

NORTH DAKOTA LIVING



2011 Media Kit
ndliving.com

North Dakota's
#1 publication,
serving
North Dakota
since 1954,
is published
monthly

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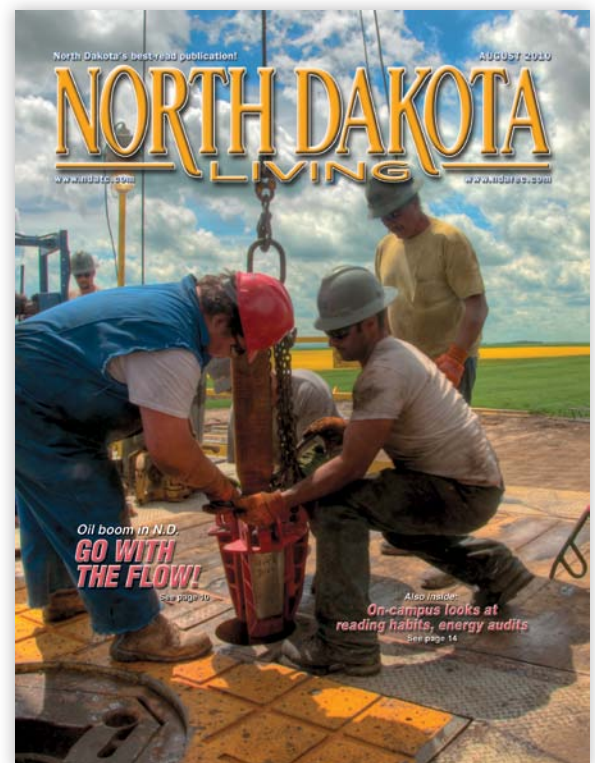
North Dakota LIVING is a magazine that captures what's in the hearts and minds of North Dakotans, who live and work in this great state. A monthly publication celebrating its 56th year, *North Dakota LIVING* offers readers and advertisers information that's important and useful, as well as entertaining. It covers the issues and events North Dakotans are interested in and care about. Plus, *North Dakota LIVING* includes recipes, healthy hints, reflections from readers, health care information, history and travel articles, the latest in technology news, a section dedicated to teenagers, local and statewide news, and lots more!

There's something for everyone in our publication, and that's one of the reasons it's the best-read, largest-circulation publication in North Dakota. With high circulation and readership numbers, we are North Dakota's #1 publication, and continue to be the publication that North Dakotans enjoy most!

North Dakota LIVING
Clark A. Van Horn
Advertising Manager
3201 Nygren Dr. NW
PO Box 727
Mandan, ND 58554-0727

Phone 800-234-0518
701-667-6436
Mobile 701-226-3521
Fax 701-663-3745

Email cvanhorn@ndarec.com
ndliving.com



North Dakota
LIVING has
the largest
circulation
numbers in the
state, reaching
150,000 to
189,000
readers per
month, nearly
one-third of
the state's total
population

Circulation

January	70,000	May	70,000	September	70,000
February	90,000	June	90,000	October	90,000
March	70,000	July	70,000	November	70,000
April	90,000	August	90,000	December	90,000

2011 North Dakota LIVING Features Calendar

January

- Winter wonderland in North Dakota; Devils Lake Shiverfest (in Feb.) as focal point
- KMOT Ag Expo - Minot

February

- Energy efficiency strides of electric cooperatives and in North Dakota
- Education progress; teacher training programs at North Dakota colleges as focal point
- North Dakota Travel Guide circulated with *North Dakota LIVING*

March

- Oil boom in western North Dakota making small towns think, act big, plus businesses finding new opportunities

April

- Take Care; set of health care topics of interest to North Dakotans
- Rising costs, rate challenges electric cooperative face

May

- Explore North Dakota; Enchanted Highway in SW North Dakota as a focal point
- Stock car racing

June

- Valley Living: communities and businesses from Wahpeton directly north all the way to Pembina making a positive difference
- Electric cooperatives and "smart grid" progress

July

- Enjoying summer – Suchy Family festival
- Rural water progress in North Dakota
- North Dakota State Fair

August

- Electric cooperatives and renewable energy progress in North Dakota
- Education progress: adults learning online
- Norsk Høstfest

September

- Germans From Russia historical preservation update
- Official Big Iron magazine circulated with *North Dakota LIVING*

October

- Health care update: emerging health care services
- Electric cooperatives and environmental protection

