

PENN LINES

2024 MEDIA KIT

PENNLINES

WHO WE ARE

Published monthly by the Pennsylvania Rural Electric Association (PREA), the service organization for Pennsylvania's rural electric cooperatives, *Penn Lines* magazine serves as the flagship publication for cooperative communications efforts. With a circulation of more than 168,000 subscribers, *Penn Lines* magazine reaches homes and businesses in 42 Pennsylvania counties. In publication since October 1966, *Penn Lines* magazine has a long and respected history with its readers.

MISSION

In keeping with the principles of the cooperative business model, *Penn Lines* magazine serves to educate and inform its readers of issues and events affecting their communities and way of life.

EDITORIAL FOCUS

For more than half a century, *Penn Lines* has served as the voice of rural Pennsylvania. Its in-depth reporting on issues affecting rural residents and their quality of life has earned *Penn Lines* an enduring and loyal readership. At its heart, *Penn Lines* is a hometown publication, focusing on local communities and the people who live in them. Along with energy news and information, each issue is packed with feature stories, familiar columns, and reporting that speaks to life in rural Pennsylvania.

SERVICE AREA

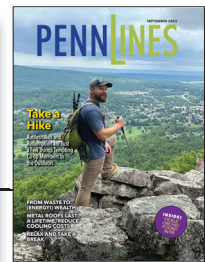
Penn Lines magazine is delivered each month to cooperative consumer-members through their local rural electric cooperative and to PREA associate members. In addition, the magazine is available at www.prea.com. Most important, each participating individual cooperative is represented in the magazine's center spread. Here, the readers learn about local cooperative news and events, as well as happenings in their communities and surrounding areas.

PENNSYLVANIA RURAL ELECTRIC COOPERATIVE ORIGIN

As late as the mid-1930s, electricity was still out of reach for more than 90% of Pennsylvania's rural residents. Private power companies did not find it profitable to provide electricity to these areas, so rural residents banded together and provided their own electricity through community-based rural electric cooperatives. Since this rural electric service first began flowing in 1937, 13 Pennsylvania-based rural electric cooperatives have been formed and continue to provide safe, reliable, and affordable electric service to more than 235,000 rural homes and businesses.

PENNLINES

2024 EDITORIAL CALENDAR*



JANUARY

Rising to the Occasion: Home Bakers Have Sweet Success at Pa. Farm Show — **PLUS** — Horsepower and Hoedowns: Tractor Club Kicks Up its Heels

FEBRUARY

What is Allegheny Electric Cooperative – and Why Should I Care?

MARCH

Digging for Dollars: How to Garden on a Budget

APRIL

Shrouded in Mystery: The Secret World of Morel Hunting — **PLUS** — Forest Bathing – Yes, It's a Thing

MAY

Coming Home: Profile of United Electric's Branden Bauer — **PLUS** — Then and Now: Former *Penn Lines* Editors Discuss Magazine's Legacy

JUNE

Game On: 'Cornstars' Know How to Throw it Down

JULY

Lost Arts: Bringing New Life to Old Practices — **PLUS** — Pedal Power: Are Electric Bikes the Future of Two-Wheeled Transportation?

AUGUST

The Elk Economy: Pa. Herd is Good for Business — **PLUS** — 2024 Youth Tour Recap

SEPTEMBER

Buckle Up: Demolition Derbies Offer High-Octane Thrills — **PLUS** — Aging Addicts: The Unexpected Face of the Opioid Epidemic

OCTOBER (National Cooperative Month)

Ghosts Among Us: The Eerie Allure of Abandoned Towns — **PLUS** — Cyber Scams Take Phishing to a New Level

NOVEMBER

Hardwoods Have Deep Roots in Pennsylvania

DECEMBER

Warm Ovens, Warm Hearts: Church Members Spread Christmas Cookie Joy

Each issue contains these regular departments:

Community Corner - member engagement column

Cooperative Kitchen - seasonal recipe column

Energy Matters - energy news column

Keeping Current - news and events column

Punch Lines - humor column

Rural Reflections - photo contest

Smart Circuits - home energy column

These departments are published on a rotating basis:

