

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

**2026**

**MEDIA KIT**



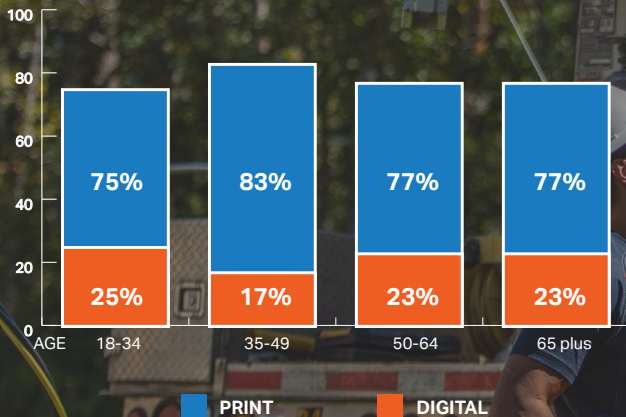
For more than 70 years, the *North Dakota Living* magazine has been the state's No. 1 monthly circulated publication. It's content includes recipes, reader reflections, health, agriculture, history and travel articles, technology news; a section dedicated to teenagers, local and statewide news, plus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

## GENDER



**52% MALE**  
**48% FEMALE**

## AGE

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



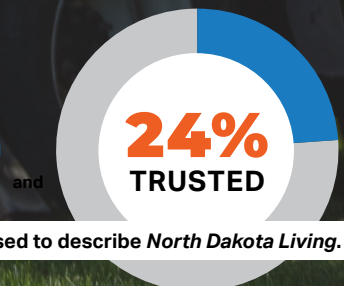
## EDUCATION

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



## HOUSEHOLD INCOME

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

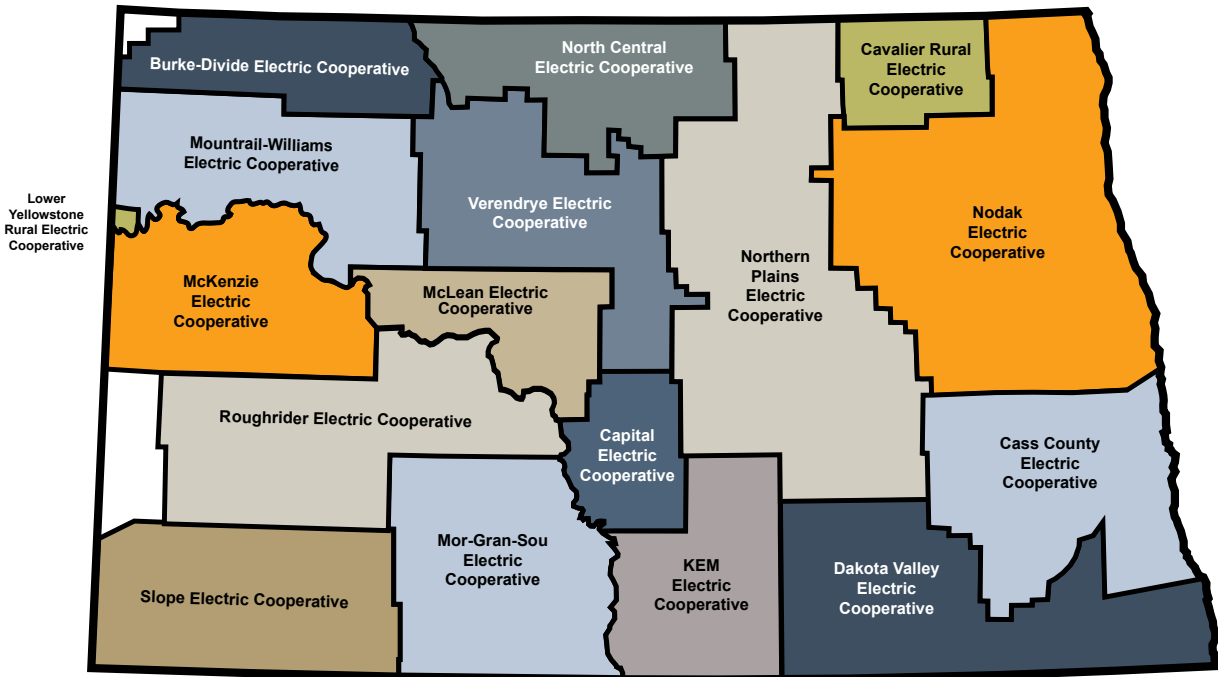


were the top words readers used to describe *North Dakota Living*.

*\*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

\*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.

