total
Audience
909,000

48%
Men

Median Age 65 : 55+ 88%

 69% Married  94% Own a Home

Median Home Value \$297,800 : Median HHI \$74,900

40% Employed 46% Retired 68% Attended College

Our readers are loyal.

Of our 849,000 regular readers, **77.7% read regularly** and **51.4% spent more than 30 minutes** reading each issue.

*AAM Audited. Source: 2022 GFK MRI Profile Study





71.3%

have completed a home improvement project in the past 12 months

56%

were interested in home improvement

OUR READERS
AT HOME

94% own a home

67%

own an animal

47% own a dog

39% own a cat



67%

of our readers
took an Indiana-based
domestic trip in the
last 12 months



65%

took a weekend
and/or road trip
in the last
12 months

41%

took road trips
for an average
of 6 days



31.9% own
two vehicles
26.6% own
three vehicles

98.4%
own a
vehicle

63% own a truck
62% own an SUV
56% own a car

65%

have a primary residence of more than one acre

42%

own more than three acres

51%
have a garden

Recurring Columns

Boundless Courage

AMIELLA CASHART INSPIRED POUROU COEBS TO REACH FOR THE STARS

By Richard C. Brown

Following another inspiring feature in a recent issue of Indiana Connection, we were inspired to feature a woman who has not only reached for the stars but has also achieved them. Amielle Cashart, a young woman from Ellettsburg, Indiana, is the author of the book "Boundless Courage: A Memoir of a Young Woman's Journey to the Stars." The book tells the story of her journey from a small town in Indiana to becoming a professional athlete and eventually a professional basketball player.

Amielle's story is one of perseverance and hard work. She started playing basketball at a young age and quickly became a star on her high school team. She then went on to play college basketball at the University of Tennessee, where she was a member of the national championship team. After college, she continued to play basketball professionally in Europe and eventually in the WNBA.

Amielle's journey is a testament to the power of courage and determination. She has overcome many challenges and setbacks along the way, but she has never given up. Her story is an inspiration to anyone who is looking for a way to reach their dreams.

county feature

Stauben County

Stauben County is a beautiful area with a rich history and scenic views. It is home to many historic sites and landmarks, including the Stauben County Courthouse and the Stauben County Jail. The county is also known for its beautiful scenery and outdoor recreation opportunities.

One of the most interesting facts about Stauben County is that it was the site of the first battle of the Civil War in Indiana. The battle took place on September 19, 1862, and was a tactical draw. However, it was a significant event in the history of the state and the country.

Stauben County is also home to many beautiful parks and trails. One of the most popular is the Stauben County Park, which offers a wide variety of recreational activities. The county is also known for its excellent fishing and hunting opportunities.

If you are looking for a beautiful area with a rich history and scenic views, Stauben County is a great choice. It offers everything you need for a relaxing and enjoyable vacation.

Indiana eats

HOME COOKING WITH A SIDE OF NOSTALGIA

DO YOU LONG FOR THOSE SIMPLER DAYS WHEN A FRESH-EGG STROLL DOWN TO THE SOUNDTRACK OF AN UNUSUAL WHISTLING TUNE WAS THE HIGHLIGHT OF THE WEEK?

Indiana's food scene is a mix of traditional and modern. From classic diner fare to innovative farm-to-table dishes, there's something for everyone. One of the most popular dishes in Indiana is the fried chicken sandwich, which is a staple at many diners and restaurants.

Another popular dish is the Indiana-style hot dog, which is a beef hot dog on a bun with mustard, onions, and a slice of cheese. This dish is a favorite at fairs and festivals throughout the state.

Indiana is also known for its craft beer scene. There are now over 100 craft breweries in the state, offering a wide variety of flavors and styles. From hoppy IPAs to smooth lagers, Indiana's craft beer scene is thriving.

If you're looking for a great meal in Indiana, you'll find it in a small town diner or a farm-to-table restaurant. The state's food scene is a reflection of its rich history and culture.

DIY/Outdoors

'GOOD OL' DAYS' OF INDIANA WILDLIFE WEREN'T SO GOOD

The population of many of the state's native bird species has declined significantly since the 1950s. This is due to a variety of factors, including habitat loss, pesticide use, and climate change. However, there are many ways to help protect and restore these species.