Outdoor Adventures - outdoor and wildlife column

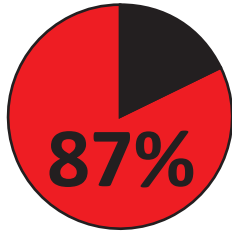
Power Plants - gardening column

Rural Roots - rural living column

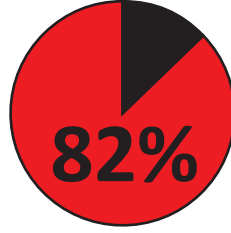
****Subject to change***

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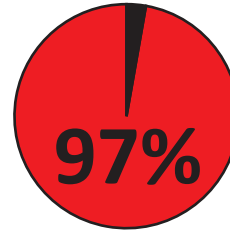
PENNSYLVANIA READER SPOTLIGHT



Regular Readers of
Penn Lines



Take Action as a
Result of Reading
Penn Lines



Readers Preferring
to Read *Penn Lines* in
Print vs. Online

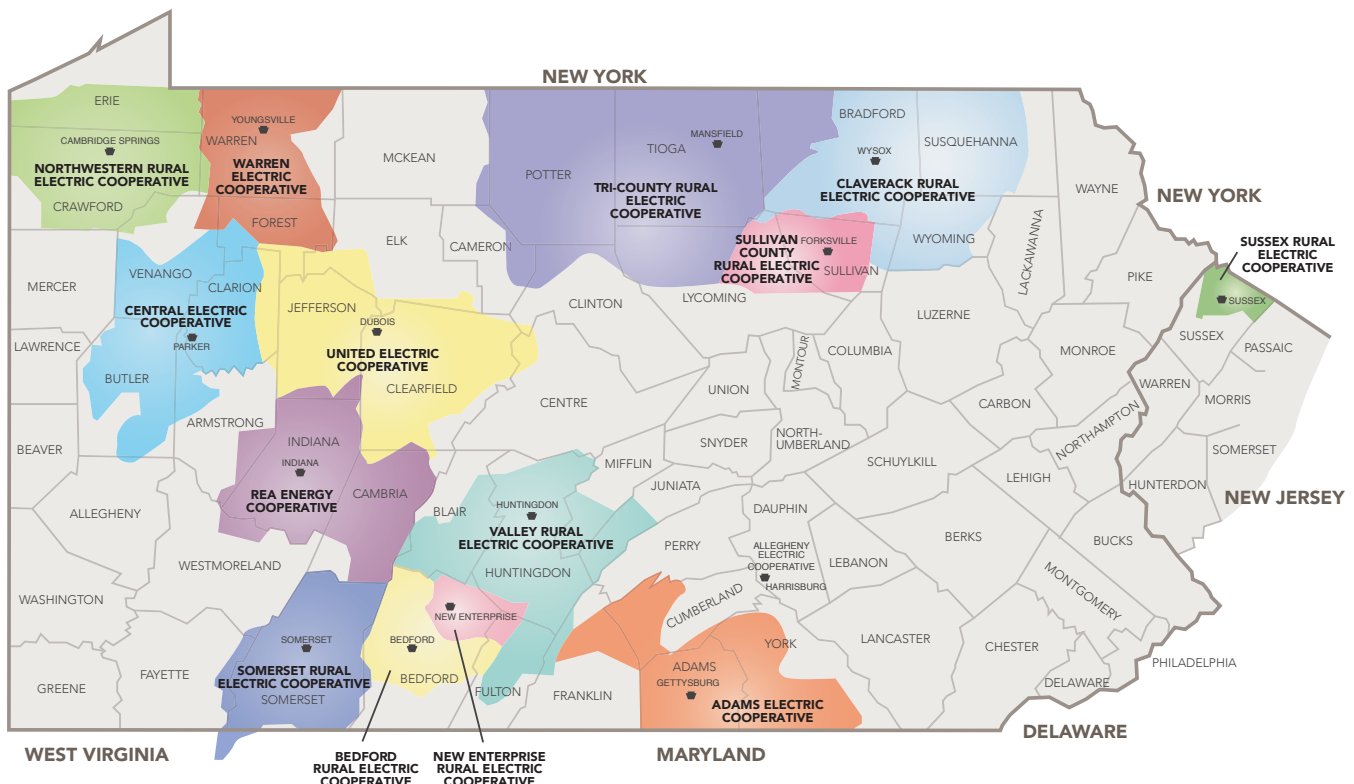


Annual Median
Income: \$71,500

CIRCULATION: 168,000
TOTAL AUDIENCE: 502,000

Penn Lines reaches homes and businesses
in 42 Pennsylvania counties

PENNSYLVANIA COOPERATIVE CIRCULATION AREAS*



*Central Electric Cooperative and Sussex Rural Electric Cooperative are not *Penn Lines* magazine participating members.

PENN LINES

2022 Reader Demographics

Gender

Male	59%
Female.....	41%

Age

18-34	3%
35-44	6%
45-54	12%
55-64	26%
65 and over.....	53%

Median Age: 66 years

Household Annual Income (From All Sources)

Under \$25,000.....	7%
\$25,000-\$29,999	6%
\$30,000-\$39,999	7%
\$40,000-\$49,999	7%
\$50,000-\$59,999	7%
\$60,000-\$74,999	8%
Over \$75,000.....	38%

Annual Median Income: \$71,500

Employment

Work full- or part-time	38%
Retired.....	55%
Homemaker.....	4%
Looking for work	1%

Household

Own primary residence	96%
Approx. size of primary residence (3-plus acres) ..	45%
Own vacation/weekend home	21%

Internet Access

Internet access at home	83%
No internet access at home	17%

Type of Internet Connection

Broadband/high-speed internet access (not mobile) ..	80%
Dial-up modem internet access.....	5%
Mobile broadband for computer/tablet/cellphone.....	17%

Gardening & Landscaping

Owns a garden.....	59%
Owns a lawn mower, lawn/garden tractor, tiller, chainsaw or farm tractor	95%

Livestock & Pets

Owns some type of animal.....	64%
Owns dogs.....	46%
Owns cats	32%

Vehicle Ownership

