



NORTH DAKOTA
NORTH DAKOTA'S
BEST-READ
PUBLICATION **Living**

2025

MEDIA KIT

GENDER



52% MALE
48% FEMALE

AGE

18-34 **23%**
35-49 **23%**
50-64 **26%**
65 AND OVER **28%**



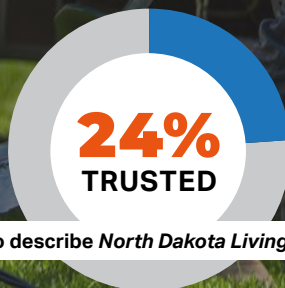
EDUCATION

HIGH SCHOOL **21%**
SOME COLLEGE **40%**
COLLEGE DEGREE **39%**



HOUSEHOLD INCOME

UNDER \$50,000 **9%**
\$50,000-\$100,000 **28%**
OVER \$100,000 **45%**



were the top words readers used to describe *North Dakota Living*.

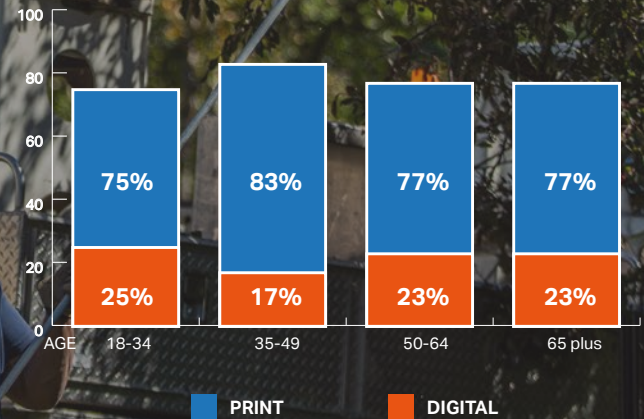
For more than 70 years, the *North Dakota Living* magazine has been the state's No. 1 monthly circulated publication. It's content includes recipes, reader reflections, health, agriculture, history and travel articles, technology news; a section dedicated to teenagers, local and statewide news, plus more.

Advertise your business to reach nearly 200,000 monthly readers, which includes residents, business owners, industry leaders and policymakers in energy, agriculture, health and higher education.

For more information, contact Duane Crabbe at dcrabbe@ndarec.com.

A PREFERENCE FOR PRINT

Young people don't read print. **WRONG!**
Print is preferred 3-to-1 across all age groups. We asked respondents if they prefer reading in print (books and magazines) or digital (on your computer or smartphone) format.



