



COUNTRYSIDE Advertising
145 Industrial Drive, Medford, WI 54451
800-551-5691 Fax 715-785-7414
csyadvertising@tds.net • csyclassifieds@tds.net
www.countrysidemag.com

2009 Editorial Calendar

In every issue COUNTRYSIDE covers a variety of topics of interest to modern homesteaders and hobby farmers including:

- Gardening
- Do-it-yourself projects, skills, tools
- Livestock & farming
- Pond & water quality
- Preserving food, recipes, cooking
- Alternative energy, building
- Homestead health and family
- Money, Finances, and budgeting

January/February, 2009

Ad close- November 1, 2008

On Sale- December 15, 2008

- Making money off your homestead
- Paying for land
- ■ Using lesser known grains in the kitchen
- ■ Nutritious spinach, using and cooking
- Cordless tools, part II
- ■ Building a poultry roost
- Alternative heating—wood & electric
- Using a midwife

March/April, 2009

Ad close- January 1, 2009

On Sale- February 15, 2009

- Homeopathy—Allergy “cures”
- ■ Pruning apple and grape tress for max output
- Growing mushrooms
- Soil composition
- ■ Building a greenhouse
- Pigeon fever in horses
- Starting chicks, ducks, and geese
- Solar energy, where to start

May/June, 2009

Ad close- March 1, 2009

On Sale- April 15, 2009

- ■ Building a solar shower
- Creating your own homestead budget
- Raising yaks
- Wind & sun, power your homestead
- ■ Water on your homestead
- ■ Livestock fencing options
- Choosing poultry for your homestead
- ■ Power tools for easier gardening

July/August, 2009

Ad close- May 1, 2009

On Sale- June 15, 2009

- ■ Alternative energy from water
- ■ Keeping your garden hydrated
- ■ Salsa and Zucchini preserving tips
- ■ Pasturing animals—Save feed, time, & money
- ■ Keeping cool in the dead of summer
- ■ Food Independence—Relying on your homestead
- ■ Homemade beauty—Make your own cosmetics

September/October, 2009

Ad close- July 1, 2009

On sale- August 15, 2009

- ■ ■ Butchering your homestead beef
- ■ Fall preserving—drying, freezing, & canning
- Fall planting—trees and flowers
- Chain saws to Sawmills, how to choose
- Wood burning tips—What kind is best?
- Alternative heating options for all regions
- Schooling options—Homeschool or not?

November/December, 2009

Ad close- September 1, 2009

On Sale- October 15, 2009

- ■ Winter shelter for your livestock
- Freezing for quick, nutritious meals
- Planning your 2010 garden
- Homemade cold and flu remedies
- Chimney cleaning tips
- ■ Perfect money saving gift ideas for everyone

To provide fresh and timely information of interest to our audience, COUNTRYSIDE & SMALL STOCK JOURNAL also publishes a variety of reader-written articles in every issue. Calendar is subject to change. Check back often for updates.



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Demographics & Geographical Breakdown

