

# WREN

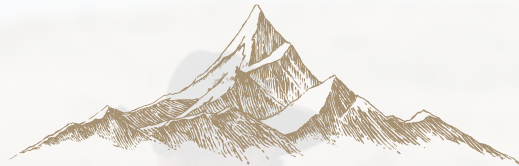
WYOMING RURAL ELECTRIC NEWS



## Media Kit

*Deliver your message with the most  
widely read magazine in rural Wyoming.*





THE MAGAZINE FOR  
**RURAL WYOMING**



Much more than an electric cooperative newsletter, Wyoming Rural Electric News (WREN) is Wyoming's largest-circulating publication and original lifestyle magazine.

Each of its 11 yearly issues is a blend of national, state, and original features from award-winning journalists, notable Wyoming voices and reader contributors.

WREN delivers compelling editorial content that spotlights rural lifestyles and issues, while shedding light on energy, electrical power, safety and rate-related topics that affect readers and their member-owned electric cooperatives.

# WREN Readers

THE BACKBONE OF THE AMERICAN WEST

We're involved in all the parts and pieces of our lives, from raising our families and our livestock to growing our food.  
We're in the field and on the line, each one of us with a part to play to sustain our community and our way of life.

**We've grown roots here. We care deeply about the people here, this land  
and this country, and we choose to make ours the lifestyle of the American West.**

THE LARGE LANDOWNER



THE COUNTRY FAMILY



THE WORKING COWBOY



PAID CIRCULATION  
**41,000**



READERSHIP  
**119,000**

2.9 readers per issue based on MRI Doublebase Study

✂ THESE ARE THE CUSTOMERS YOU'VE BEEN TRYING TO REACH ✂

POWERFUL  
READERSHIP

WREN REACHES

119,000

Readers Monthly

MORE THAN ANY OTHER PUBLICATION IN THE STATE



Many of Wyoming's most influential decision-makers and company leaders are among WREN's powerful readership. This includes members, managers, staff and boards of trustees of Wyoming electric cooperatives, Wyoming's elected officials, members of the state legislature and all county commissioners.

WREN's content is a trusted source of information for key personnel within multi-state industry players, such as Tri-State Generation and Transmission Association, Basin Electric Power Cooperative, and Missouri Basin Power Project.

No other publication in Wyoming delivers to such a large and targeted audience.

92%

OF WREN READERS OWN  
THEIR OWN HOMES\*

&

43%

OWN ACREAGE\*

AVERAGE HOUSEHOLD INCOME

\$72K

PER YEAR\*

\*Source: NCM GFK MRI Doublebase Study



— WHY DO READERS —

# Choose WREN Magazine?

## EDITORIAL INTEGRITY

WREN's award-winning editorial team researches, writes, and photographs the stories that enlighten and captivate Wyoming audiences, without being paid or pressured to place content or opinions that forward the agenda of outside interests.

**WREN is the voice of the cooperative network in Wyoming, and readers trust the editorial team to present complete, balanced information.**



**RICH CONTENT**

Each issue of WREN is packed with a month's worth of relevant, thought-provoking, useful and fun content that appeals to the full spectrum of our audience. In every issue, readers look forward to receiving:

- Facts, tips, and advice tailored to electric consumers, rural families and property owners
- Electric policy and technology news at the co-op, state, and national level
- Book reviews, puzzles and contests, reader-submitted poetry, photos, and recipes and content for kids



**HOMETOWN CHARACTER**

WREN is written by Wyomingites for Wyomingites, which means every issue is genuinely Wyoming.

WREN Magazine proudly presents:

- Authentic feature stories about Wyoming people, places, and industries
- Announcements, discoveries, and historical artifacts unique to Wyoming
- A comprehensive statewide events calendar and classified marketplace
- Essays and anecdotes from Wyoming voices on a variety of topics

## LIMITED ADVERTISING

Every issue of WREN Magazine contains at least **65%** quality editorial content.

This ensures that readers continue to see the value in studying WREN month after month, and guarantees that every advertiser stands out.

## WREN READERS INTERACT

with the magazine every month, mailing in creative content submissions, components for drawings and giveaways and content for the community calendar

**92%** of WREN readers trust advertising in our magazine over any other source\*

# Advertising

— IN WREN MAGAZINE —



## OBJECTIVE

Since 1954, Wyoming Rural Electric News (WREN) magazine's primary objective has been to be a trusted source of information for rural Wyoming readers. This promise is upheld through a commitment to journalistic integrity, fair and balanced reporting, richness and diversity of content, and by promising that each issue contains at least 65% quality editorial content.

## CONTENT



### POLITICAL ADVERTISING:

Advertising promoting candidates for public office only (no issue ads) are accepted upon review by the Editor of the WREN and the Executive Director of WREA.