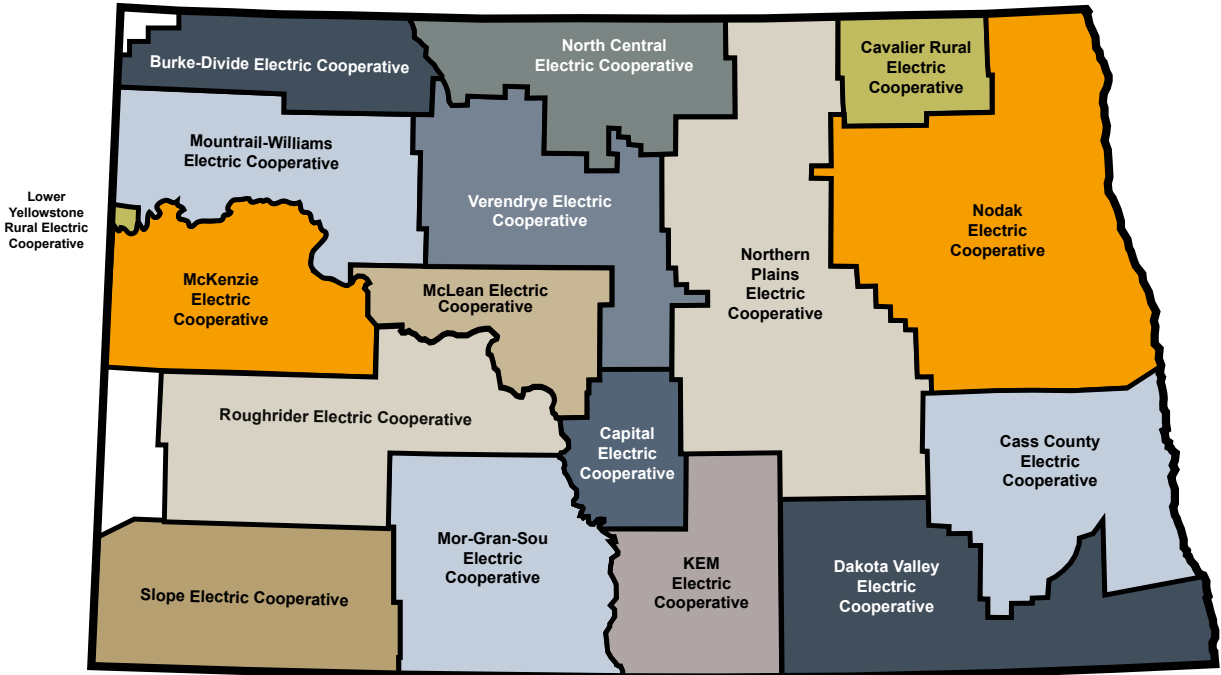
OCCUPATIONS

FARMER/RANCHER **19%**
LABORER **8%**
SALES OR SERVICE WORKER **5%**
LICENSED PROFESSIONAL **16%**
BUSINESS OWNER/MANAGER **10%**
HOMEMAKER **2%**
RETIRED **34%**

*North Dakota Living magazine survey results by DFM Research, August 2024

| STATEWIDE DISTRIBUTION |

Service territory boundaries are approximate and should not be construed as legal descriptions.



CIRCULATION

January	82,000
February	82,000
March.....	82,000
April.....	82,000
May	82,000
June	82,000
July	82,000
August.....	82,000
September	82,000
October	82,000
November.....	82,000
December	82,000

MEMBER ELECTRIC COOPERATIVE SUBSCRIBERS

Burke-Divide Electric	1,281	North Central Electric.....	4,069
Capital Electric	18,049	Northern Plains Electric.....	7,301
Cass County Electric	219	Roughrider Electric.....	8,667
Cavalier Rural Electric	55	Sheridan Electric	96*
Dakota Valley Electric	4,210	Slope Electric.....	1,851
Goldenwest Electric	185*	Verendrye Electric	10,944
KEM Electric.....	2,185		
Lower Yellowstone Electric.....	340*		
McKenzie Electric.....	4,480		
McLean Electric	2,544		
Mor-Gran-Sou Electric	6,379		
Mountrail-Williams Electric.....	7,874		
Nodak Electric	786		



FOR MORE INFORMATION

Duane Crabbe
Advertising Sales Manager
701-667-6436
dcrabbe@ndarec.com
ndliving.com

*Number of North Dakota Living annual subscribers.

Note: A small number of subscribers in a few of these service areas receive North Dakota Living from a telecommunications cooperative.

