

WREN

WYOMING RURAL ELECTRIC NEWS



Media Kit

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

Contact Details

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— WHY READERS —

Choose WREN Magazine

EDITORIAL INTEGRITY

WREN's award-winning editorial team researches, writes, photographs and designs the stories that enlighten and captivate Wyoming audiences.

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



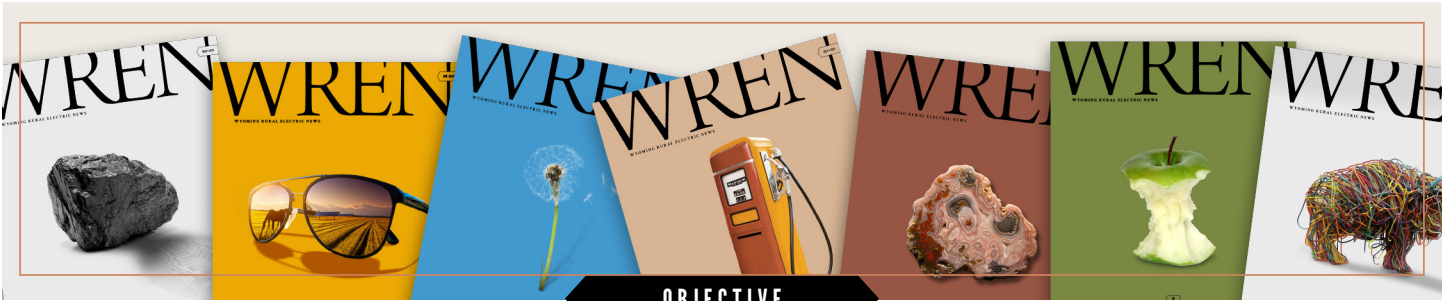
HOMETOWN CHARACTER

WREN is written for Wyomingites by Wyomingites and writers with direct connections to the state, its people and culture. This 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

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 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 remedies will not be accepted. Advertisements from establishments that simply 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.



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.



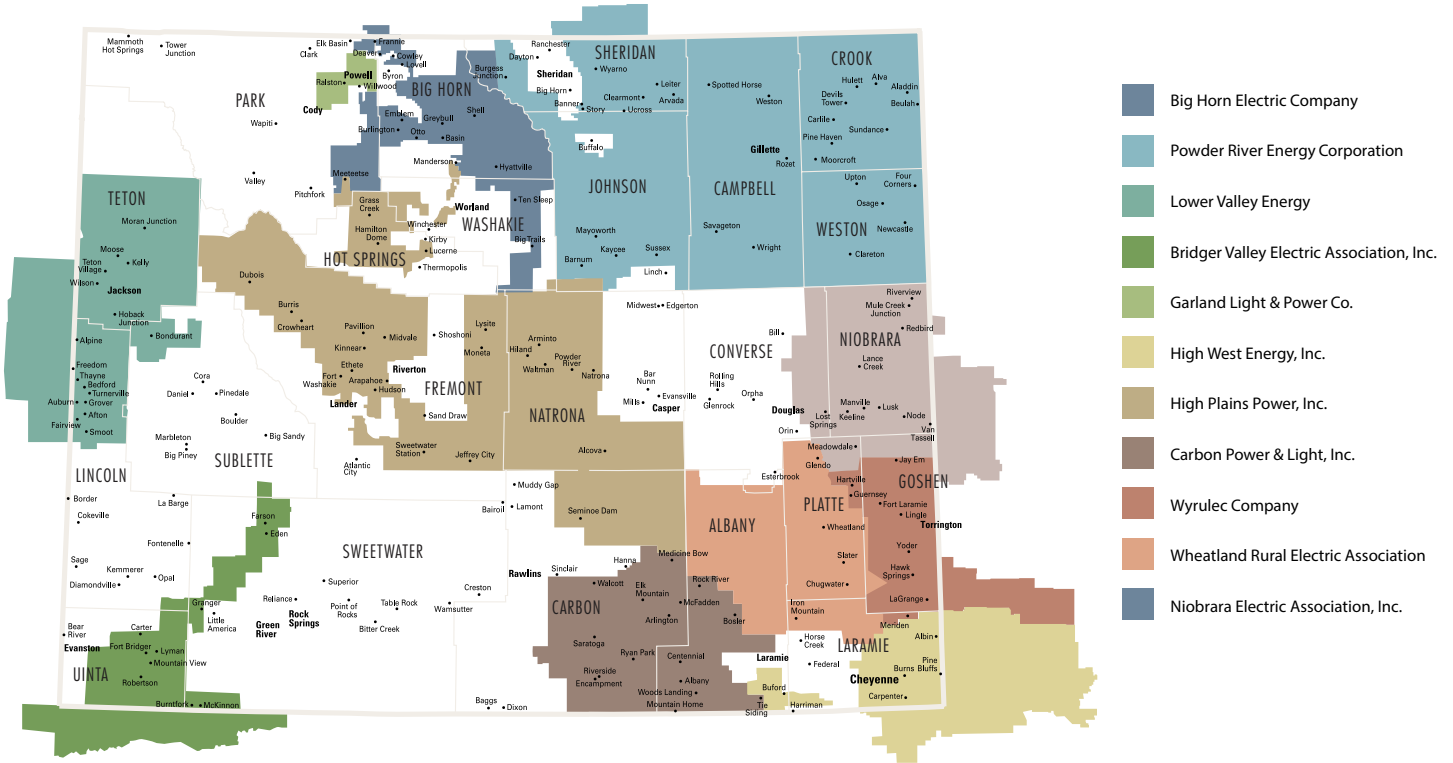
GOOD TASTE:

