60 YEARS
1966-2026
PENN LINES

JANUARY 2026

PENN LINES

Penn Lines:
Still Lighting
the Way

Celebrating 60 Years as the
Trusted Voice of Rural Life,
Power and Progress

INSIDE!
2025 PHOTO
CONTEST
WINNERS

A MAGAZINE FOR
THE GENERATIONS

WHERE ARE WE NOW?

SOME DEAD-END
HUMOR FOR THE
NEW YEAR

PENN LINES

2026 MEDIA KIT

MARCH 2025

PENN LINES

Power in
Numbers

Lineworkers Bring
Hope, Find Kindness
After Hurricane Helene

INSIDE!
ANOTHER
CICADA
INVASION

CO-OP LEADER:
AMERICA'S
AT AN ENERGY
CROSSROADS

BEST SUPER-
EFFICIENT HOUSE
CONSTRUCTION
METHODS

SHEET PAN
INSPIRATIONS

MAY 2025

PENN LINES

Rural and
Proud

For These Pennsylvanians,
the Only Way to Live is
Off the Beaten Path

INSIDE!
TIME FOR
TURTLES TO
SHINE?

POWER LIFE SAFELY
TIPS TO BEAT
THE ENERGY PEAK

FOODIES:
CELEBRATE SPRING

JULY 2025

PENN LINES

Peak
Performance

How Load Management
is Leading to Energy Savings

INSIDE!
MAN REACHES
MONUMENTAL
GOAL

'MOVE OVER'
TO PROTECT
ROADSIDE CREWS

EFFICIENCY TIPS
FOR OLDER HOMES

TAKE A CULINARY
JOURNEY

SEPTEMBER 2025

PENN LINES

Trading
College
for the
Trades

More Young Adults Are
Taking a Hands-on
Approach to Their Future

INSIDE!
CO-OP SCORES
EMPLOYMENT
VICTORIES

WHAT SETS CO-OPS
APART FROM OTHER
POWER PROVIDERS

FIND HIDDEN
ENERGY USERS
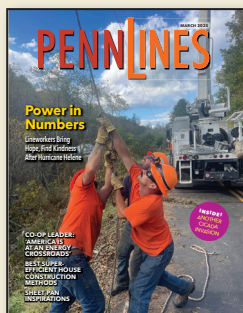AT HOME

PANCAKES,
ANYTIME

PENN LINES

60 YEARS
1966-2026
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. Celebrating its 60th anniversary in 2026, *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. *Penn Lines* focuses 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/penn-lines-magazine. 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 238,000 rural homes and businesses.

PENN LINES
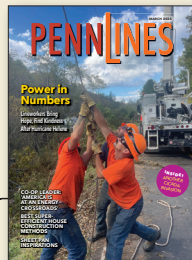
2026 EDITORIAL CALENDAR*

JANUARY
Penn Lines: A Magazine for the Generations — *PLUS* — In the Beginning: Where *Penn Lines* Started and Where It's Going

FEBRUARY
Power Hungry: What's Fueling the Data Center Boom? — *PLUS* — A Blast from the Past: Six Decades of *Penn Lines* Covers

MARCH
Feeding Pennsylvania: Co-op Communities Deliver Help for the Hungry — *PLUS* — Over the Years: Photos from the *Penn Lines'* Archives

APRIL
Born to Climb: When Line Work Runs in the Family — *PLUS* — Keeping the Lines Open: A Conversation Across Generations

MAY
Road Tripping: Get Your Kicks on Route 6 — *PLUS* — 60th Anniversary Contest Winner: "Most Well-Traveled *Penn Lines*"

JUNE
A Powerful Legacy: Allegheny Electric Cooperative Turns 80 — *PLUS* — 60th Anniversary Contest Winner: "Oldest *Penn Lines*"

JULY
Living Historians: The People Who Keep Pennsylvania's Past Alive — *PLUS* — 60th Anniversary Contest Winner: "A Date with *Penn Lines*"

