



Living the Country Life®

IDEAS AND INSPIRATION
FOR YOUR PLACE IN THE COUNTRY

LIVING THE COUNTRY LIFE RADIO

Living the Country Life Radio connects with “ruralpolitans” during their busy work days with the intimacy and immediacy of radio. Each radio show will be both educational and entertaining. Our test: At the end of it, you will be able to say “Wow, I didn’t know that!” Radio’s portability and reach is huge! Each show will also be available as a podcast and audio streamed on the **Living the Country Life** Web site.

Living the Country Life Radio is different than anything currently offered on the market:

FORMAT

3 ½ minutes (2 ½ minute program, 1 minute commercial)

2 minutes (1 minute program, 1 minute commercial)

INTEGRATED WITH OTHER MEDIA

TV, print, and Web will complete the customer experience and connect you to the audience you want to reach.

AUDIENCE

Huge market – 16 million households on 3+ acres

Above average incomes

Want to connect with this lifestyle – it’s their hobby

Make purchasing decisions based on wants not needs

Derive their income from another source

Busy and hungry for information

Do-it-yourselfers who need the tools to get the job done

Source: www.nafb.com