Owns any vehicle	99%
Owns a pickup truck	64%
Owns a sport-utility vehicle	68%
Owns a car.....	54%

Readership

Average reading time	39 minutes
Read every issue	79%
Read three out of four issues (regular readers)	87%
Average length of time readers keep an issue of <i>Penn Lines</i> magazine	4 weeks
Average length of <i>Penn Lines</i> readership in years.....	19
Readers who prefer to read magazines, including <i>Penn Lines</i> , in printed magazine format	97%
Circulation.....	167,000

Reader Action

Readers taking an action as a result of reading <i>Penn Lines</i>	82%
Readers who cut out or used a recipe.....	53%
Readers who saved/shared articles/advertisements for future reference	58%
Readers who bought or ordered or recommended a product or service.....	21%
Readers who made home more energy efficient as a result of reading <i>Penn Lines</i>	23%
Readers who visited an advertiser's website as a result of reading <i>Penn Lines</i>	15%
Readers who shared an article with friends and/or family	41%

Data based on July 2022 study conducted by MRI-Simmons

PENNLINES

2024 ADVERTISING DUE DATES / AD SPECIFICATIONS

ISSUE MONTH	AD CLOSE/ AD MATERIALS DUE	AD SIZE/SHAPE	SIZE (WIDTH X HEIGHT)
January 2024	11/15/2023	FULL PAGE	
February 2024	12/15/2023	Live Area	7" X 10"
March 2024	1/15/2024	Trim	8-1/4" X 10-7/8"
April 2024	2/14/2024	FULL PAGE BLEED	
May 2024	3/14/2024	Live Area	7" X 10"
June 2024	4/15/2024	Trim	8-1/4" X 10-7/8"
July 2024	5/16/2024	Bleed Size	8-1/2" X 11-1/8" (1/8" Bleed)
August 2024	6/14/2024	2/3 Page	4-3/4" x 9-5/8"
September 2024	7/15/2024	1/2 Horizontal	7-1/4" x 4-7/8"
October 2024	8/15/2024	1/2 Vertical	4-3/4" x 7-1/2"
November 2024	9/16/2024	1/3 Horizontal	4-3/4" x 4-7/8"
December 2024	10/16/2024	1/3 Vertical	2-1/4" X 9-7/8"
January 2025	11/15/2024	1/6 Horizontal	4-3/4" x 2-3/8"
February 2025	12/16/2024	1/6 Vertical	2-1/4" x 4-7/8"
		Three-Column Inch	2-1/4" x 3"
		Two-Column Inch	2-1/4" X 2"
		One-Column Inch	2-1/4" X 1"

