Reach more than 1,128,000 readers through Ruralite, Currents, Florida Currents and KIUC Currents magazines.
332,000 households receive Ruralite Magazine each month.

Our recent readership surveys indicate most households receiving it have an average of three readers of Ruralite magazine, monthly. Ruralite magazine has entertained and informed readers throughout the western United States for more than 50 years. No other magazine reaches the large rural and suburban populations of the western U.S. with Ruralite’s level of trust and readership.

Ruralite readers take their time to enjoy the magazine, with 9 out of 10 readers spending 34 minutes reading an average issue.

(2018 GfK-MRI readership survey of Ruralite Magazine labels, including Ruralite, Currents and Florida Current)

Readers from 22 utilities have digital editions available for reading, too!

92,000 households receive Florida Currents magazine each month.

Florida Currents has played a role in the lives of residents of the Sunshine State since 2011 and has been growing in reader affinity ever since. About 276,000 read the magazine, monthly. Seven out of 10 readers love our magazine and according to survey data, readers spend 29 minutes with an average issue.

(2018 GfK-MRI readership survey of Ruralite Magazine labels, including Ruralite, Currents and Florida Current)

16,000 households receive Currents Magazine every-other month.

Currents magazine is mailed six times a year to more than 16,000 members of electric utilities in Arizona and southern California. This market continues to grow as these utilities expand to more customers and as Currents expands to serve additional utilities.

Currents shares most of the advertising with Ruralite. A limited number of Currents-only advertising is available some months.

24,000 households receive KIUC Currents magazine four times a year.

KIUC Currents focuses on activities and issues affecting readers across the island of Kauai, Hawaii. The magazine focuses on local monthly themes.

KIUC Currents has only full-page advertising available at this time.
Some ad sizes for Ruralite, Currents and Florida Currents

- **1 column inch**: 2.266 in. x 1 in.
- **2 column inch**: 2.266 in. x 2 in.
- **1/6 page**: 2.266 in. x 4.7 in.
- **1/3 page vertical**: 2.266 in. x 9.5667 in.
- **1/3 page horizontal**: 4.7 in. x 4.7 in.
- **1/2 page horizontal**: Dashed line area 4.7 in. x 7.125 in.
Advertising Rates

Advertising rates are set according to the magazine's official circulation numbers and the following factors:
- Ad size
- Color or black-and-white
- Whether it will appear in Ruralite and/or Currents and/or Florida Currents
- Number of months the ad will run (frequency)

We encourage you to email advertising@ruralite.org for pricing information. We can determine if your product or service qualifies to advertise with us (see Terms and Conditions below), help you with the best pricing for what you want, advise you if space availability is an issue or advise that you work with our advertising cooperative, American Mainstreet Publications.

Terms and Conditions

Ruralite, Currents, KIUC Currents and Florida Currents are family-friendly magazines that seek to present advertisers with products that will interest and benefit readers. Ruralite declines ads that are not family-friendly, conflict with the laws of any area receiving the magazine, promote controversial or political causes, do not appear to be in the best interest of readers or conflict with services offered by the utilities presenting the magazines to their customers.

Specifications

Deadlines
Space reservations: the 20th, two months prior.
Artwork submitted: the 25th, two months prior.

Electronic Formats
High-resolution PDF
Resolution: 300 dpi
All fonts embedded

Column Dimensions
1 column wide: 2.266 in.
2 columns wide: 4.7 in.

Page Specs (inches) (safe)
Bleed: 8.625 x 11 in.
Trim: 8.375 x 10.75 in.

Ad Size Dimensions width x height (inches)
full page: 7.125 x 9.5667 in. (image area)
8.625 x 11 in. (bleed)
½ page: 7.125 x 4.7 in.
¼ page: 4.7 x 4.7 in.
⅛ page: 2.266 x 4.7 in.
Editorial Lineup

Ruralite Services’ magazines capture what readers like best about a lifestyle-oriented publication. These magazines offer everything from the latest energy conservation advice and human interest stories to recipes and tips for the home and garden. The magazines are high-quality, easy-to-read publications.

Unlike newspapers typically thrown away in a day, or direct mail advertising with a lifespan of mere seconds, our magazines hold a favored status in the mailbox and in the home. Readers look forward to receiving them, are interested in reading the magazines and tend to keep them for at least a month—in many cases, much longer.

Monthly Departments

**Side Roads:** The cornerstone of Ruralite, Currents and Florida Currents content are the rich, colorful people features. Most are found in Side Roads, which also offer stories about destinations, events and other things that embody the essence of small town America.

**Main Feature:** The mission of this article is to inform, entertain, enrich and inspire readers. It is accomplished by focusing on interests and issues that hit close to home for readers.

**In the Kitchen:** Ruralite has a long cooking tradition that readers know and love. Recipes have been so popular that Ruralite has compiled a set of cookbooks based on reader interests.

**The Great Picture Hunt:** Whether you are a hobbyist, a pro or one who only pulls out the camera when there is a birthday, these easy tips from noted photographer David LaBelle are useful.

**Custom Pages:** The unique appeal of these magazines is the eight to 12 custom pages individual utilities provide specifically for their customers. These pages feature local people, local events, community calendars, utility information and specific information for local communities.

2019 Monthly Themes and Features

Pair your advertising with monthly themes that complement your product or service:

January—Telemedicine
February—Gardening with a focus on kids
March—Rural health series
April—Little Libraries
May—3 days of free health care
June—Little clinic that could
## Rates and Deadlines

### Rate Base
310,875

### Circulation
326,050

### Readership
978,150

### Space Deadline
15th of month, 2 months prior

### Artwork Deadline
25th of month, 2 months prior

### 4/C Rates

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### B&W Rates

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Rates are for local advertisers only. To qualify as a local advertiser, the advertiser’s headquarters must be based within the publication state, and the advertiser’s revenues must be generated primarily within the state.