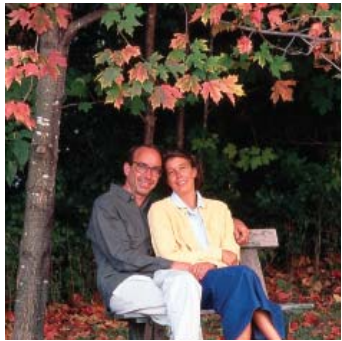




# Living the Country Life®

IDEAS AND INSPIRATION  
FOR YOUR PLACE IN THE COUNTRY



**Living the Country Life** Magazine reaches one of the fastest growing consumer segments... homeowners buying acreages and choosing to live a rural lifestyle.

The **Living the Country Life** brand is a multi-media solution designed to help marketers engage and interact with this growing segment of the rural market, providing ideas and inspiration for their place in the country through our magazine, Web site, TV program, radio show, and database.

## DEMOGRAPHICS

Household income – \$75,000+

Homeowners property value – \$200,000+

Lot size – 2+ acres

Readership

- 67% both female and male
- 17% female
- 16% male

Perform at least some of their own projects, including:

- Fencing 38%
- Landscaping 70%
- Planting trees 51%
- Building/construction 35%

Animal ownership

- 61% own dogs
- 18% own horses

Do-it-yourself audience

Source: 2006 Reader Reply Cards

Official Magazine of the  
**Country Living**  
Association