

A 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 outdoors in a grassy field with trees in the background. The image has a warm, golden-hour lighting.

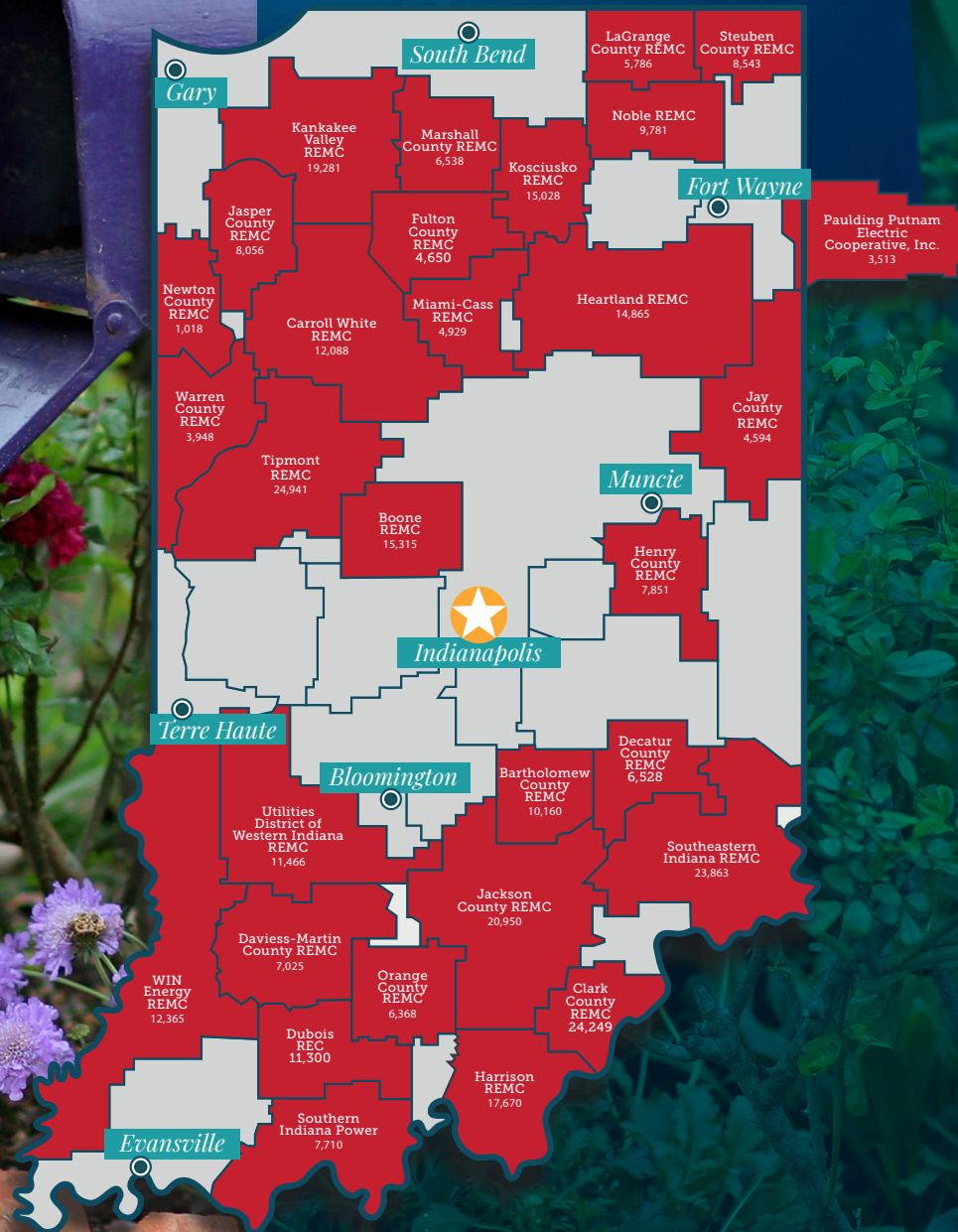
NATIONAL MEDIA KIT

Celebrating the people, places, food and travel experiences that define the Hoosier state. Our over 960,000 loyal readers crave the simple, laid-back Indiana lifestyle.