2025 FEATURES/DEADLINES

ISSUE MONTH	FEATURE	SPACE DEADLINE	COPY DEADLINE	PUBLISH DATE
January	<ul style="list-style-type: none"> Inaugural photo contest winners New year, new governor The Cost of Your Power series, Part I 	12/5/24	12/12/24	12/31/24
February	<ul style="list-style-type: none"> Higher education The Cost of Your Power series, Part II N.D. Tourism's Travel Guide (distribution to 12-month subscribers) 	1/5/25	1/12/25	2/6/25
March	<ul style="list-style-type: none"> GO WEST issue: Medora Musical 60th anniversary, Dickinson's Legacy Square, McKenzie County Ag Expo The Cost of Your Power series, Part III 	2/5/25	2/12/25	3/4/25
April	<ul style="list-style-type: none"> TAKE CARE issue, health care Updates from the N.D. legislative session The Cost of Your Power series, Part IV 	3/5/25	3/12/25	4/2/25
May	<ul style="list-style-type: none"> Explore North Dakota issue, travel + tourism Summer celebrations 	4/5/25	4/12/25	5/2/25
June	<ul style="list-style-type: none"> Arts and culture Lawn and garden Legislative session recap 	5/5/25	5/12/25	6/3/25
July	<ul style="list-style-type: none"> Building a presidential library Communities prepare for July 2026 opening of Theodore Roosevelt presidential library 	6/5/25	6/12/25	7/3/25
August	<ul style="list-style-type: none"> BACK-TO-SCHOOL issue, education Sports Announce 2026 magazine photo contest 	7/5/25	7/12/25	8/1/25
September	<ul style="list-style-type: none"> Agriculture Fall hunting outlook Big Iron Guide (distribution to some subscribers) 	8/5/25	8/12/25	9/2/25
October	<ul style="list-style-type: none"> Co-op Month! Rural economic development Cybersecurity 	9/5/25	9/12/25	10/2/25
November	<ul style="list-style-type: none"> Veterans Buy local, shop small businesses 	10/5/25	10/12/25	10/31/25
December	<ul style="list-style-type: none"> Winter recreation Energy peaks 101 	11/5/25	11/12/25	12/3/25

* Publish date subject to change.

NORTH DAKOTA
NORTH DAKOTA'S
 BEST-READ
 PUBLICATION
Living

FOR MORE INFORMATION

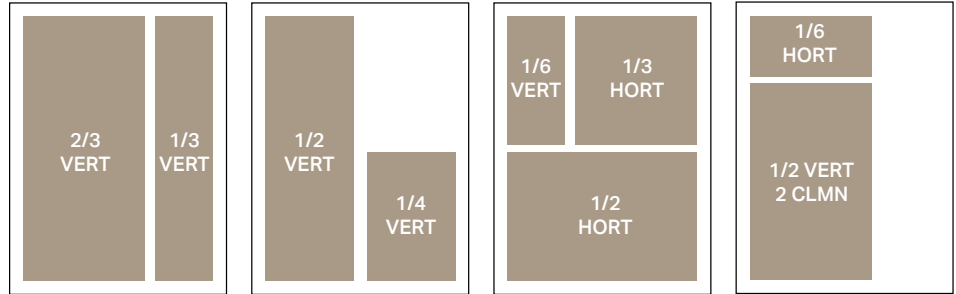
Duane Crabbe
 Advertising Sales Manager

701-667-6436
 dcrabbe@ndarec.com
 ndliving.com



PRINT AD SPECIFICATIONS

AD SIZES



NON-BLEED	WIDTH	HEIGHT
FULL PAGE	6.75"	9.75"
2/3 PAGE VERTICAL	4.25"	9.75"
HALF PAGE VERTICAL 1.5 COLUMN	3.25"	9.75"
HALF PAGE VERTICAL 2 COLUMN	4.25"	7.25"
HALF PAGE HORIZONTAL	6.75"	4.75"
1/3 PAGE VERTICAL	2.125"	9.75"
1/3 PAGE HORIZONTAL	4.25"	4.75"
1/4 PAGE	3.25"	4.75"
1/6 PAGE HORIZONTAL	4.25"	2.25"
1/6 PAGE VERTICAL	2.125"	4.75"

PRODUCTION

PREFERRED AD FORMATS

- High-resolution (300 DPI) Adobe PDF.
- High-resolution (300 DPI) EPS in CMYK or grayscale. EPS files include embedded fonts or fonts converted to outlines.
- High-resolution (300 DPI) TIFF in either CMYK or grayscale.

