PENN|LINES

2025 MEDIA KIT

PENN LINES

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 236,000 rural homes and businesses.

PENNLINES

2025 EDITORIAL CALENDAR*

JANUARY
Breaking the Ice: Pennsylvania Anglers Hooked on Ice Fishing

FEBRUARY
Crazy Competitions

MARCH
Answering the Call: Lineworkers Help After Hurricane Helene — Part 1 of a two-part series

APRIL
The Power of Family: A Lineworker's Life Behind the Scenes — Part 2 of a two-part series

MAY
Off the Beaten Path: Welcome to Rural Pennsylvania

JUNE
One Step at a Time: How Walking Groups are Paving the Way to Better Living

JULY
CLMS: A Powerful Partnership Pays Off

AUGUST
Our Readers' Pampered Pets *— PLUS —* 2025 Youth Tour Recap

SEPTEMBER
Nailed It! Trade Schools Welcome a New Generation *— PLUS —* Sowing Success: Rural Pennsylvania is Experiencing a Bloom Boom

OCTOBER
Little Wonders: A Tour of Pennsylvania's Smallest State Parks *— PLUS —* Now You're Cooking: PREA Cookbook is a True Gift

NOVEMBER
Inspiring the Next Generation

DECEMBER
Sounds of the Season: Choral Groups Bring Holiday 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:
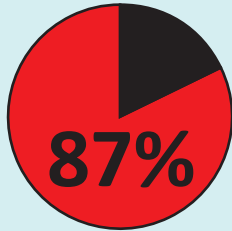*Outdoor Adventures* - outdoor and wildlife column
Power Plants - gardening column
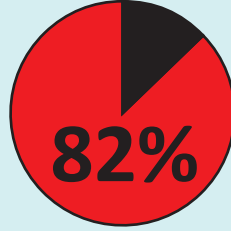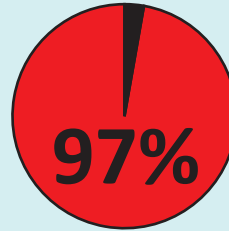*Rural Roots* - rural living column

*Subject to change

PENN LINES

PENNSYLVANIA READER SPOTLIGHT

87%
Regular Readers of *Penn Lines*

82%
Take Action as a Result of Reading *Penn Lines*

97%
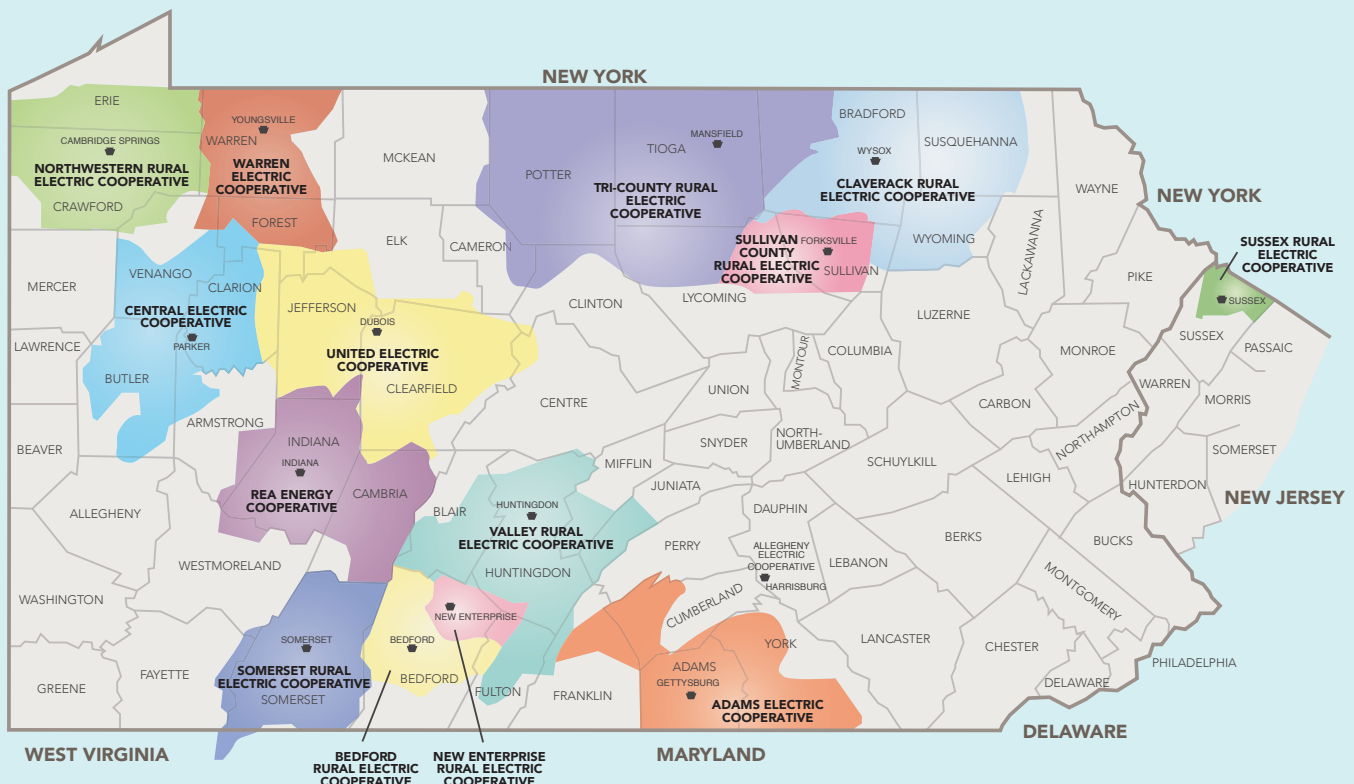Readers Preferring to Read *Penn Lines* in Print vs. Online