Gender

- Male 46%
- Female 54%

Average Household Income

-\$48,600

Median Age

-53

Home Owners

-92% own their home

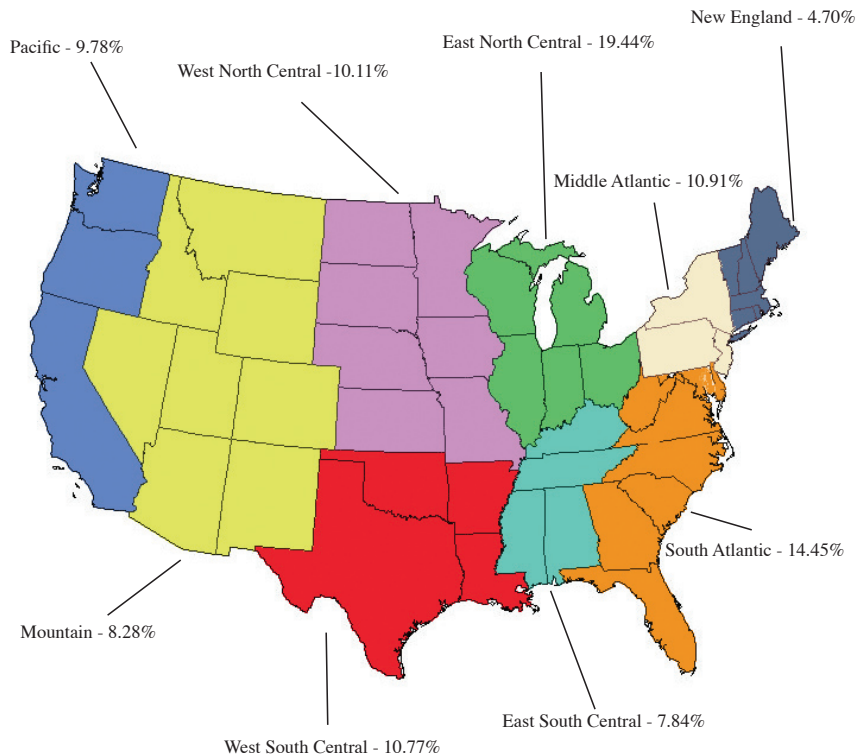
Education Level

- High School Graduates 95%
- College Degree 38%

Land Owner

- Average land owned per subscriber 28 acres
- 64% live in a rural area

*Other information is available upon request.



* Remaining % includes Hawaii, Alaska and all foreign.

As of 9/29/08



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2009 Display Rates

Covers

Contact us for availability.

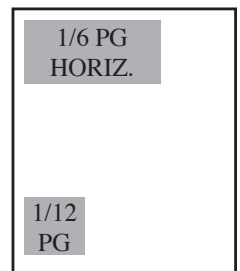
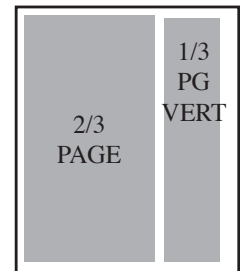
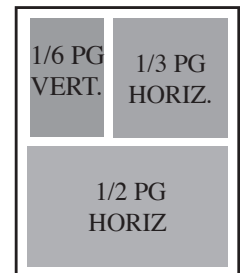
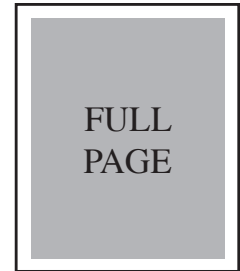
	1X	3X	6X
2nd cover	\$4465	\$4242	\$4019
3rd cover	\$4373	\$4154	\$3936
4th cover	\$4666	\$4433	\$4198

4-color rates

	1X	3X	6X
1 page	\$3624	\$3463	\$3311
2/3 page	\$2852	\$2731	\$2614
1/2 page	\$2499	\$2394	\$2294
1/3 page	\$1676	\$1612	\$1551
1/6 page	\$1244	\$1204	\$1163
1/12 page	\$890	\$866	\$843

Black & White

	1X	3X	6X
1 page	\$3216	\$3054	\$2902
2/3 page	\$2443	\$2321	\$2205
1/2 page	\$2089	\$1985	\$1885
1/3 page	\$1267	\$1204	\$1142
1/6 page	\$835	\$793	\$752
1/12 page	\$480	\$456	\$434
1 inch	\$257	\$242	\$231





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General Requirements

Mechanical Requirements

Full page	7" x 10"	2/3 page	4 5/8" x 10"
1/2 page vertical	4 5/8" x 7"	1/2 page horizontal	7" x 4 7/8"
1/3 page vertical	2 1/4" x 10"	1/3 page horizontal	4 5/8" x 4 7/8"
1/6 page vertical	2 1/4" x 4 7/8"	1/6 page horizontal	4 5/8" x 2 1/2"
1/12 page	2 1/4" x 2 1/2"		

Printing process: web offset

Covers: 80# coated; Body: 35# premium newsprint

Trim size: 8 1/4" x 10 7/8"; Bleed size: 8 3/4" x 11 1/4"

Binding: Saddle stitched; Columns: Three; 2 1/4 inches wide

Screens: Covers, 133 line; inside, 100 line

Commission and Cash Discount

15% commission to recognized agencies.

No cash discount.

Special Position

Per page or fraction thereof, 10% extra

Publisher's Note

Publisher reserves the right to accept, cancel or reject any advertisement for any reason at any time.

General Rate Policy

To establish a credit line, all display advertisers must prepay the first ad placed with us. Advertisers billed at the contract rate who fail to fulfill such contract will be short-rated. If ad is received too late for the current issue, ad will automatically be placed in the next issue unless specified.

Cancellations/changes

Cancellations or copy changes will not be accepted after closing date and must be received in writing or by FAX prior to closing date.