UPLOADING PROCEDURE

- Follow the steps below to get started:
1. Go to your web browser and type in the address, <https://ndliving.wetransfer.com>
 2. Follow the onscreen steps to upload your ad or files. Can place up to 20GB of materials.



FOR MORE INFORMATION

Duane Crabbe
 Advertising Sales Manager
 701-667-6436
 dcrabbe@ndarec.com
 ndliving.com

BLEED	TRIM WIDTH	TRIM HEIGHT	BLEED WIDTH	BLEED HEIGHT
FULL PAGE	8"	10.75"	8.5"	11.25"
BACK COVER	6.75"	8.25"	8.5"	9"
2-PAGE SPREAD	14.75"	9.75"	16.5"	11.25"

AD RATES

COVER POSITIONS

Add \$300 for inside front, inside back, and back cover. Call for availability.

FULL COLOR

SIZE	1x	3x	6x	9x	12x
1/6	\$845	\$810	\$760	\$750	\$715
1/4	\$1,095	\$1,060	\$1,030	\$985	\$955
1/3	\$1,360	\$1,280	\$1,195	\$1,120	\$1,085
1/2	\$1,830	\$1,750	\$1,645	\$1,560	\$1,470
2/3	\$2,570	\$2,405	\$2,240	\$2,130	\$2,040
FULL PAGE	\$3,600	\$3,350	\$3,120	\$2,975	\$2,810
SPREAD	\$5,800	\$5,505	\$5,175	\$4,945	\$4,735

BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1/6	\$495	\$455	\$425	\$415	\$380
1/4	\$735	\$700	\$645	\$615	\$545
1/3	\$1,005	\$920	\$855	\$760	\$730
1/2	\$1,480	\$1,410	\$1,305	\$1,210	\$1,110
2/3	\$1,965	\$1,815	\$1,650	\$1,545	\$1,465
FULL PAGE	\$3,025	\$2,755	\$2,555	\$2,370	\$2,225
SPREAD	\$5,225	\$4,840	\$4,630	\$4,385	\$4,165

2025 MARKETPLACE



HOTELS



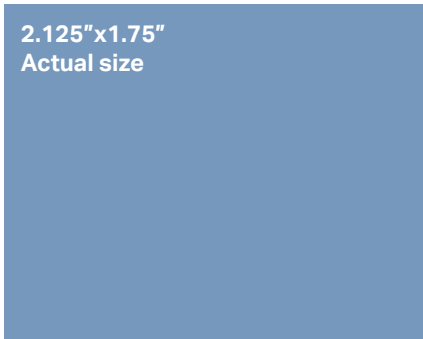
Black and white rates (add \$50 for color). Rates are per issue.

	1x	3x	6x	9x	12x
1x1	\$83	\$80	\$77	\$74	\$70

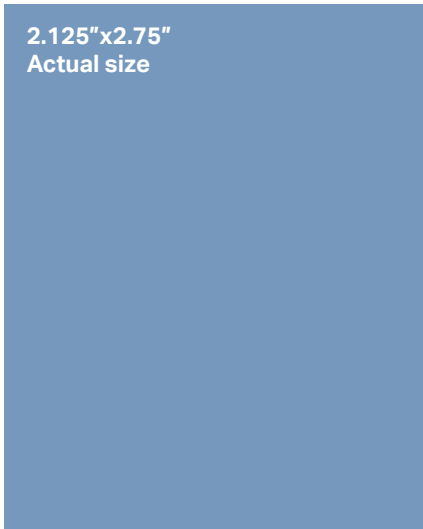


REAL ESTATE

	1x	3x	6x	9x	12x
1x2	\$162	\$157	\$148	\$141	\$135



	1x	3x	6x	9x	12x
1x3	\$237	\$227	\$217	\$212	\$202



FOR MORE INFORMATION

Duane Crabbe
 Advertising Sales Manager
 701-667-6436
 dcrabbe@ndarec.com
 ndliving.com