INDIANA
CONNECTION

CIRCULATION TOTALS*

by Cooperative



*Numbers based on September 2024 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 320,000 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 960,000 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

320,000 Monthly Circulation* : **3** Adult Readers Per Copy

52%
Women

Total
Audience
960,000

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 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



Historic Hoosier Mansions

Experience a Hoosier estate visit in the grand house across Indiana
By Brian T. Smith

It's not an overstatement to say that the historic mansions of Indiana are some of the most beautiful and well-preserved in the country. These grand houses, many of which were built in the late 19th and early 20th centuries, offer a glimpse into the lives of the state's elite and the architectural prowess of the time. From the opulent interiors to the sprawling grounds, these mansions are a testament to the wealth and power of the Hoosier elite.



Vermillion County

THE HOOSIER VACABONDI
The Hoosier VocabonDI is a unique collection of words and phrases that are specific to the Hoosier region. This collection includes words that are used in everyday conversation but are not found in standard dictionaries. It is a treasure trove of linguistic information for anyone interested in the Hoosier dialect.



COOL BEANS

Unique coffee places around the state offer more than just hot beverages
The Hoosier VocabonDI is a unique collection of words and phrases that are specific to the Hoosier region. This collection includes words that are used in everyday conversation but are not found in standard dictionaries. It is a treasure trove of linguistic information for anyone interested in the Hoosier dialect.



The contented hum of sunflowers

Of all the best reasons to visit Indiana, one of the most compelling is the state's rich agricultural heritage. Sunflowers are a staple of Indiana's farming community, and their vibrant yellow blooms are a sight to behold. The state's sunflower industry is a testament to the hard work and dedication of the Hoosier farmers.



Connecting with your HOME CIRCUIT BREAKER PANEL

Energy experts advise that a home circuit breaker panel is a critical component of a home's electrical system. It is responsible for protecting the home from electrical fires and other hazards. Homeowners should take the time to learn how to operate their circuit breaker panel and should have it inspected regularly by a professional electrician.

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 handy person and the hunting/fishing enthusiast.

Energy

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



Pucker up

Lemon brings a bright, summery blend of sweet and sour to any recipe
Lemon is a versatile fruit that can be used in a variety of ways. It can be added to drinks, baked into cakes, or used as a garnish. Its bright flavor and natural sweetness make it a popular choice for many recipes.



LEMON CHICKEN ORZO SOUP

This soup is a perfect blend of lemon and chicken. It is easy to make and can be served as a main course or a side dish. The orzo pasta adds a nice texture to the soup, and the lemon juice adds a bright flavor.



FAST TRACK TO ENGINEERING AND LEADERSHIP SUCCESS

Professional progression is a key factor in career success. This feature provides tips and advice on how to advance in your career and achieve leadership positions. It covers topics such as networking, time management, and continuous learning.



safety

Be safe around electricity when moving farm equipment

Electricity is a powerful force, and it is essential to take safety precautions when working with it. This feature provides information on how to safely move farm equipment and avoid electrical hazards. It includes tips on how to identify electrical risks and how to take appropriate action.



CAT SCRATCH NO MORE

Cat scratching is a natural behavior for cats, but it can be a problem for homeowners. This feature provides tips and advice on how to manage cat scratching and protect your furniture. It includes information on how to identify scratching spots and how to use deterrents.



Blankets of blooms

Blankets of blooms is a feature that showcases beautiful garden designs and landscaping ideas. It provides inspiration for homeowners looking to create a beautiful outdoor space. The feature includes photos of gardens and descriptions of the plants and design elements used.

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.

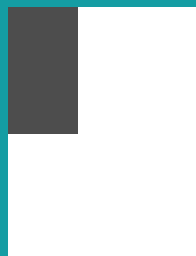
Travel

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

Questions about advertising in Indiana Connection?

Contact Claire Hill | M: 931-446-2510 | E: chill@indianaec.org

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



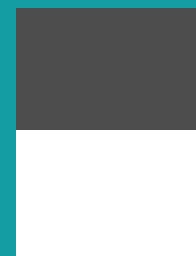
1/3 PAGE

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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INDIANA
CONNECTION

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 Claire Hill, 931-446-2510 or chill@indianaec.org, 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



**SHARE YOUR
4TH OF JULY
traditions**

In the July issue of Indiana Connection, we want to celebrate America by highlighting our readers' 4th of July traditions and memories. Does your family have a favorite firework spot or a special meal eaten every Independence Day? Tell us about it! Submit entries by mail to our office (11805 Pennsylvania Street, Carmel, IN 46032) or at indianaconnection.org/share-your-4th-of-july-traditions by May 24.

SEAL FOR LIFE.