AUGUST
Youth Tour: Where Are They Now? and 2026 Youth Tour Recap — *PLUS* — The Next Chapter: A Look at Life After *Penn Lines*

SEPTEMBER
25 Years Later: The Guardians of Flight 93 — *PLUS* — Love Under the Lights: Co-op Couples Reflect on Reaching a Milestone

OCTOBER
A Battle for Survival: Inside the Movement to Bring Bats Back — *PLUS* — Too Good to Forget: Recipes from Our Archives

NOVEMBER
Miles to Medicine: Rural Areas Face Alarming Healthcare Gap — *PLUS* — We Asked, You Answered: *Penn Lines'* Reader Reflections

DECEMBER
All Aboard: Railroad Adventures Deliver Holiday Cheer — *PLUS* — *Penn Lines*: The People Behind the Pages

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

Smart Circuits - home energy column
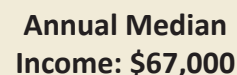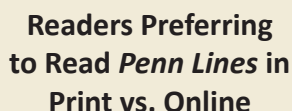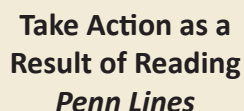*Rural Roots* - rural living column
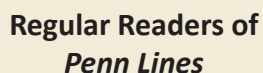*Rural Reflections* - photo contest
These departments are published on a rotating basis:
Outdoor Adventures - outdoor and wildlife column
Power Plants - gardening column

Subject to change

PENN LINES

PENNSYLVANIA READER SPOTLIGHT

85% — Regular Readers of *Penn Lines*

85% — Take Action as a Result of Reading *Penn Lines*

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

$$ — Annual Median Income: $67,000

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

JEFFERSON
DUBOIS
UNITED ELECTRIC COOPERATIVE

CLINTON

LYCOMING

FORKSVILLE
SULLIVAN COUNTY RURAL ELECTRIC COOPERATIVE
SULLIVAN

WYOMING

LACKAWANNA

PIKE

SUSSEX RURAL ELECTRIC COOPERATIVE
SUSSEX

LAWRENCE

PARKER

CLEARFIELD

CENTRE

MONTOUR
COLUMBIA

LUZERNE

MONROE

SUSSEX
PASSAIC

BUTLER

ARMSTRONG

INDIANA
INDIANA
REA ENERGY COOPERATIVE
CAMBRIA

UNION
SNYDER
NORTH-UMBERLAND

SCHUYLKILL

CARBON

WARREN
NORTHAMPTON
MORRIS

BEAVER

ALLEGHENY

MIFFLIN
JUNIATA

LEHIGH

SOMERSET

HUNTERDON
NEW JERSEY

WASHINGTON

WESTMORELAND

BLAIR
HUNTINGDON
VALLEY RURAL ELECTRIC COOPERATIVE
HUNTINGDON

PERRY

DAUPHIN
ALLEGHENY ELECTRIC COOPERATIVE
HARRISBURG

LEBANON

BERKS

BUCKS

MONTGOMERY

NEW ENTERPRISE

CUMBERLAND

LANCASTER

CHESTER

PHILADELPHIA

GREENE
FAYETTE

SOMERSET
SOMERSET RURAL ELECTRIC COOPERATIVE
SOMERSET

BEDFORD
BEDFORD

FULTON
FRANKLIN

ADAMS
GETTYSBURG
ADAMS ELECTRIC COOPERATIVE

YORK

DELAWARE

DELAWARE

WEST VIRGINIA

BEDFORD RURAL ELECTRIC COOPERATIVE

NEW ENTERPRISE RURAL ELECTRIC COOPERATIVE

MARYLAND

LEGEND
Cooperative Headquarters

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

PENN LINES

2025 Reader Demographics

Gender

Male 56%

Female..44%

Age

18-59 ....24%

25-54 ....16%

35-64 ....35%

45-64 ....31%

65 and over..63%

Median Age: 68 years

Household Annual Income (From All Sources)