November

- E-North Dakota: advanced technology progress in North Dakota communities
- Pride of Dakota vendor progress

December

- North Dakota Christmas observance
- Electric cooperatives and social responsibility

Readership Demographics

The average reader is well-educated and earns an above-average income

Gender

Male	46%
Female	54%

Age

18-34	8%
35-49	18%
50-64	40%
65 and over	34%

Education

Some high school or less	7%
High school diploma	19%
Some college	25%
Trade or technical school	13%
Four-year college degree	27%
Post-graduate degree	9%

Household Income

Less than \$25,000	9%
\$25,000-\$50,000	19%
\$50,000-\$70,000	16%
Above \$75,000	26%
Prefer not to say	30%

Occupations

Farmer/rancher	18%
Laborer	5%
Sales or service worker	8%
Licensed Professional	7%
Business owner/manager	8%
Homemaker	8%
Retired	30%

Where Readers Live

Working farm or ranch	32%
Rural residence or location outside town	21%
City of less than 5,000 people	10%
City of 5,000 people or more	37%

91% Of Readers are Homeowners

North Dakota LIVING's readers that are homeowners are rural and urban, living in towns both large and small



95% readership
and more
than 97%
satisfaction with
the contents and
design of the
magazine.

Readership

Shelf Life

- One week or less 15%
- One week to one month 52%
- One month to six months 26%
- More than six months 7%

Monthly Readers

150,000 to 189,000

Number of years receiving North Dakota LIVING

- Less than five years 19%
- 5 to 10 years 16%
- 10 to 20 years 23%
- More than 20 years 42%

'Reel' adventures
Baiting a hook, casting a line and patiently waiting for fish are 'reel' adventures for these North Dakota LIVING kids! ■

CATCH AND RELEASE: Matthew Richard into his first fish on the Garfield Dam south of Sidney, Mont., with help from his father, Matthew. The bluegill is too small to keep, but "Matty" is still thrilled with his catch. He is the son of Matthew and Serenity Richard, and the grandson of Leon and Carol Richard and Valerie and the late Bill Nostdahl. Leon and Carol submitted the photo; they are in North Dakota.

THE BIG ONE: Matthew Schwint's excitement is conveyed in his colorful expression after he reels in this trophy at the Garfield Dam, with guidance from Grandpa Jerry.

TEEN-2-TEEN
by Carley Ward

Feel like a princess

Prom is one of the many highlights of a teen's high school years. It's a night when students dress up, take millions of pictures and hang with the people they love most: their friends.

While prom is supposed to be a magical night, it can also be an expensive one. Most teens spend about \$500 to \$600 on prom. Guys generally get by with spending about \$100 to \$200, while girls typically spend anywhere from \$300 to \$700. While I don't believe my parents and I should spend such a large amount of money on one night, I do love having a good time and feeling like a princess. If you do, too, and want to experience the magic of prom but need to keep it affordable, you might consider following some tips I've learned from past experience.

- **Borrow a dress from a friend.** I borrowed last year, along with some jewelry and accessories. Not only did the dress fit perfectly, but I still look great and saved a considerable amount of money.
- **Skip the tan and go natural.** Your skin thank you and so will your wallet.

Preserve your garden's bounty safely

Your garden is producing way more vegetables than you can eat now, so you've decided to can some to use later, and in old cookbooks, and friends and family have offered you tons of advice on how to preserve those vegetables.

"The trouble is most of those recipes haven't been tested for safety," warns Julie Garden-Robinson, North Dakota State University (NDSU) Extension Service food and nutrition specialist.

Plus, food preservation guidelines have changed over time. So, should of foods be canned only in a pressure canner? If you came upon a recipe that suggests canning in your oven, would it be safe?

Garden-Robinson reveals the answer is "yes" to the first question and "no" to the second.

"The acidity of a food determines how it should be canned," she explains. "Low-acid foods such as meat, poultry, seafood, soups, vegetables (except those that have been acidified), and mixtures of acidic and low-acid foods must be processed in a pressure canner."

Canning in an oven is not safe, she adds. It can be extremely dangerous for low-acid foods.

Using up-to-date equipment and testing food is vital. Improper heat processing of home-canned food can lead to the toxins that may cause botulism, a potentially deadly form of food poisoning.

Listeria is another type of bacteria sometimes associated with home-canned food. It grows in refrigerator temperatures and can survive in acidic conditions.