One of the most important things you can do is to create bird-friendly habitats in your yard. This can be done by planting native plants and trees, providing nesting boxes, and avoiding the use of pesticides. You can also help by participating in bird banding programs and reporting sightings to local birding organizations.

Another way to help is to support conservation organizations that are working to protect and restore natural habitats. These organizations often have programs in place to help with habitat restoration and species conservation.

By taking these steps, you can help ensure that the "good ol' days" of Indiana wildlife are not just a memory, but a reality for future generations.

Energy

Upgrade to save

MAKING ENERGY EFFICIENCY UPDATES TO A NEW HOME CAN LOWER LONG-TERM ENERGY COSTS... AND IMPROVE COMFORT

Energy efficiency upgrades are a smart investment for anyone building a new home. These upgrades can help reduce energy costs and improve the comfort and health of the home. Some of the most important upgrades include:

- Insulation:** Proper insulation is essential for keeping the home warm in the winter and cool in the summer. This can be done by adding insulation to the walls, ceiling, and floor.
- Windows:** Energy-efficient windows can help reduce heat loss in the winter and heat gain in the summer. Look for windows with multiple panes and low-emissivity coatings.
- Roofing:** A well-maintained roof is important for protecting the home from the elements. Consider upgrading to a more durable roofing material.
- HVAC Systems:** A high-quality HVAC system is essential for maintaining a comfortable indoor climate. Look for systems with high energy efficiency ratings.

By investing in these upgrades, you can save money on energy costs and enjoy a more comfortable and healthy home.

Cover Story

The main feature focuses on what makes Indiana special — whether it be people, events or places. The subject matter varies, but we strive to find topics to connect with our readers.

County Feature

Each of Indiana's 92 counties have unique claims to fame and interesting facts to highlight. We travel the state in pursuit of little-known Hoosier trivia.

Indiana Eats

Each month we profile a restaurant in Indiana that's just a car ride away. We've featured everything from small-town diners to historic hideaways in this food-centric feature.

DIY/Outdoors

These alternating features are geared toward the handyperson and the hunting/fishing enthusiast.

Energy

Energy experts throughout the state tell you how to save energy ... and money.

Food

A taste of honey

MAKES ABOUT 4 SERVINGS PER TABLE

Recipe for honey-glazed pork chops. Includes ingredients and instructions. The recipe calls for pork chops, honey, mustard, and spices. It is a simple and delicious dish that can be prepared in under 30 minutes.

Other recipes in the section include "Bobby Orange Pottery" and "Bobby's Pie".

Profile

'Taking it to the limit'

CO-OP EMPLOYER TESTS WHEELY THROUGH CHALLENGING HOOSIER TERRITORY

Profile of a local cyclist who has taken his hobby to the next level. He has completed several long-distance rides across the state and is planning to take on even more challenging terrain. The profile highlights his passion for cycling and his commitment to the cycling community.

Safety

BE SAFE AROUND ELECTRICITY WHEN MOVING FARM EQUIPMENT

Knowledge is power for farm safety. This section provides important information about electrical safety on farms. It covers topics such as how to safely move farm equipment, how to identify electrical hazards, and what to do in an emergency.

The article emphasizes the importance of proper training and safety protocols. It also provides tips for how to create a safe work environment on the farm.

Pets/Backyards

SPOTTING THE INVASIVE SPOTTED LANTERNFLY

Backyard

Information about the spotted lanternfly, an invasive species that has caused significant damage to crops and ecosystems. The article provides information about how to identify the insect, how to prevent its spread, and what to do if you find one in your backyard.

The article also includes information about other common backyard pests and how to manage them. It provides helpful tips for how to keep your backyard safe and healthy.

Travel

HERE COMES SUNFLOWER

Travel

Information about sunflower festivals and other travel opportunities in Indiana. The article highlights several festivals throughout the state, including the Sunflower Festival in Ellettsburg and the Sunflower Festival in Ellettsburg. It also provides information about other travel destinations in the state, including scenic views and historic sites.

The article is a great resource for anyone looking for a fun and scenic vacation in Indiana.

Food

Our readers love the recipe section — and with good reason. Recipes are submitted by the readers themselves. Food is prepared, photographed and taste-tested by magazine staff, so we know it's delicious.