Permanently seal your wood and concrete with a **ONE-TIME** solution.

25% OFF
WITH THIS AD



(844)481-6862
PermaSealUSA.com

FREE ESTIMATES



MARKETPLACE

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

Please contact Cheryl Solomon, 847-749-4875 or cheryl@amp.coop, for other small business advertising opportunities in Indiana Connection.



WE REPAIR LEAKY LAKES GUARANTEED

We know how to find all water leaks underground. Call us! **812-987-4119**
Serving IN, OH, IL, KY & TN
www.WhatsBelow.com

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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.

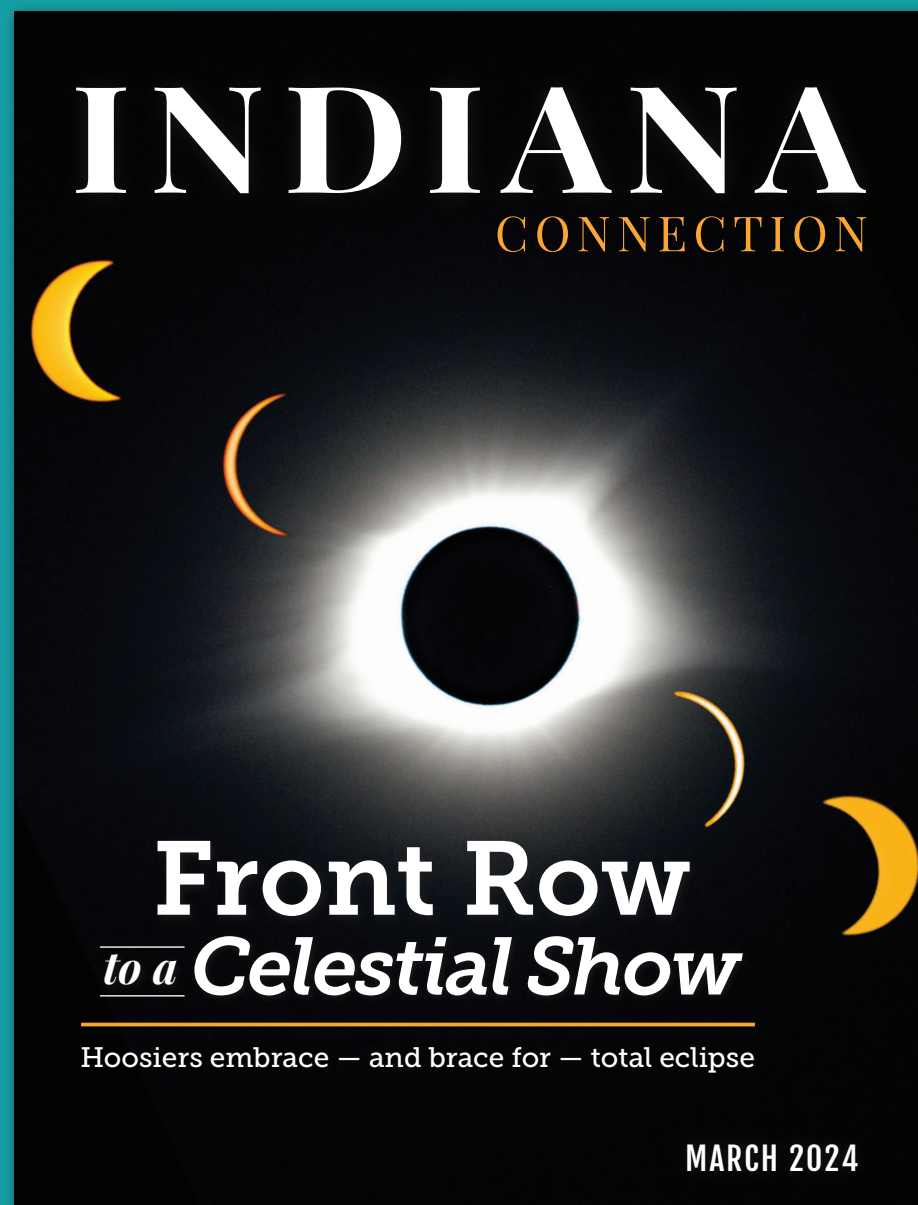
UNACCEPTABLE FORMATS

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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INDIANA
CONNECTION

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, 11805 Pennsylvania Street, Carmel, IN 46032. Phone: 317-487-2234.

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