$$
Annual Median Income: $71,500
$$

CIRCULATION: 168,000
TOTAL AUDIENCE: 502,000

Penn Lines reaches homes and businesses in 42 Pennsylvania counties

PENNSYLVANIA COOPERATIVE CIRCULATION AREAS*

NEW YORK

ERIE
CAMBRIDGE SPRINGS
NORTHWESTERN RURAL ELECTRIC COOPERATIVE
CRAWFORD

YOUNGSVILLE
WARREN
WARREN ELECTRIC COOPERATIVE
FOREST

MCKEAN

POTTER

BRADFORD
MANSFIELD
TIOGA
TRI-COUNTY RURAL ELECTRIC COOPERATIVE

WYSOX
SUSQUEHANNA
CLAVERACK RURAL ELECTRIC COOPERATIVE

WAYNE

NEW YORK

MERCER

VENANGO
CLARION
CENTRAL ELECTRIC COOPERATIVE

ELK
CAMERON

SULLIVAN COUNTY RURAL ELECTRIC COOPERATIVE
FORKSVILLE
SULLIVAN

WYOMING

LACKAWANNA

PIKE

SUSSEX RURAL ELECTRIC COOPERATIVE

LAWRENCE

JEFFERSON
DUBOIS
PARKER
UNITED ELECTRIC COOPERATIVE

CLINTON
LYCOMING

MONTOUR
COLUMBIA

LUZERNE

MONROE

SUSSEX
SUSSEX

PASSAIC

BUTLER

CLEARFIELD

CENTRE

UNION

WARREN

NORTHAMPTON

MORRIS

BEAVER

ARMSTRONG

INDIANA
INDIANA
REA ENERGY COOPERATIVE
CAMBRIA

MIFFLIN
SNYDER

NORTH-UMBERLAND

SCHUYLKILL

CARBON

LEHIGH

SOMERSET

HUNTERDON

NEW JERSEY

ALLEGHENY

BLAIR
HUNTINGDON
VALLEY RURAL ELECTRIC COOPERATIVE
HUNTINGDON

JUNIATA

PERRY

DAUPHIN

ALLEGHENY ELECTRIC COOPERATIVE
HARRISBURG

LEBANON

BERKS

BUCKS

MONTGOMERY

WASHINGTON

WESTMORELAND

NEW ENTERPRISE

SOMERSET
SOMERSET RURAL ELECTRIC COOPERATIVE
SOMERSET

BEDFORD
BEDFORD

FULTON

FRANKLIN

CUMBERLAND

YORK

ADAMS
GETTYSBURG
ADAMS ELECTRIC COOPERATIVE

LANCASTER

CHESTER

DELAWARE

PHILADELPHIA

GREENE

FAYETTE

BEDFORD RURAL ELECTRIC COOPERATIVE

NEW ENTERPRISE RURAL ELECTRIC COOPERATIVE

MARYLAND

DELAWARE

WEST VIRGINIA

LEGEND
Cooperative Headquarters

*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 *Penn Lines* magazine ....4 weeks

Average length of *Penn Lines* readership in years.........19

Readers who prefer to read magazines, including *Penn Lines*, in printed magazine format 97%

Circulation..167,000

Reader Action

Readers taking an action as a result of reading *Penn Lines*... 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 *Penn Lines* 23%

Readers who visited an advertiser's website as a result of reading *Penn Lines* 15%

Readers who shared an article with friends and/or family.. 41%

Data based on July 2022 study conducted by MRI-Simmons

PENN LINES

2025 ADVERTISING DUE DATES / AD SPECIFICATIONS

ISSUE MONTH	AD CLOSE/ AD MATERIALS DUE
January 2025	11/15/2024
February 2025	12/16/2024
March 2025	1/15/2025
April 2025	2/14/2025
May 2025	3/14/2025
June 2025	4/15/2025
July 2025	5/15/2025
August 2025	6/16/2025
September 2025	7/15/2025
October 2025	8/15/2025
November 2025	9/15/2025
December 2025	10/15/2025
January 2026	11/14/2025
February 2026	12/15/2025

AD SIZE/SHAPE	SIZE (WIDTH X HEIGHT)
FULL PAGE	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
FULL PAGE BLEED	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
Bleed Size	8-1/2" X 11-1/8" (1/8" Bleed)
2/3 Page	4-3/4" x 9-5/8"
1/2 Horizontal	7-1/4" x 4-7/8"
1/2 Vertical	4-3/4" x 7-1/2"
1/3 Horizontal	4-3/4" x 4-7/8"
1/3 Vertical	2-1/4" X 9-7/8"
1/6 Horizontal	4-3/4" x 2-3/8"
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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PENN LINES

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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