"Listeria could survive and grow in unprocessed refrigerator pickles without the proper level of vinegar," Garden-Robinson says. "Many molds, yeasts and some bacteria survive in acidic environments. The best way to inactivate them is to process pickles in a water-bath canner for the recommended time."

What if you invent your own salsa recipe? Is it safe to can as long as you process it in a water-bath canner? That's not a good idea, health experts say. The best way to preserve salsa made from a recipe that hasn't been research-tested is freezing it. And if you are using a research-based recipe, follow it carefully. Substituting ingredients and changing proportions can be a recipe for disaster.

Tomatoes are one vegetable that vary in the amount of acid they contain, depending on the variety and growing conditions. That means they should be acidified with lemon juice or citric acid before they are canned in a water-bath or pressure canner. Add 1 tablespoon of spoonful of bottled lemon juice per quart of tomatoes.

Most vegetables should also be blanched before being frozen. Blanching is scalding vegetables in steam or boiling water for a short time. That keeps vegetables from discoloring, toughening or developing off-colors or off-flavors.

Now that you're ready to can or freeze some of your garden's bounty, you need to decide what kind of containers to use. You can use glass mason-type jars to can acidic foods such as fruit sauces in a water-bath canner, but Mason-type jars are the best choice for canning. Garden-Robinson says. "Mason jars have a narrow-necked surface and are tempered less and breakage when reusing jars that once held commercial products. Don't process mason jars in a pressure canner."

PEACH APPLE SALSA

To seal jars, use self-sealing lids that consist of a flat lid and a screw band. Tighten the screw band with your fingers, not your muscles, because over-tightening can lead to seal failures. You can reuse screw bands, but don't reuse lids.

When freezing vegetables, use plastic freezer containers, glass canning or freezer storage. Using plastic containers that previously held products can result in the food developing a freezer burn or dehydrating.

"Freezer burn is a quality issue, not a safety issue, but you may not want to eat freezer-burned food because of the changes in the color, texture and flavor," Garden-Robinson says.

Canning fresh produce is a great way to enjoy your garden's yield all year long. Preserving that food safely is critically important to the health of you and your family. North Dakota LIVING thanks the NDSU Extension Service for sharing this information with our readers. To learn more about food preservation, contact your county Extension Service office or visit the NDSU Extension Service Web site at www.ag.ndsu.edu/ndliving/food.

TOMATO PASTE SALSA

FARMERS UNION CAMP
BACK TO THE BASICS
FARMERS UNION CAMP 2010
1-800-366-NDFU

38 AUGUST 2010 NORTH DAKOTA LIVING

800-366-8331 ext. 107
jauby@ndsu.org
www.ndfu.org

www.ndarc.com

72% of North Dakota LIVING readers having internet service have made purchases on the internet

Purchasing Power

Readers' purchases within next 12 months

Computer equipment	29%
Mobile electronic communications (cell, smartphone, e-reader, etc)	35%
Entertainment equipment	29%
Frequent restaurant meals	56%
House/condo/vacation property	7%
Heating/cooling system	11%
Kitchen appliances	28%
Home improvement materials/services	54%
Lawn/garden equipment	31%
Sporting equipment (hunting, fishing, recreational sports, etc.)	29%
Recreational vehicle/camper/boat	9%
Motor vehicle (car, truck, SUV, etc.)	27%
In-state vacations	55%
United States travel outside North Dakota	47%
Personal financial services	12%