Under $25,000...12%

$25,000-$29,999 ....7%

$30,000-$39,999 ....9%

$40,000-$49,999 ....6%

$50,000-$59,999 ....12%

$60,000-$74,999 ....11%

Over $75,000...44%

Annual Median Income: $67,000

Employment

Work full-time...28%

Work part-time 5%

Retired..64%

Not working (not retired)............................4%

Household

Own primary residence..............................96%

Approx. size of primary residence (3-plus acres)...45%

Own vacation/weekend home 25%

Internet Access

Internet access at home 85%

No internet access at home 15%

Type of Internet Connection

Broadband/high-speed internet access (not mobile).. 80%

Dial-up modem internet access....................3%

Mobile broadband for computer/tablet/cellphone...... 22%

Gardening & Landscaping

Owns a garden..59%

Owns a lawn mower, lawn/garden tractor, tiller, chainsaw or farm tractor 97%

Livestock & Pets

Owns some type of animal...........................61%

Owns dogs..41%

Owns cats 36%

Vehicle Ownership

Owns any vehicle..99%

Owns a pickup truck 62%

Owns a sport-utility vehicle 65%

Owns a car..52%

Owns an electric vehicle (EV) 6%

Readership

Average reading time ....40 minutes

Read every issue 77%

Read three out of four issues (regular readers)..........85%

Average length of *Penn Lines* readership in years.........18

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

Circulation...168,000

Reader Action

Readers taking an action as a result of reading *Penn Lines*....................................85%

Readers who cut out or used a recipe.........58%

Readers who saved articles/advertisements for future reference 35%

Readers who bought or ordered or recommended a product or service.........................20%

Readers who made home more energy efficient as a result of reading *Penn Lines* 26%

Readers who visited an advertiser's website as a result of reading *Penn Lines* 16%

Readers who shared an article with friends and/or family...47%

Data based on August 2025 study conducted by MRI-Simmons

PENN LINES

2026 ADVERTISING DUE DATES / AD SPECIFICATIONS

ISSUE MONTH	AD CLOSE/ AD MATERIALS DUE
January 2026	11/14/2025
February 2026	12/15/2025
March 2026	1/14/2026
April 2026	2/13/2026
May 2026	3/16/2026
June 2026	4/17/2026
July 2026	5/15/2026
August 2026	6/16/2026
September 2026	7/15/2026
October 2026	8/14/2026
November 2026	9/14/2026
December 2026	10/14/2026
January 2027	11/16/2026
February 2027	12/16/2026

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: JPG or EPS. Advertisements requiring typesetting or other work will be charged for all required services. Publisher is not responsible for any errors in keycodes or other type set by the publisher. Please see *Penn Lines* Digital Specifications for additional information.

FOR MORE INFORMATION PLEASE CONTACT:

Michelle M. Smith
Advertising & Production Coordinator
michelle_smith@prea.com
717-233-5704 • www.prea.com

PENNLINES

DIGITAL SPECIFICATIONS

FILE FORMATS:

PREFERRED: PDF format. Save using the PDF/X-1a:2001 setting, the standard PDF format for high-end printing purposes

ACCEPTABLE: JPG

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 is important that 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; 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 JPG format
- 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
- Effective resolution should be a minimum of 300 dpi

VECTOR ARTWORK
- Fonts should be converted to outlines (preferred) or embedded

FOR MORE INFORMATION PLEASE CONTACT:
Michelle M. Smith, *Advertising & Production Coordinator* • michelle_smith@prea.com • 717-233-5704 • www.prea.com

Pennsylvania
Rural Electric
Association

212 Locust Street, Suite 100
P.O. Box 1266
Harrisburg, PA 17108-1266
717.233.5704 ● www.prea.com/penn-lines-magazine
advertising@prea.com