Profile

Meet fellow Hoosiers who have intriguing stories to share.

Safety

Stay educated on electrical safety inside and outside the home.

Pets/Backyards

Whether you're interested in caring for furry friends or a growing garden, these alternating columns are here to advise you.

Travel

There's a lot to do in the Hoosier state. Explore with us!

Questions about advertising in *Indiana Connection*?
 Contact Cheryl Solomon | O: 847.749.4875 | M: 847.612.9015 | E: cheryl@amp.coop

Local AD RATES

We are pleased to offer these special rates exclusively for our Indiana and midwest-based advertisers.

Rates listed below are available exclusively for Indiana-based advertisers or advertisers making their primary profit margin in the state of Indiana. Please contact Cheryl Solomon, 847-749-4875 or cheryl@amp.coop, for a custom advertising proposal for your organization.



1 COLUMN

Bleed:
3.0139" x 10.75"

Trim:
2.8889" x 10.5"

1x: \$3,300
4x: \$2,970
12x: \$2,310

No charge for color.



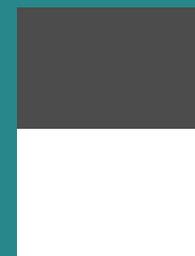
2 COLUMN

Bleed:
5.3194" x 10.75"

Trim:
5.1944" x 10.5"

1x: \$6,100
4x: \$5,490
12x: \$4,270

No charge for color.



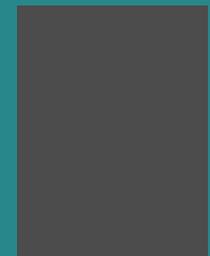
HALF PAGE

Bleed:
8.25" x 5.25"

Trim:
8" x 5.125"

1x: \$4,200
4x: \$3,780
12x: \$2,940

No charge for color.



FULL PAGE

Bleed:
8.25" x 10.75"

Trim:
8" x 10.5"

1x: \$7,000
4x: \$6,300
12x: \$4,900

No charge for color.

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INDIANA
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MARKETPLACE

Advertising & Rate

Our Marketplace offers maximum exposure for your business or organization at a minimal cost.

A limited number of these display ads are available each month.

Don't miss this opportunity to reach over 900,000 consumers at an affordable rate!

Investment: **\$500**

Your marketplace ad includes:

- full color logo
- headline up to eight words
- up to five lines of text
- 20 characters per line
- your website address
- no charge for color

Please contact Cheryl Soloman, 847.749.4875 or cheryl@amp.coop, for other small business advertising opportunities in Indiana Connection.

Example



CELEBRATING THE EXPERIENCES THAT DEFINE THE HOOSIER STATE

Line 1
Line 2
Line 3
Line 4
Line 5

indianaconnection.org



insights

CHRISTMAS BREAK?

Time to get creative!

With Christmas break coming up, this is the perfect time for students to start working on their entries for the next Cooperative Calendar of Student Art contest.

The deadline for students in grades kindergarten through high school senior to submit artwork to illustrate the 2024 student art calendar is March 24, 2023. First place winners will each receive \$200. Their artworks will illustrate the calendar's cover and the 12 months of the year. One "artist of the year" will be chosen and will earn an additional \$100 prize. Judges will also select honorable mention winners whose artwork will also appear in the calendar. Those student artists will receive \$75 each.

The contest is open to Indiana public, private and home-schooled students. **They must be in grades kindergarten through 12th grade during the 2022-23 school year.** A complete set of rules and required entry forms are available at indianaconnection.org/for-youth/art-contest.

ORDER YOUR 2023 CALENDAR today!

SEND US A CHECK AND A NOTE WITH YOUR NAME AND ADDRESS. COPIES OF THE COOPERATIVE CALENDAR OF STUDENT ART ARE \$7 EACH.

Price includes shipping and Indiana sales tax. Make check payable to "Indiana Electric Cooperatives". Send a note and check to Indiana Connection Calendar, 8888 Keystone Crossing, Suite 1600, Indianapolis, IN 46240.