## MEMBER ELECTRIC COOPERATIVE SUBSCRIBERS

Burke-Divide Electric .....	1,264	Northern Plains Electric .....	7,177
Capital Electric .....	18,109	Roughrider Electric .....	8,903
Cavalier Rural Electric .....	54	Sheridan Electric .....	94*
Dakota Valley Electric .....	4,240	Slope Electric .....	1,858
Goldenwest Electric .....	184*	Verendrye Electric .....	10,820
KEM Electric .....	2,223		
Lower Yellowstone Electric .....	343*		
McKenzie Electric .....	4,815		
McLean Electric .....	2,815		
Mor-Gran-Sou Electric .....	6,346		
Mountrail-Williams Electric .....	8,169		
Nodak Electric .....	783		
North Central Electric .....	3,952		

### FOR MORE INFORMATION

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## | 2026 FEATURES/DEADLINES |

ISSUE MONTH	FEATURE	SPACE DEADLINE	COPY DEADLINE	PUBLISH DATE
January	<ul style="list-style-type: none"> <li>2026 photo contest winners</li> <li>Succession planning for farm and ranch families</li> <li>Cost of Your Power series: Balancing reliability and affordability</li> </ul>	12/5/25	12/12/25	12/31/25
February	<ul style="list-style-type: none"> <li>Education issue: AI in schools, higher ed prepares students for future tech careers</li> <li>N.D. Tourism's Travel Guide (distribution to 12-month subscribers)</li> </ul>	1/5/26	1/12/26	2/6/26
March	<ul style="list-style-type: none"> <li>The future of local news</li> <li>Food hubs: North-central and south-central rural grocery/ local foods projects</li> <li>Photo essay: The last rural grocers</li> </ul>	2/5/26	2/12/26	3/5/26
April	<ul style="list-style-type: none"> <li>TAKE CARE issue, health care: Rural Health Transformation Program, aging in rural North Dakota</li> <li>Data centers 101/how co-ops handle large loads</li> </ul>	3/5/26	3/12/26	4/2/26
May	<ul style="list-style-type: none"> <li>Explore North Dakota issue, travel + tourism</li> <li>Honor guards + Memorial Day</li> </ul>	4/5/26	4/12/26	5/1/26
June	<ul style="list-style-type: none"> <li>Agriculture</li> <li>Electric safety on the farm and in the field</li> </ul>	5/5/26	5/12/26	6/3/26
July	<ul style="list-style-type: none"> <li>America's 250 years</li> <li>Three Affiliated Tribes National Park</li> </ul>	6/5/26	6/12/26	7/2/26
August	<ul style="list-style-type: none"> <li>CO-OPS VOTE issue, 2026 election/voter guide</li> <li>Announce 2027 magazine photo contest</li> </ul>	7/5/26	7/12/26	8/3/26
September	<ul style="list-style-type: none"> <li>Hunting and the outdoors</li> <li>Back to school and sports</li> <li>Big Iron Guide (distribution to some subscribers)</li> </ul>	8/5/26	8/12/26	9/4/26
October	<ul style="list-style-type: none"> <li>Co-op Month!</li> <li>Photo essay: Prairie energy</li> </ul>	9/5/26	9/12/26	10/1/26
November	<ul style="list-style-type: none"> <li>Veterans</li> <li>Healthful holidays</li> <li>Thankful for reliable, affordable electricity</li> </ul>	10/5/26	10/12/26	10/30/26
December	<ul style="list-style-type: none"> <li>Pride of Dakota small businesses, buy + shop local this holiday season</li> <li>From the farm to your holiday plate</li> </ul>	11/5/26	11/12/26	12/3/26

\* Publish date subject to change.



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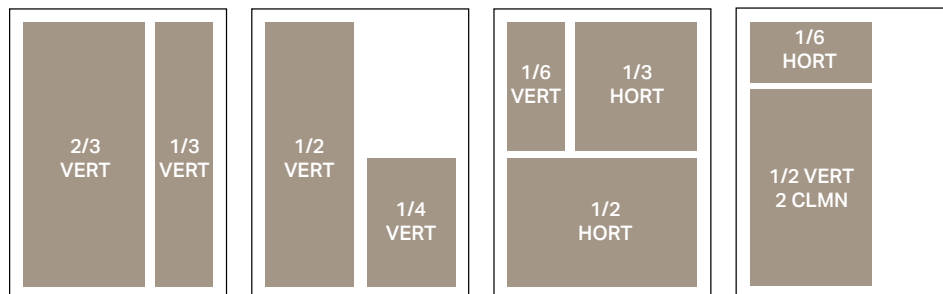
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## PRINT AD SPECIFICATIONS

### 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.



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## 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

# 2026 MARKETPLACE



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

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

2.125"x.875"  
Actual size

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

2.125"x1.75"  
Actual size

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

2.125"x2.75"  
Actual size



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