

A warm, golden-hour photograph of a woman with dark hair in a bun, seen from the side, kissing a young child with blonde hair on the cheek. The child is wearing a yellow hoodie and laughing joyfully. They are in a grassy field with trees in the background.

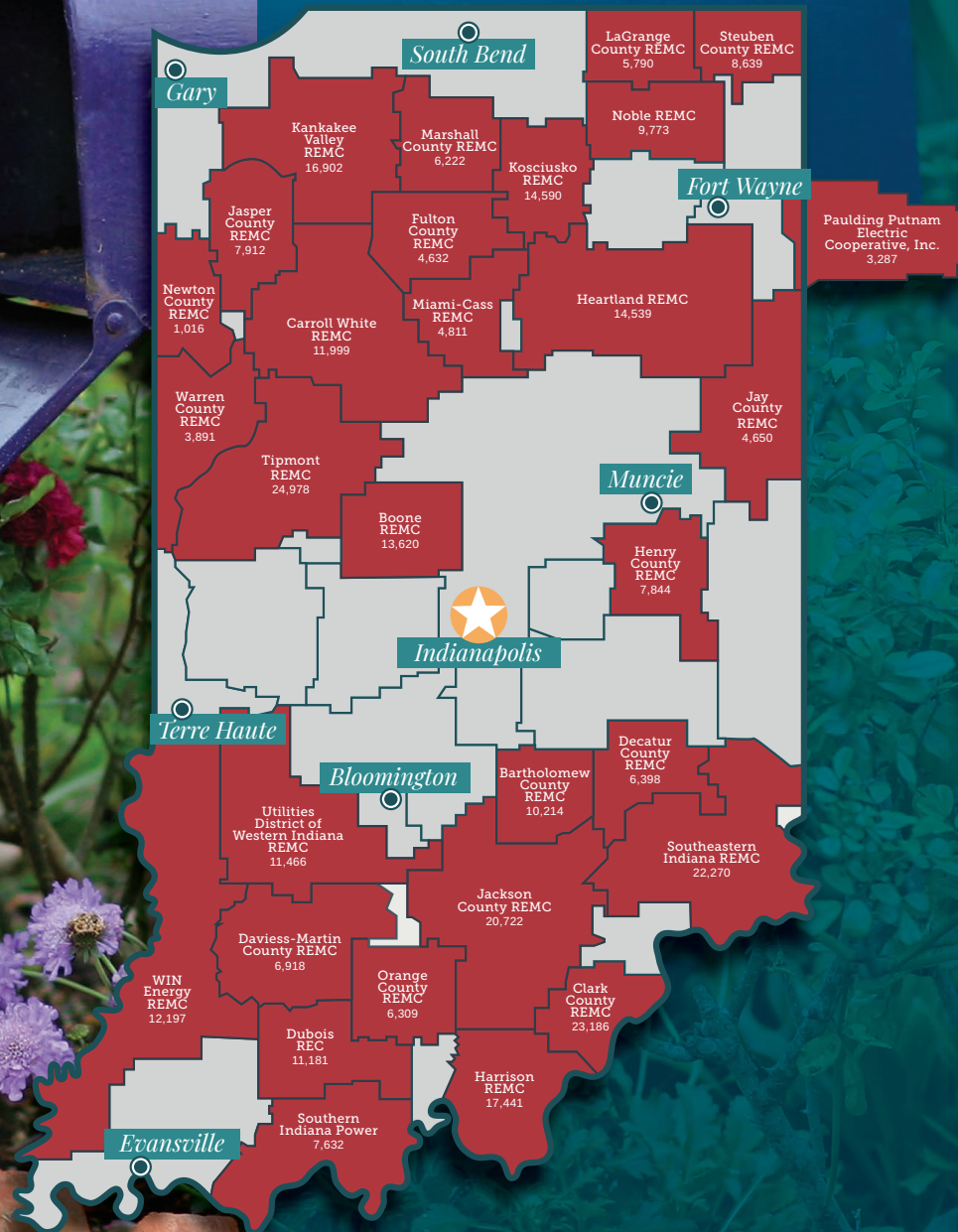
NATIONAL MEDIA KIT

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

CIRCULATION TOTALS*

by Cooperative



*Numbers based on October 2022 circulation figures.