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MARKETPLACE

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ADVERTISEMENT *Specifications*

PREPARING FILES

Camera-ready ads must be provided as a high-resolution PDF file suitable for print at the proper size. Images should be 300 PPI. Adobe Acrobat PDF setting PDF/X-1a works well. All fonts and images embedded. All artwork must be provided in CMYK mode. No spot colors, RGB, LAB or embedded color profiles (such as ICC profiles). Type minimum size of 6 pt. For artwork with bleed include minimum .125" (1/8") bleed with crop marks. Please keep all live material .25" (1/4") from trim on all sides.

UNACCEPTABLE FORMATS

We cannot accept files in the following formats under any condition: Microsoft Publisher; any word processing file; any presentation format such as a PowerPoint file. Please create a high-resolution PDF from these file formats for print.

Note: Any intervention required by Indiana Connection or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Indiana Connection make the necessary alterations, which will be billed at cost.

SENDING YOUR AD

Email to Ashley Curry at acurry@indianaec.org. File sharing for large files available upon request.



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Contact Cheryl Solomon | O: 847.749.4875 | M: 847.612.9015 | E: cheryl@amp.coop

INDIANA
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ADVERTISING

Terms & Conditions

These terms and conditions describe the requirements for advertising in all the media properties of Indiana Connection magazine (the “publisher”) for any person or entity choosing to purchase marketing or advertising assistance (the “advertiser”).

1. All advertisements are subject to the publisher's approval. The publisher reserves the right to reject any advertisement or portion thereof.
2. Accepted advertising must be in accordance with certain standards.
3. Advertorial, sponsored or “native content” may be accepted when it conforms to publisher's guidelines and all relevant USPS and FTC regulations.
4. Contract deadlines: The closing (deadline) date for space contracts is 5 p.m. in accordance with the calendar set forth in this document.
5. Art deadline: The deadline for receipt of print-ready art is 5 p.m. in accordance with the calendar set forth in this document.
6. First-time advertisers are required to pay in advance. Proof of creditworthiness and good standing with customers may be required.
7. Terms: Net 30 days from date of invoice with approved credit.
8. Methods of payment: The publisher accepts checks as its form of payment. Cash discounts are not available.
9. Liability for payment: Publisher may hold advertiser and agency jointly and severally liable for all sums due and payable to the publisher.
10. Frequency rates: Advertising ordered at a frequency discount rate and not earned within 12 months of the first insertion will be billed at the earned rate (short rate).
11. Position: All ads are accepted as run-of-publication with positioning at the publisher's discretion and the advertiser's requests followed to the extent practical within regular makeup limitations and policies.
12. Inserts: Rates available on request. Insertion order and a sample or mock-up of insert should be provided to publisher 60 days prior to the intended month of publication. Inserts must meet postal regulations and printer's specifications. Advertiser is subject to additional cost if postage increases due to weight of insert.
13. Classified advertising: The publisher does not accept classified advertising.
14. Editorial space in the magazine cannot be purchased. Such space is not sold.
15. Publisher's liability: The publisher is not responsible for errors in key numbers/codes or for copy changes received after the closing date. If a scheduled advertisement is not published, publisher's liability is limited to a refund to the agency or advertiser of an advance payment, if any, for the omitted advertisement. Liability for any error in a published advertisement will not exceed the cost of the space occupied by the advertisement.
16. Agreements between the parties for the advertiser to purchase marketing or advertising assistance must be in writing. Verbal orders will not be accepted. Any amendments, extensions, renewals or modifications must also be agreed to in writing, which may be accomplished electronically. Cancellations also must be made in writing.
17. After the closing (deadline) date, cancellations will not be accepted.
18. Cooperation: The parties agree to work together on all layout and design issues.
19. Choice of law: The parties agree that this agreement and any amendments, extensions, renewals or modifications thereof shall be governed by Indiana law.
20. Paid advertisements are not endorsements or promotions by any electric cooperative or by the publisher.
21. The printed magazine is published monthly.
22. Indiana Connection and all of its media properties are owned by Indiana Electric Cooperatives, 8888 Keystone Crossing, Suite 1600, Indianapolis, Indiana, 46240. Phone: 317-487-2220.

Questions about advertising in *Indiana Connection*?

Contact Cheryl Solomon | **O:** 847.749.4875 | **M:** 847.612.9015 | **E:** cheryl@amp.coop

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