### SUBSTANCES OF QUESTIONABLE VALUE:

Advertising, the sole purpose of which is to promote consumption of tobacco products, alcohol, and non-pharmaceutical potions will not be accepted. Advertisements from establishments that mention alcoholic beverages among several other acceptable consumer offerings (resorts lodging, hotel rooms, restaurant meals, golf, etc.) shall not be restricted by this provision.



### PRODUCTS OF LOW VALUE:

WREN staff reserves the right to evaluate the integrity of products or services to be advertised, and to reject those ads that are determined to be deceptive, unable to deliver the value being promised, or that do not contribute to the type of image that WREN seeks to build about Wyoming's quality of life.



### ADVERTISING BALANCE:

It shall be the priority of the WREN staff to seek advertising that matches the demographic profile of the electric cooperative customer base and contributes to the goal of broadening WREN's appeal to all readers. WREN staff works to ensure that each issue contains at least 65% quality editorial content.



### COMPETITIVE FUELS:

Advertising of fuels competing with electricity will be accepted at the discretion of the WREN staff and the WREA Executive Director. Any advertising for a competing fuel that discredits electricity as an economical home, farm or business fuel source will not be accepted.



### FIREARMS:

Advertising of firearms shall be limited to shotguns and rifles offered for use in wildlife hunting, and for firearms classified as commemorative or collector editions. Advertisements of other firearms, including sidearms, handguns, or other weapons, will be prohibited and will not be accepted by WREN staff.



### GAMBLING/GAMING, PARAMUTUAL RACING:

Advertising of legalized gambling will be accepted only when the gambling service is sponsored by a Native American tribal entity, the State of Wyoming, or by privately owned and state licensed paramutual horse racing facilities, or when the advertisement describes gambling as one of several acceptable consumer offerings available from an establishment or community.



### GOOD TASTE:

Advertising not restricted by the provisions of this policy must nonetheless adhere to the principles of honesty, good taste and fair dealing.

## RESPONSIBILITY

*Final responsibility for advertising content rests with WREN staff and the Executive Director of the WREA.*

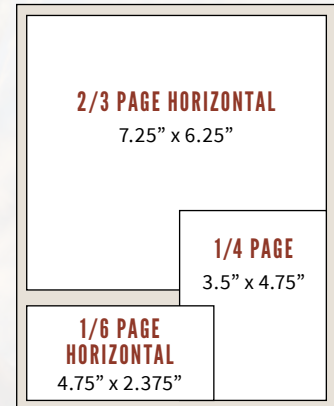
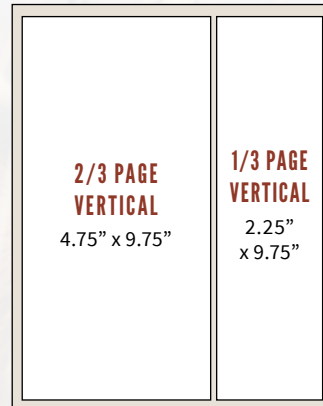
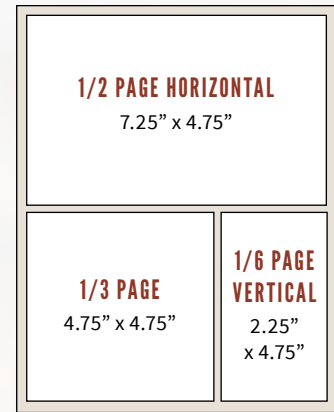
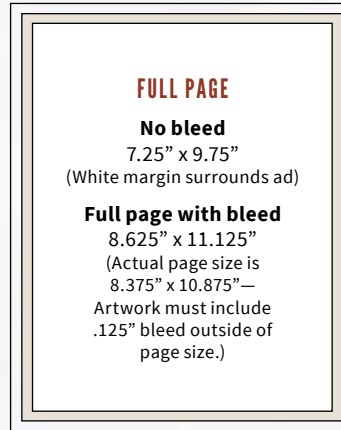
## — ADVERTISING SPECIFICATIONS —

### DISPLAY ADVERTISING RATES

Full Page	\$1,575
2/3 Page	\$1,050
1/2 Page	\$800
1/3 Page	\$540
1/4 Page	\$400
1/6 Page	\$275
per column inch	\$45

### PREMIUM POSITIONS

Inside front cover	\$1,779
Inside back cover	\$1,744
Back cover	\$1,826



## FREQUENCY DISCOUNTS

Discount pricing is available for 3-, 6- and 11-issue insertions (3%, 5% and 10%, respectively) when a contract is signed at the time of the first space reservation. Ask your ad representative for more information.