Production Schedule

<u>Issue</u>	<u>Ad deadline</u>	<u>On Sale</u>
January/February	November 1	December 15
March/April	January 1	February 15
May/June	March 1	April 15
July/August	May 1	June 15
September/October	July 1	August 15
November/December	September 1	October 15



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Classified Order Form

Classified Ad Rates

1x is \$3.00 a word; 3x is \$2.80 a word; 6x is \$2.60 a word. **10 word or \$30 minimum.** Frequency discounts only available to advertisers committed to 3 or 6 issues. Any bold or capitalized words are an additional 25¢ a word. **No classified ad will be scheduled unless full payment is received prior to the closing date.**

Classifications

ALTERNATIVE ENERGY	COMPOSTING	FOOTWEAR	HOME BUILDING	PONDS	SPINNING/WEAVING
BABY ACCESSORIES	CRAFTS	GARDENING	HOME EDUCATION	POULTRY	TOBACCO
BEEKEEPING	DO IT YOURSELF	GARLIC	HOMESTEADING	RABBITS	TOOLS
BEER/WINE	DOGS	GRAIN MILLS	LEATHER GOODS	REAL ESTATE	VETERINARY SUPPLIES
BOOKS	EDUCATION	GREENHOUSES	LIVESTOCK	RECIPES	WANTED
BUILDING PLANS	EQUINE	HEALTH	MUSIC & INSTRUMENTS	SEEDS, PLANTS	WATER
BUSINESS OPPORTUNITIES	FINANCE	HELP WANTED	OF INTEREST TO ALL	SHELTER	WOOL CARDING
CLOTHING	FOOD SUPPLIES	HERBS	PERIODICALS	SPICES	WORMS

Circle desired heading.

Need a special heading? Please call our Advertising Department for help.

Ad copy Be sure to include contact information (name, address, phone number, along with your fax, e-mail, and/or website) in ad. Please type or print legibly. Publisher not responsible for misinterpretation of handwriting.

(1)	(2)	(3)	(4)	(5)	(6)
(7)	(8)	(9)	(10)	(11)	(12)
(13)	(14)	(15)	(16)	(17)	(18)
(19)	(20)	(21)	(22)	(23)	(24)
(25)	(26)	(27)	(28)	(29)	(30)
(31)	(32)	(33)	(34)	(35)	(36)
(37)	(38)	(39)	(40)	(41)	(42)

Number of words: _____ x \$3.00 = \$ _____
Words in caps _____ x .25 = \$ _____
Words in bold _____ x .25 = \$ _____
Total cost of ad: \$ _____
of times ad is to run: _____

Place my ad in the issues I have circled:

Issue	Closes	On Sale
Jan/Feb	November 1	December 10
March/April	January 1	February 10
May/June	March 1	April 10
July/Aug	May 1	June 10
Sept/Oct	July 1	August 10
Nov/Dec	September 1	October 10

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

VISA/MasterCard: _____ Exp: _____

Counting words: If there is a space, slash or dash separating items, each item is a word. House number and all of street name is two words. Count three words for all of city, state and ZIP code. (Please use ZIP+4) Area code and phone number is one word.

E-mail addresses and web sites are two words.

Methods of payment: COUNTRYSIDE & Small Stock Journal classified ads must be PAID IN ADVANCE. If you miscalculate the ad cost you will be invoiced for the difference. The balance due must reach our office by closing date. Payments by check, money order, Visa or MasterCard are accepted.

Please note: If ad is received too late for the current issue, it will automatically be placed in the next issue unless specified. Cancellations or copy changes must be received in writing or by fax prior to closing date.

Publisher's note Publisher reserves the right to approve, cancel or reject any advertisement for any reason at any time and to assign or change headings.

Mail today to:

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Breeder's Directory Order Form

For only \$60.00 a year (6 issues), you can let over 145,000 COUNTRYSIDE readers know about the stock you have for sale. Your listing includes your farm name, your name, address, city, state, zip, phone number, web/email addresses, and breeds. Any additional information or descriptive words are only an additional \$2 per word.

* NEW!! Your Breeders' Directory Listing will also be included on our website*

Classification/Breed: _____

Your Farm Name: _____

Your Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Website/email: _____

Breeds: _____

Additional words: _____

One Year Directory Listing (6 issues) \$ 60.00

Additional words (descriptive) \$2.00 each \$ _____

Total amount enclosed \$ _____

Deadlines

<u>Issue</u>	<u>Closes:</u>
Jan/Feb	November 1
Mar/Apr	January 1
May/June	March 1
July/Aug	May 1
Sept/Oct	July 1
Nov/Dec	September 1

Mail your ad and payment to:

COUNTRYSIDE Breeders' Directory
145 Industrial Dr.
Medford, WI 54451-1771
715-785-7979 • Fax 715-785-7414
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(We accept Visa/Master Card/American Express/Discover)