ADVERTISING FILE REQUIREMENTS:

Digital files submitted in PDFx-1a format preferred. Other accepted file formats: EPS or TIFF (with all fonts embedded or supplied). Advertisements requiring typesetting or other work will be charged for all required services. Publisher is not responsible for any errors in key numbers or other type set by the publisher. Please see *Penn Lines* Digital Specifications for additional information.

FOR MORE INFORMATION PLEASE CONTACT:

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PENNLINES

DIGITAL SPECIFICATIONS

DIGITAL FILE FORMATS:

PREFERRED:

PDF format. These should be saved using the PDF/X-1a:2001 setting, the standard PDF format for high-end printing purposes

ACCEPTABLE:

EPS or TIFF (with all fonts embedded)

NOT ACCEPTABLE:

Microsoft Word or Publisher, Paint, etc. are not acceptable

DESIGN GUIDELINES:

TRANSPARENCIES

All transparencies must be flattened prior to ad file submission. Our digital guidelines require a PDF file to be created under the PDF/X1-a specification. The PDF/X1-a specification is the standard for the printing and publishing industry and is designed to provide the most reliable printed results possible. Because of the variables involved in transparency, transparency is not included in this specification and therefore all transparency must be flattened prior to submitting digital files. Transparency flattening is the process in which transparent objects are “flattened,” thereby combining the various layers into a single layer, but preserving the transparency of the objects. During flattening, the objects that are affected by transparency are examined by the application’s flattening engine and broken into separate elements. Some of these elements remain vectors and others are rasterized. Each file can be rendered differently, causing color shifts, rasterized type and artifacting (small white gaps between a vector and rastered object). Given these variables, flattening is a subjective process and therefore it is important that advertisers or designers flatten all files prior to submitting digital files.

COLORS

- All spot colors, including Pantone and RGB colors, *must* be converted to process (CMYK). RGB files should not be submitted
- The total ink density of any color must not exceed 290%

FONTS

To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:

- Knockout type should be larger than 5pt and should only knockout of one or two colors. Type 5pt or smaller should overprint
- Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black
- Black type should always be set to 100K (100K, 40C for rich black) and set to overprint
- All vector elements within a file will be trapped to ensure proper registration. Type or other elements knocking out of continuous tone images are not trapped, and thus should be avoided
- Type must not have artificial styles applied in the page layout program; the actual (bold or italic) font must be selected
- White/reverse type should be set to knockout, not overprint

PHOTOGRAPHIC/CONTINUOUS TONE IMAGES

- Images should be saved in TIFF or EPS format (not JPEG) using Binary encoding and must not contain extra channels
- The color space should be CMYK or grayscale, not RGB or spot color. Images in black & white ads must be grayscale
- The effective resolution of images should be between 250 and 400 dpi. Effective resolution is the resolution at which the image was scanned/created, divided by the scale at which it is used in your layout application. For example, an image scanned/created to an output resolution of 300 dpi and used at 75% would have an effective resolution of $300 / 0.75 = 400$. Images from the web are 72 dpi, RGB and are not suitable for printing purposes

LINEWORK IMAGES

- Images should be saved as a bitmap TIFF
- Effective resolution should be a minimum of 300 dpi

VECTOR ARTWORK

- Vector artwork must be in EPS format
- Fonts should be converted to outlines (preferred) or embedded

FOR MORE INFORMATION PLEASE CONTACT:

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