## REQUIREMENTS

Digital artwork is accepted as a pdf, jpg, tif, eps, or packaged InDesign file. Embed all fonts and images. Graphics must be 300dpi and saved in a CMYK or grayscale color profile.

**Closing dates.** WREN Magazine is issued the third week of each month except January. Advertising deadline is the 12th of the month preceding the month of publication. All art files must be received on or before the 24th; no changes or cancellations will be accepted after closing dates.

**General.** The publisher reserves the right to decline or discontinue any advertisement. See the preceding page for more information.

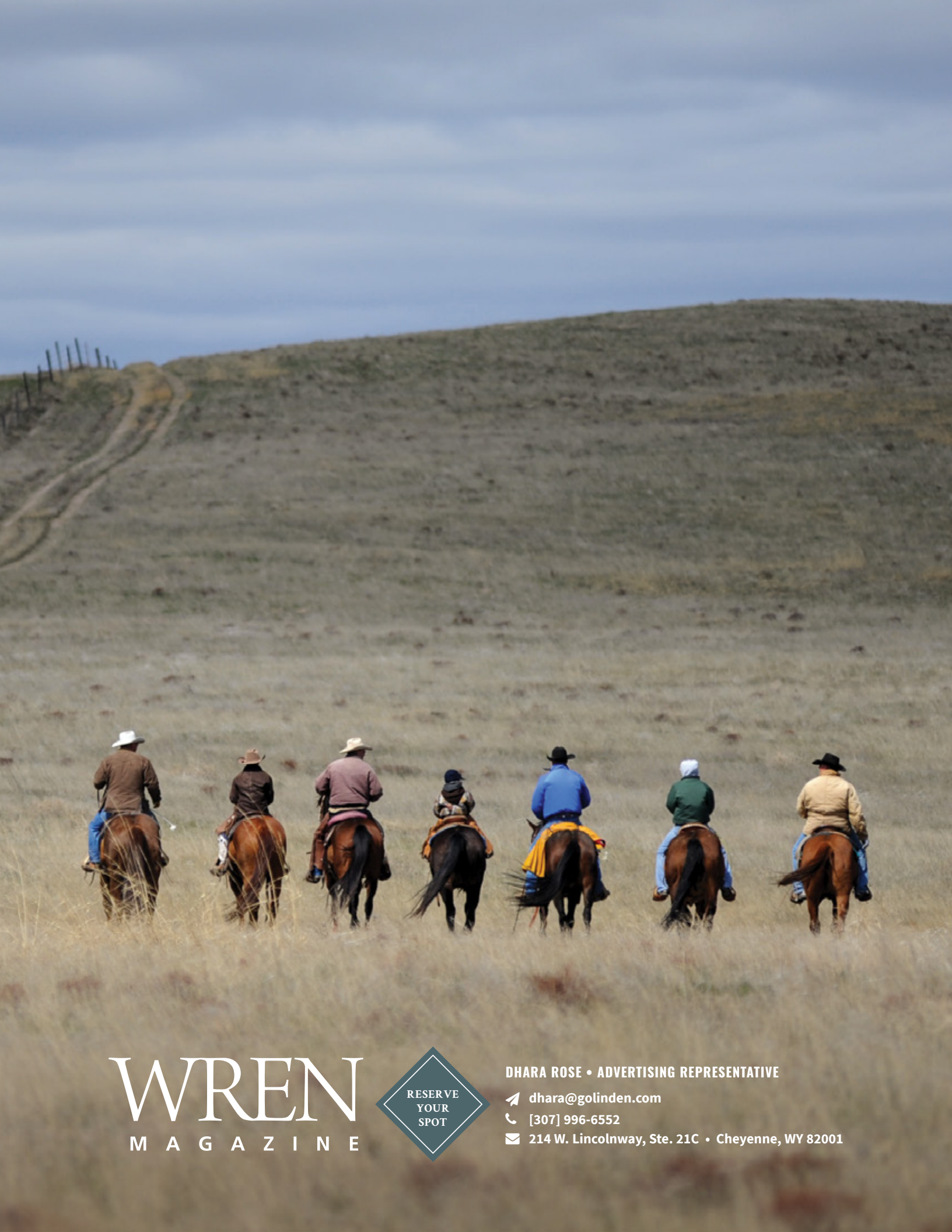
**Commission.** 15 percent on ads larger than 2 inches will be paid to agencies recognized by WREN Magazine.

**Billing.** Billing date is the 1st of each month; a credit card payment is required for all new advertisers.

## DESIGN SERVICES

WREN Magazine's art department is available to create a custom ad for you. Ask your ad representative for more information.





# WREN

M A G A Z I N E

RESERVE  
YOUR  
SPOT

DHARA ROSE • ADVERTISING REPRESENTATIVE

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