Agricultural Market

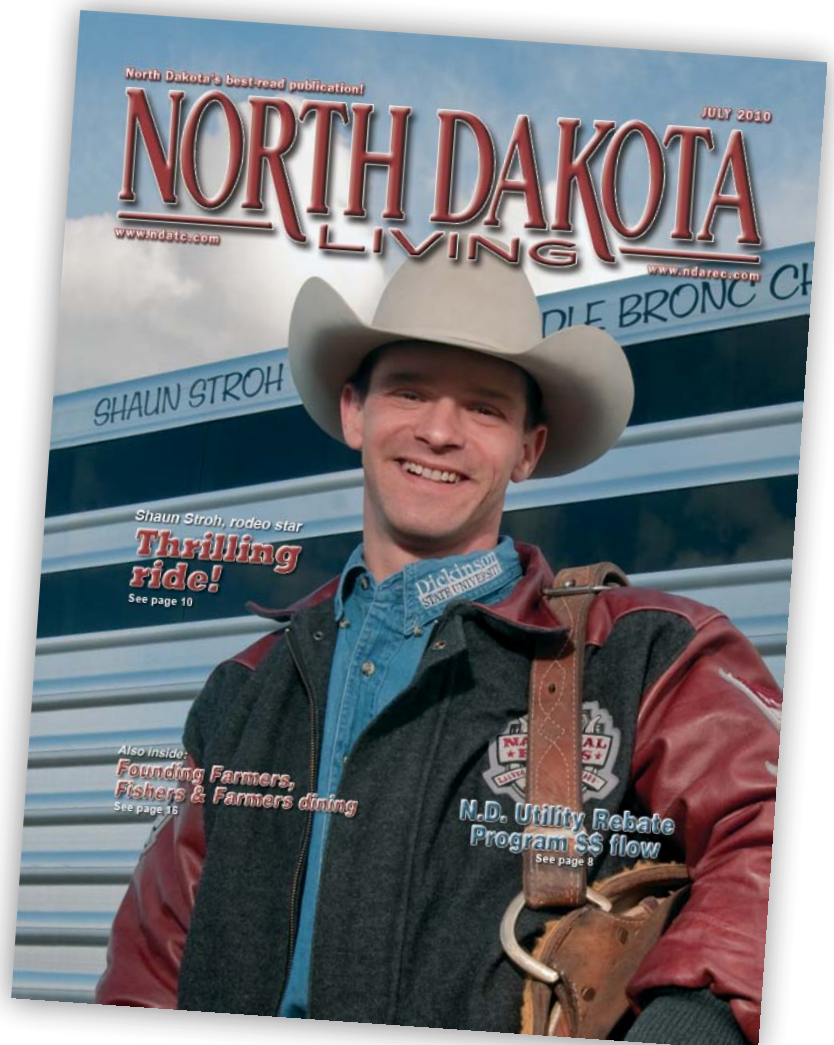
Reach more than two-thirds of North Dakota's farmers and ranchers through North Dakota LIVING

If actively farming or ranching, number of acres you farm?

Less than 1,000 acres	41.8%
1,000 to 5,000 acres	45.5%
5,000 or more acres	4.5%
Did not respond	8.2%

Farm equipment you will be purchasing in the next year?

Of our farmer/rancher readers Indicated they would be purchasing tractors, combine or other farming/ranching equipment	23%
Indicated they would be purchasing livestock	16.6%



2011 Advertising Rates

*North Dakota
LIVING
reaches and
influences
North
Dakotans better
than any other
publication.*

Black & White Per-Issue Rates

	1x	3x	6x	9x	12x
1/6	\$390	\$350	\$325	\$315	\$280
1/4	\$575	\$540	\$490	\$460	\$420
1/3	\$785	\$715	\$655	\$595	\$570
1/2	\$1,155	\$1,085	\$1005	\$930	\$855
2/3	\$1,535	\$1,415	\$1,280	\$1,185	\$1,115
Full	\$2,355	\$2,140	\$1,965	\$1,830	\$1,715
Spread	\$4,085	\$3,835	\$3,590	\$3,380	\$3,200

Black & White and One-Color Per-Issue Rates

	1x	3x	6x	9x	12x
1/6	\$540	\$500	\$475	\$465	\$430
1/4	\$700	\$690	\$640	\$610	\$570
1/3	\$935	\$865	\$805	\$745	\$720
1/2	\$1,305	\$1,235	\$1,155	\$1,080	\$1005
2/3	\$1,685	\$1,565	\$1,430	\$1,335	\$1,265
Full	\$2,505	\$2,290	\$2,115	\$1,980	\$1,865
Spread	\$4,235	\$3,985	\$3,740	\$3,530	\$3,350

Four-Color Advertising Per-Issue Rates

	1x	3x	6x	9x	12x
1/6	\$690	\$650	\$625	\$615	\$580
1/4	\$875	\$840	\$790	\$760	\$720
1/3	\$1,085	\$1,015	\$955	\$895	\$870
1/2	\$1,455	\$1,385	\$1,305	\$1,230	\$1,155
2/3	\$2,035	\$1,915	\$1,780	\$1,685	\$1,615
Full	\$2,855	\$2,640	\$2,465	\$2,330	\$2,215
Spread	\$4,585	\$4,335	\$4,090	\$3,880	\$3,700

Cover Positions

Add \$300 for inside front, inside back and back cover.