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.

Circulation details



THE WREN MAGAZINE REACHES ALL MEMBERS, MANAGERS, STAFF AND BOARD MEMBERS AT THE FOLLOWING WYOMING ELECTRIC COOPERATIVES:

Big Horn Rural Electric Company	2,331
Bridger Valley Electric Association	3,516
Carbon Power and Light	4,181
Garland Light and Power Company	1,804
Niobrara Electric Association	874
Powder River Energy Corporation	12,218
Wyrulec Company	2,303

TOTAL (including 516 other subscribers) : 27,743*

*Current as of February 2025

ACCOLADES & APPLAUSE

I just wanted to let you know how much I enjoy reading my WREN - you are doing a wonderful job with this publication! One of my favorite sections is the recipe section (Wyoming has some very good cooks), but I think the content of the articles, the quality of the photographs and the overall layout and design are just terrific. Keep up the good work!

From a WREN reader

THE WREN IS ALSO READ BY STATE AND COMMUNITY LEADERS INCLUDING:

- Wyoming's five elected officials
- Members of the Wyoming State Legislature
- Wyoming County Commissioners

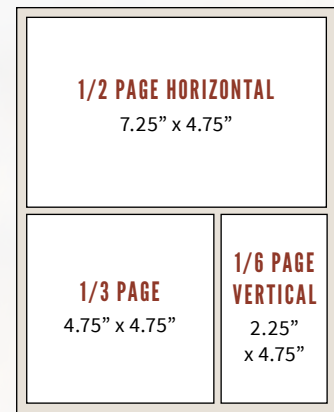
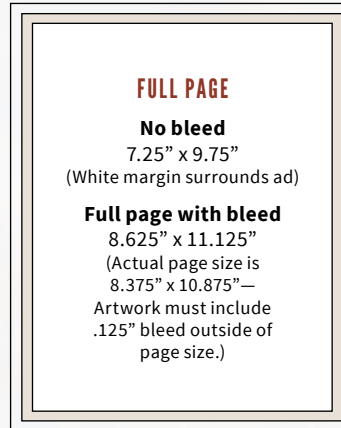
IT IS A TRUSTED INFORMATION SOURCE FOR KEY DECISION MAKERS AT THE FOLLOWING COMPANIES:

- Tri-State Generation and Transmission Association
- Deseret Power
- Basin Electric Power Cooperative
- Missouri Basin Power Project

— ADVERTISING SPECIFICATIONS —

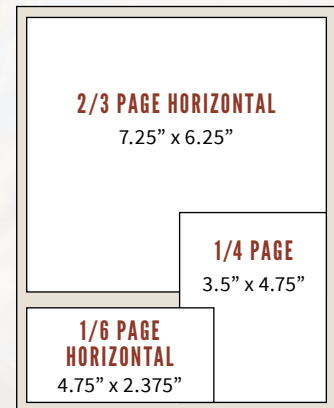
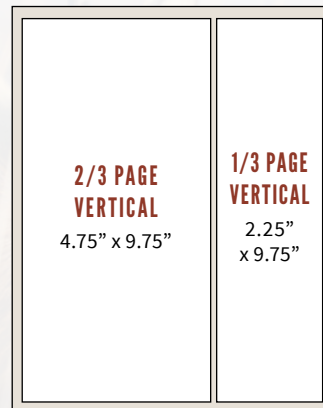
DISPLAY ADVERTISING RATES

Full Page	\$1,475
2/3 Page	\$982
1/2 Page	\$748
1/3 Page	\$505
1/4 Page	\$374
1/6 Page	\$260



PREMIUM POSITIONS

Inside front cover	\$1,667
Inside back cover	\$1,631
Back cover	\$1,707



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.



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M A G A Z I N E

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YOUR
SPOT

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