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

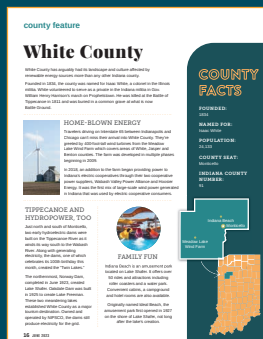
51%
have a
garden

Recurring Columns



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.



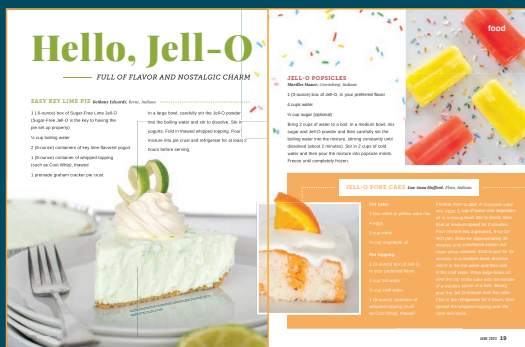
DIY/Outdoors

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

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

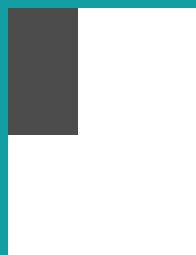
There's a lot to do in the Hoosier state. Explore with us!

Questions about advertising in *Indiana Connection*?

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

INDIANA
CONNECTION

National AD RATES



1/6 PAGE

Bleed:
3.0139" x 5.25"

Trim:
2.8889" x 5.125"

Color:
1x: \$3,175
3x: \$3,015
6x: \$2,860
12x: \$2,700

B&W:
1x: \$2,445
3x: \$2,325
6x: \$2,200
12x: \$2,080



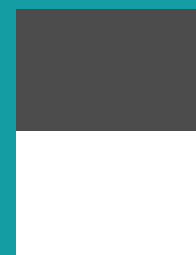
1/3 PAGE

Bleed:
3.0139" x 10.75"

Trim:
2.8889" x 10.5"

Color:
1x: \$5,900
3x: \$5,605
6x: \$5,315
12x: \$5,015

B&W:
1x: \$4,540
3x: \$4,310
6x: \$4,085
12x: \$3,855



1/2 PAGE

Bleed:
8.25" x 5.25"

Trim:
8" x 5.125"

Color:
1x: \$8,175
3x: \$7,765
6x: \$7,360
12x: \$6,945

B&W:
1x: \$6,285
3x: \$5,975
6x: \$5,655
12x: \$5,345



FULL PAGE

Bleed:
8.25" x 10.75"

Trim:
8" x 10.5"

Color:
1x: \$13,625
3x: \$12,940
6x: \$12,260
12x: \$11,580

B&W:
1x: \$10,475
3x: \$9,950
6x: \$9,430
12x: \$8,905

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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 Solomon, 847.749.4875 or cheryl@amp.coop, for other small business advertising opportunities in Indiana Connection.

Example

INDIANA
CONNECTION

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.

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.



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.



jtv
jewelrylove

If you love jewelry, you'll love us!

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PLUS FREE
SHIPPING & HANDLING

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JTV Price: \$99.99

Celebrate the Season while staying on budget in this party-perfect 2.35-ctw white CZ statement ring in sterling silver.

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JTV Item: BJH482
Scan for details.

One coupon code per customer. One coupon code per order. Offer valid through January 12, 2023 at 11:59p ET. While supplies last. Restrictions apply. See JTV.com for details.



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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.



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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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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8888 Keystone Crossing, Suite 1600, Indianapolis, IN 46240

317.487.2254