Call for availability.

Bleeds

No bleed charge.

Inserts

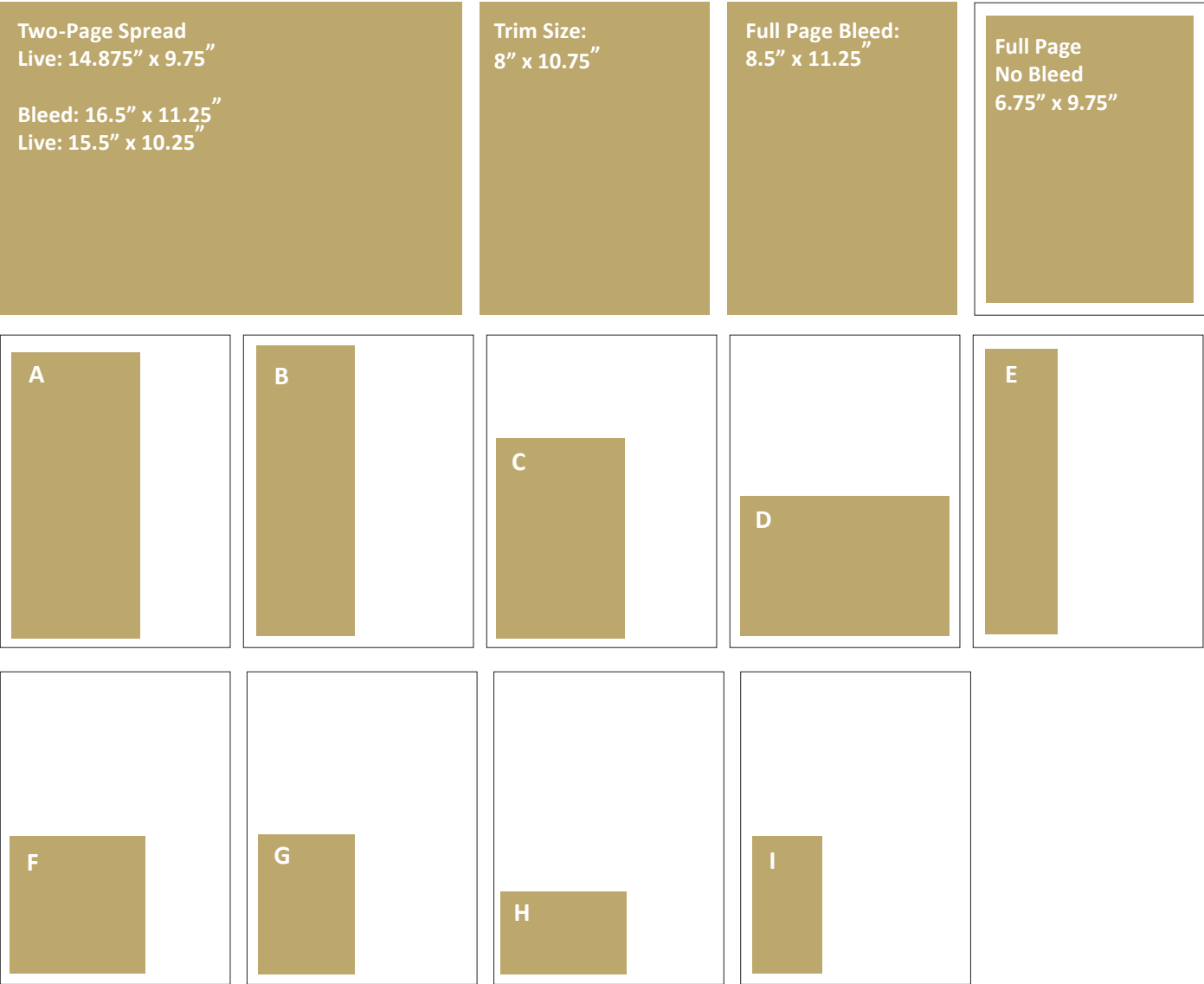
Preprinted inserts accepted. Cost available upon request.

Commissions

15% agency commission applies only to ads in final form.

No commission on marketplace advertising or inserts.

Advertising Sizes and Production Specs



- | | | |
|--|---|--|
| A 2/3 Page Vertical
4.5" x 9.75" | B Half Page Vertical 1.5 Column
3.25" x 9.25" | C Half Page Vertical 2 Column
4.5" x 7.25" |
| D Half Page Horizontal
6.75" x 4.75" | E 1/3 Page Vertical
2.125" x 9.75" | F 1/3 Page Horizontal
4.5" x 4.75" |
| G 1/4 Page
3.25" x 4.75" | H 1/6 Page Horizontal
4.5" x 2.25" | I 1/6 Page Vertical
2.125" x 4.75" |

Market Place Forum

*Market Place
Forum ads are
a unique and
effective way
to sell*

Marketplace Forum Advertising Rates

Black and White rates (add \$50 for second color)

Per-Issue Rates

	1x	3x	6x	9x	12x
1x1	\$ 65	\$ 62	\$ 59	\$ 55	\$ 52

2.1875" x .875"

Actual size

	1x	3x	6x	9x	12x
1x2	\$130	\$125	\$115	\$110	\$ 105

2.1875" x 1.75"

Actual size

	1x	3x	6x	9x	12x
1x3	\$190	\$180	\$170	\$165	\$155

2.1875" x 2.75"

Actual size

Production Requirements

Ad Formats

- High-resolution (300-dpi) Adobe PDF
- High-resolution (300-dpi) EPS in CMYK or grayscale. EPS files include embedded fonts or fonts converted to outlines.
- High-resolution (300-dpi) TIFF in either CMYK or grayscale

Acceptable Formats

The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300-dpi sized to 100%, in one of the placable formats listed above. Documents must also contain embedded fonts or fonts converted to outlines. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents. Microsoft Word, PowerPoint and Publisher files **ARE NOT** acceptable.

- Adobe InDesign® CS5
- Adobe Illustrator® CS5
- Adobe Photoshop® CS5
- QuarkXPress® 8.04

Production Specifications

- Trim size: 8" W X 10.75" H
- Full-page, NO BLEED: 6.75" W x 9.75" H
- Full-page WITH BLEED: 8.25" W X 11.25" H
- Live area: 7.5" W X 10.25" H
- Type 1 fonts or embedded

Deadline Dates

- Space reservations are due the 5th of the month prior to publication
- The closing date is the 8th of the month prior to publication
- Ad artwork and materials are due the 10th of the month prior to publication

Contract and Copy Requirements

- *North Dakota LIVING* is published 12 times per year by the North Dakota Association of Rural Electric Cooperatives

- No cancellations will be permitted after closing date
- Back cover ads after 30 days prior to publication date cannot be withdrawn
- Inserts non-cancelable after 60 days prior to publication date
- Space reservation contracts received prior to issuance date of revised rates are protected at contracted rates for the duration of the contract
- Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use amount of space upon which their billings have been based
- Advertising cannot be cancelled after the 8th of the month preceding date of publication
- All advertising content is subject to publisher's approval
- Publisher may reject any advertising at any time
- Publisher will label editorial-style ads with the word "advertisement"
- Key numbers inserted at advertiser's risk unless part of advertising material
- Advertisements for public election candidates or positions not accepted
- Advertising for intoxicants, fuels, firearms and gambling will be restricted and subject to publisher's approval

Graphic design and production services Any camera-ready artwork submitted that does not exactly match published ad dimensions will float, be enlarged, bordered, and/or reduced at the publisher's discretion. General creative services are provided. For details and any questions pertaining to production specifications, please contact Clark A. Van Horn at (800) 234-0518 or (701) 667-6436 or email him at cvanhorn@ndarec.com.

FTP Procedure

Windows Users

1. Make files or folders you want to upload visible on the desktop
2. Launch your Web browser
3. Enter FTP address in browser address window: FTP.nisc.coop
4. A window with folders will appear
5. On top Windows Menu Bar, go to File > log in as>
6. User name: magads
7. Password: adcocy
8. Press and hold left mouse button on selected files to be uploaded
9. Drag selected files from your folder to the FTP site folder
10. E-mail: cvanhorn@ndarec.com that your files have been uploaded

Mac Users

1. Make files or folders you want to upload visible on your desktop
2. Open "Fetch" or similar program
3. Enter FTP address: FTP.nisc.coop
4. User name: magads
5. Password: adcocy
6. Drag and drop your files into the FTP site folder
7. E-mail: cvanhorn@ndarec.com when your files have been uploaded

NOTE: A firewall on your system may not allow you to access the FTP site folders. If possible, disable the firewall while uploading your files.

NORTH DAKOTA
LIVING

ndliving.com